PUBLIC REPORT BY PROMTPRESS

Channel audit

My country - Russia! | Travel

@moyarossia

Interesting and open about history, culture and beauty of Russia 🇷🇺
No politics Share photo: @clapkid Ads: @KlimentTG @VAGZZZZ
@foremyx @Meehas @Curious_Verr Work with https://bidfox.ru/
RKN:...

SUBS	ERR (% WHO SEE POSTS)	REACH/POST
164 723	3.0%	4.8K
-1041 per month	per day 2.4%	ad reach 3.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

SUBS **164 723** –	SUBSCRIBER REACH **2.94%** avg % subs see post	VIEWS/POST **4.8K** median 4.9K · 29 days	POSTS/WK **45.4** over period
7D TREND **-5.9%** vs previous week	REACTIONS/POST **208.5** total 40,041 reactions, 4,634 reposts, 118 comments	POST LENGTH **384 chars** median 290 · 29 days	POSTS ANALYZED **192** 29 days
AD REACH **3.9K** 24h avg	CHURN / MONTH **-1041** last month	CITATION INDEX **761** citation index · 1,854 channels mentioned ever	CHANNEL AGE **4 years 7 months** created 04.11.2021

AI EDITOR SUMMARY

Channel «My country - Russia! | Travel» — 164 723 subs. Each post averages 4.8K people (3% from subs), reach is low — expand audience. Publishes 45 posts/week (~6/day) — active posting. Week of Jun 15–21 reach dropped -5.9% to week 8–14 Jun — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

01 Analysis based on **192** posts over 29 days.

02 Dominant format — **Photo** (145/192 posts).

03 Avg post length — **384** chars (median 290).

04 Peak audience activity — **Thursday**, 20:00 MSK.

05 Top posts get **2×** more views than the weakest (7K avg top vs 3.1K worst) — across 192 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№1 11.06 · 17:03 PHOTO

Friends, did you recognize all the monasteries of Vologda Oblast? Let's test your memory. Great if you comment which…

VIEWS 7 463 | REACTIONS 234 | REPOSTS 21 | ER 4.5%

№2 21.06 · 10:03 PHOTO

Staraya Ladoga — Russia's oldest stone fortress! Today the fortress houses a museum with artifacts, views of the Volkhov and…

VIEWS 6 807 | REACTIONS 208 | REPOSTS 31 | ER 4.1%

№3 09.06 · 10:03 PHOTO

Sharing your work: Spaso-Prilutsky Monastery in Vologda In 1371, St. Demetrius of Priluki, leaving his abbacy at…

VIEWS 6 729 | REACTIONS 201 | REPOSTS 22 | ER 4.1%

№4 02.06 · 10:03 PHOTO

 Voskresensky Goritsky Monastery Historians say this place saw so many tragic stories it could fill...

VIEWS 6 396 | REACTIONS 192 | REPOSTS 24 | ER 3.9%

№5 11.06 · 05:03 PHOTO

 Is there a more Russian landscape than this? A storm gathers over Bolshaya Nisogora... Photo: Evdokimov Maxim Coordinates: Yandex...

VIEWS 6 370 | REACTIONS 272 | REPOSTS 23 | ER 3.9%

WORST 3

16.06 · 08:03 PHOTO

 Let's meet the birds of Russia In frame: a hobby — a tiny but bold falcon that...

VIEWS 4 051 | REACTIONS 230 | REPOSTS 27 | ER 2.5%

20.06 · 07:03 PHOTO

Voting started at the anniversary Russian Traveler Awards 2026 Russian Traveler announces the start of the all-Russian...

VIEWS 3 839 | REACTIONS 79 | REPOSTS 7 | ER 2.3%

15.06 · 16:00 PHOTO

 Everyone's talking about the wine town "Bely Mys"! Would you like to visit? #BelyMys #winery...

VIEWS 1 488 | REACTIONS 56 | REPOSTS 4 | ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

