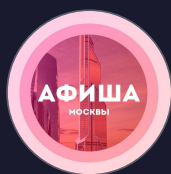


PUBLIC REPORT BY PROMTPRESS

Channel audit

Where to go in Moscow



@mscculture

Poster, cool places Send your photos & videos @afishatop_bot Ads @avian555, giveaway results @reklamnayalisa. Check description!
Registered in RKN <https://clck.ru/3NYz7Q>

SUBSCRIBERS

164 184

-463 per month

ERR (% SEE POSTS)

5.0%

daily 3.3%

REACH/POST

7.6K

ad reach 5.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in Travel category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 164 184 —	 SUBSCRIBER REACH 4.65% avg % subs see post	 VIEWS/POST 7.6K median 7.7K · 29 days	 POSTS/DAY 9.9 ~70 per week
 7D TREND +0.9% vs previous week	 REACTIONS/POST 42.8 total 12,540 reactions, 17,940 reposts, 0 comments	 POST LENGTH 393 chars median 349 · 29 days	 POSTS ANALYZED 293 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -463 last month	 QUOTABILITY 204 citation index · 1,257 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 16.05.2021

AI EDITOR SUMMARY

Channel «Where to go in Moscow» — 164 184 subs. Each post averages 7.6K people (5% from subs), reach is low — consider expanding audience. Publishes 70 posts per week (~10/day) — active posting. Week of Jun 15–21 reach stable (+0.9% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **293** posts in 29 days.
- 02 Dominant format – **Photo** (224/293 posts).
- 03 Avg post length – **393** chars (median 349).
- 04 Peak audience activity – **Monday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (10.1K avg top vs 5.3K worst) – among 293 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 22:20 PHOTO On Children's Day, June 1, GUM hosted an ice cream festival! Almost like rush hour in the subway 🤪 Photo & video marinaVoikina Where...	VIEWS 10 231 REP. 26	REACTIONS 78 ER 6.2%
Nº2 02.06 · 13:00 VIDEO June 1, 20 km from MKAD, a giant Safari Park opened: how to save on entry tickets! ✓ birthday guests get free entry on their Day...	VIEWS 10 065 REP. 391	REACTIONS 66 ER 6.1%
Nº3 01.06 · 12:50 PHOTO June 4–7: Book Festival on Red Square Meet famous writers & artists, new books from...	VIEWS 9 965 REP. 153	REACTIONS 64 ER 6.1%

Nº4 03.06 · 05:55 PHOTO Jun 2–Oct 2, weekdays (excl. Mon): free entry to Moskino film park During walks you can...	VIEWS 9 934 REP. 406	REACTIONS 57 ER 6.1%
Nº5 19.06 · 18:05 PHOTO Sretensky Blvd ☒ Photo kary_noss Where to go in Moscow Subscribe	VIEWS 9 862 REP. 74	REACTIONS 98 ER 6.0%

