

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow

Reviewer



@mosreview

Glossy stories, trendy restaurants & capital legends from lifestyle author Afisha Daily and Forbes Channel link: @mosreview Share something interesting (anonymous): @mosmediabot Integrations and...

SUBSCRIBERS

85 937

-1303 per month

ERR (% SEE POSTS)

8.0%

per day 4.4%

REACH/POST

7K

ad reach 3.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad Potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Niche Comparison

Position in «Travel» category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 85 937 —	 SUBSCRIBER REACH 8.18% avg % of subs see a post	 VIEWS/POST 7K median 5.3K · 29 days	 POSTS/WEEK 36.8 over period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 65.3 only 10,246 reactions, 13,957 reposts, 0 comments	 POST LENGTH 273 chars median 219 · 29 days	 POSTS ANALYZED 157 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH -1303 last month	 CITATIONS 556 citation index · 2,167 channels mentioned it ever	 CHANNEL AGE 3 years 7 months created 11.11.2022

AI EDITOR SUMMARY

Channel «Moscow Reviewer» – 85 937 subs. Each post gets avg 7K people (8% from subs), reach is low – need to grow audience. Publishes 37 posts per week (~5/day) – active posting. For week Jun 29 – Jul 5 reach stable (-4.2% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outliers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 157 posts over 29 days.
- 02 Dominant format – Photo (107/157 posts).
- 03 Avg post length – 273 chars (median 219).
- 04 Peak audience activity – Thursday, 12:00 MSK.
- 05 Top posts get 7x more views than the weakest (28.4K avg for top vs 4.3K for worst) – among 157 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 06:27 PHOTO Today is Untamed Passion Day. No time to explain, floor it.	VIEWS 28 980 REPOSTS 432	REACTIONS 55 ER 33.7%
Nº2 15.06 · 06:21 PHOTO Guys, today anything goes. Just remember it's Monday...	VIEWS 28 761 REPOSTS 246	REACTIONS 55 ER 33.5%
Nº3 23.06 · 06:21 PHOTO Ready for any secret messages, just not Epstein files.	VIEWS 27 608 REPOSTS 62	REACTIONS 46 ER 32.1%

Nº4 19.06 · 06:27 PHOTO Spirit-ology Day this Friday. Or, what you thought.	VIEWS	REACTIONS
	27 524	41
	REPOSTS	ER
	267	32.0%

Nº5 21.06 · 06:25 PHOTO Who else will teach you to pile on cringe since childhood, if not dad?	VIEWS	REACTIONS
	27 178	80
	REPOSTS	ER
	171	31.6%