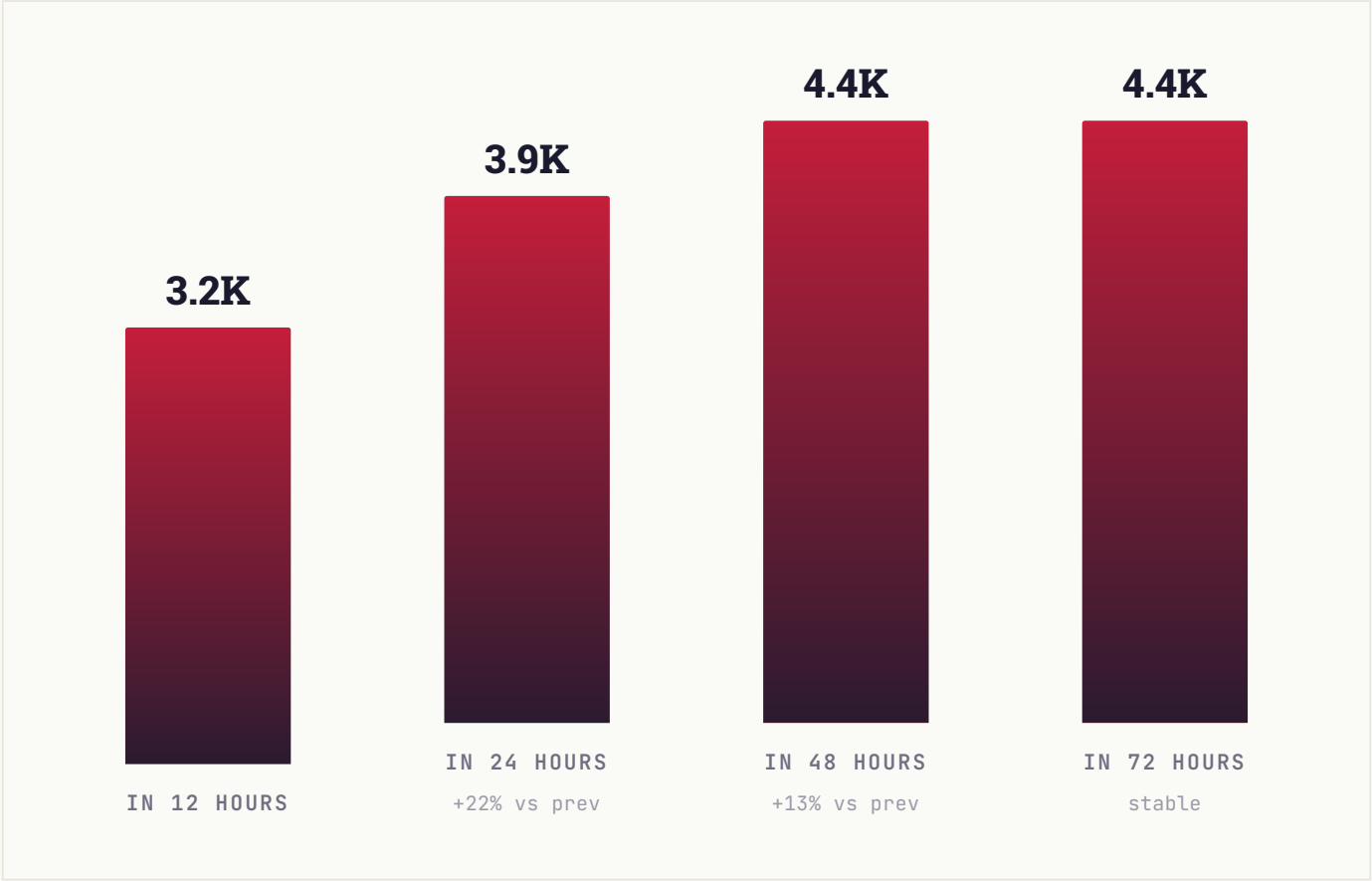
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.

START OF PERIOD	NOW	NET GROWTH
181 720	164 723	-16 997

SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
AW **Amazing World and Travel**	1.2M
M- **Moscow - where to go | Poster**	1.2M
A« **Pobeda Airlines**	1.1M
MD **Moscow Digest**	567K
AE **AEROFLOT**	526K
MO **Moskvichka**	508.6K
TU **Tutu**	504.9K
JP **Yandex Travels**	501.7K
Sun **Discount wagon**	433.4K
OT **Ozon Travel**	407K
MS **My country - Russia! | Travel** YOU	164.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#46 of 97). Niche leader — Amazing World and Travel (1.2M), median subs 159.5K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **289**, they brought **11 762** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	17	17	**1 380**
Nov 2025	35	31	**3 920**
Oct 2025	18	18	**246**
September 2025	30	29	**2 626**
August 2025	48	48	**2 368**
Jul 2025	141	60	**1 222**

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
289	**6**	**11 762**

SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

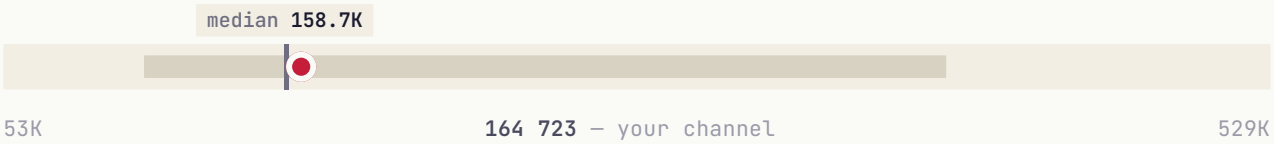
#46 /100

RANK IN NICHE

Channel in top half of ranking

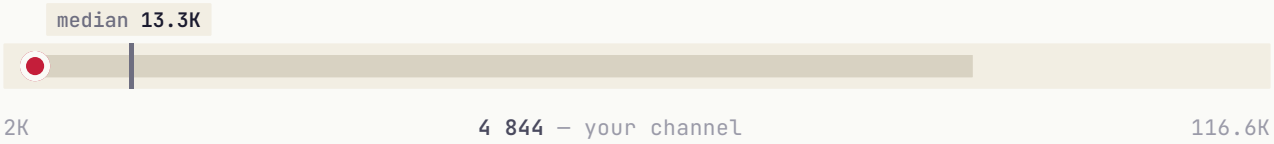
SUBS

better than 50% of niche



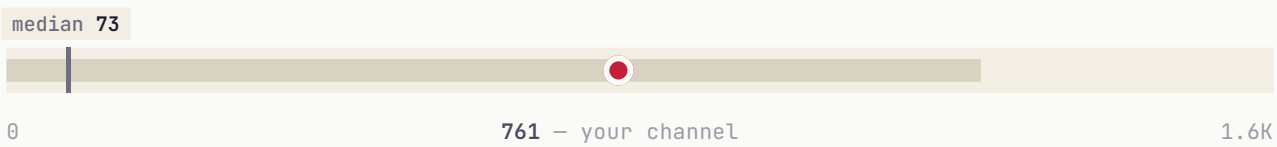
AVG REACH / POST

64% below median



CITATION INDEX

better than 74% of niche



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01

Main post of the week — Thursday

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for an important post

02

ER below niche benchmark — rethink formats

Current ER 2.94% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+4.6pp ER

03

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

+1000-3000 subs

04

Test polls and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-niche channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ NEXT STEPS

Want this done by PromtPress?

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01	**Launch Telegram ad**	https://panel.promtpress.com/register
02	**Contact manager**	t.me/PromtPress_manager

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