|

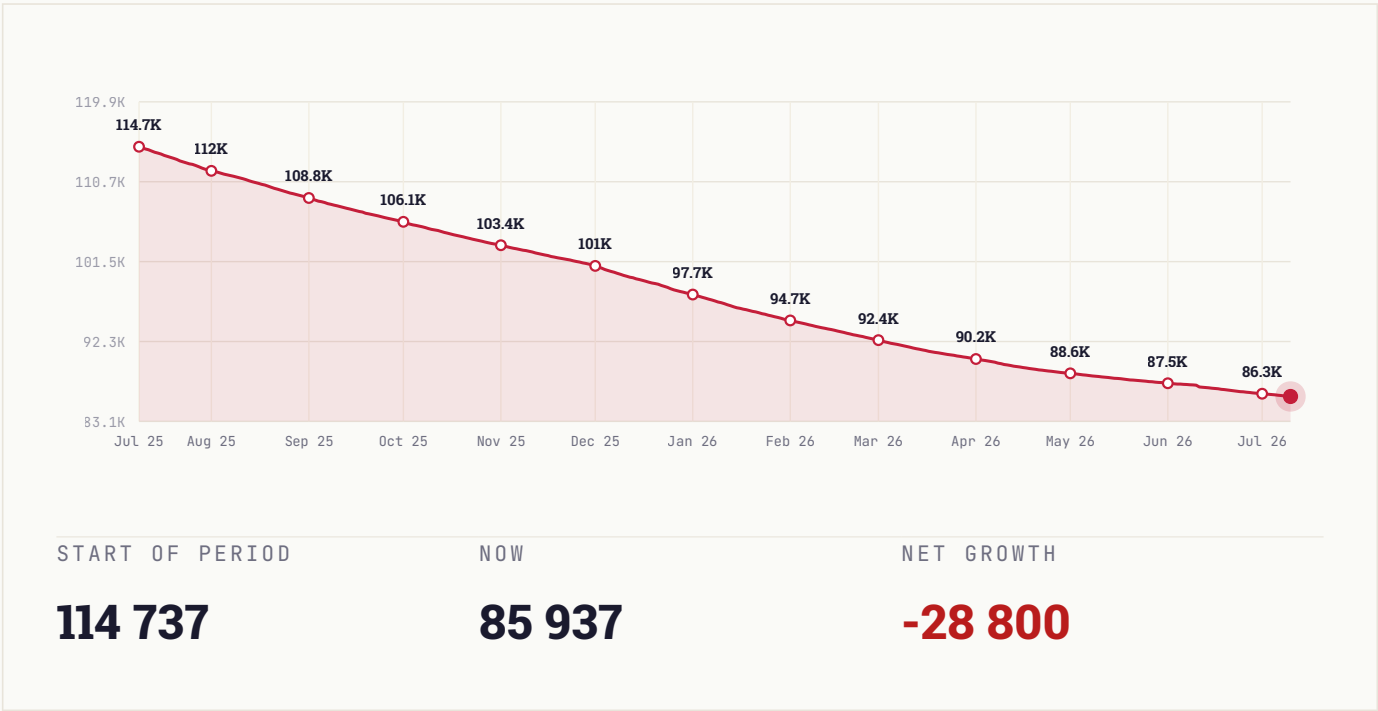
WORST 3

↓ 29.06 · 14:38 PHOTO TV with memes, Lebowski rug and other wild artifacts at 'Dnevnik'. Gastro-bar with nostalgic... opened on Stoleshnikov.	VIEWS	REACTIONS
	4 337	48
	REPOSTS	ER
	47	5.0%
↓ 06.07 · 09:03 PHOTO ⚡ Reply to BK: Rostic's will make a combo with Soyuzmultfilm characters. On July 14, restaurants will feature toys from legendary cartoons: "The Kid and...	VIEWS	REACTIONS
	4 321	53
	REPOSTS	ER
	89	5.0%
↓ 30.06 · 20:07 VIDEO Right now at luxury hotel Stella di Mosca they're opening a summer piazza — an inner courtyard that will become a venue for...	VIEWS	REACTIONS
	4 164	36
	REPOSTS	ER
	11	4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

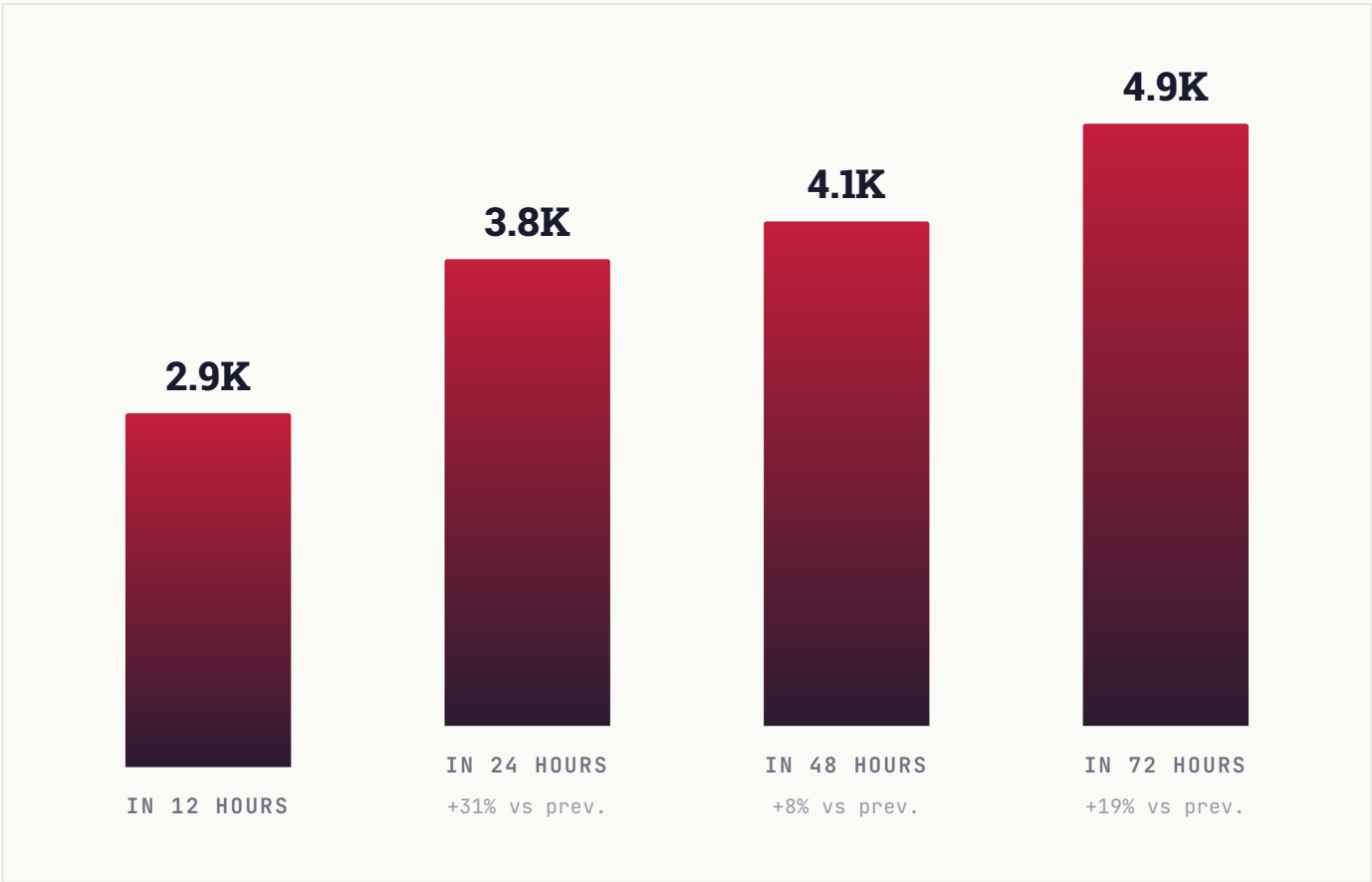
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
YAP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
MR Moscow Reviewer YOU	85.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal — enter top-96 via systematic traffic & content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot indicates the channel's performance. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	85,937	149.8K	43% below median
AVG REACH / POST	7,026	12.5K	44% below median
CITATION INDEX	556	128	better than 65% of niche

SUBSCRIBERS 43% below median

median 149.8K

48.1K 85 937 — your channel 427.5K

AVG REACH / POST 44% below median

median 12.5K

1.7K 7 026 — your channel 112.3K

CITATION INDEX better than 65% of niche

median 128

0 556 — your channel 1.6K

— SECTION 07 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & revisit in a month.

01**Main post of the week — Thursday**

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****03****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? — Run ads with us and hit your growth plan
in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