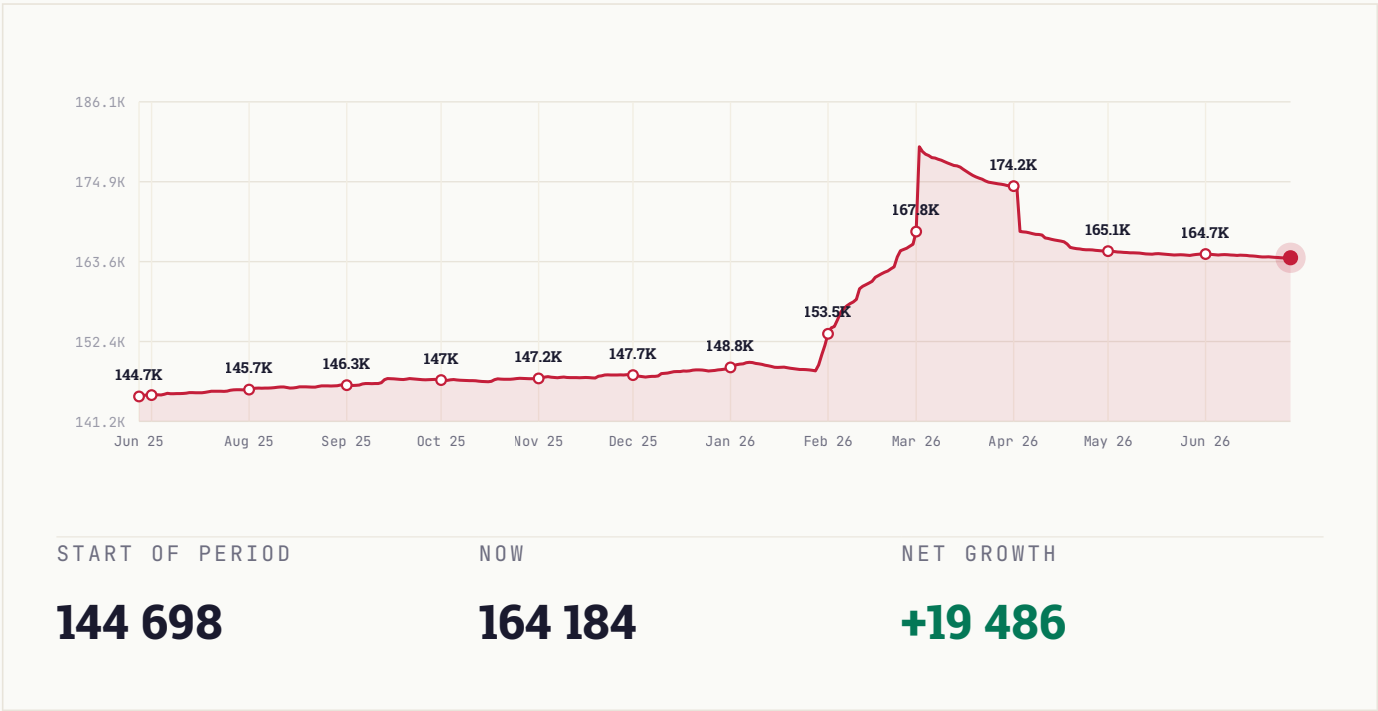
WORST 3

↓ 10.06 · 07:34 VIDEO Fluffers replaced by beer trucks Right in time for the heat ☹️ ☒ Subscribe Send news	VIEWS 5 414 REP. 248	REACTIONS 124 ER 3.3%
↓ 16.06 · 18:06 PHOTO ☒☒ Free pub crawl bus in Moscow. Every Saturday all summer, a bus tour of Irish pubs will run in Moscow. Each...	VIEWS 5 304 REP. 301	REACTIONS 35 ER 3.2%
↓ 18.06 · 13:08 PHOTO ➔We're giving away an Aeroflot certificate for flight tickets worth 50,000 rubles Terms are very simple: 1. To enter the drawing...	VIEWS 5 258 REP. 27	REACTIONS 63 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

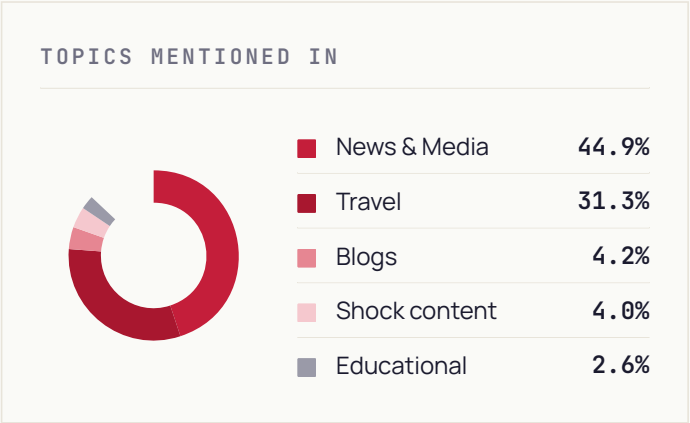
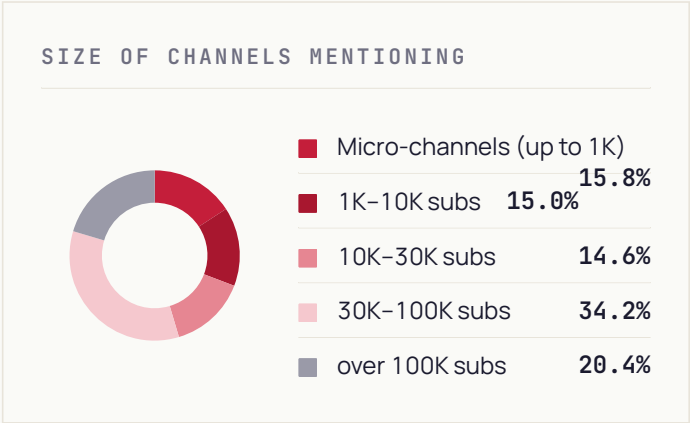
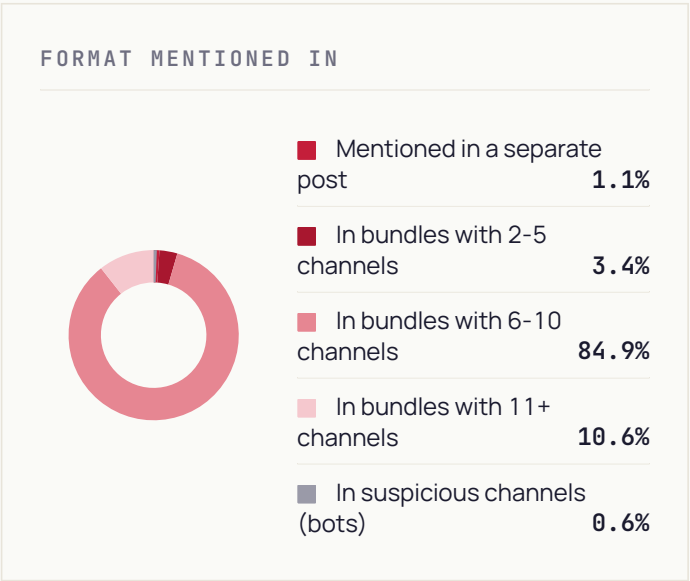
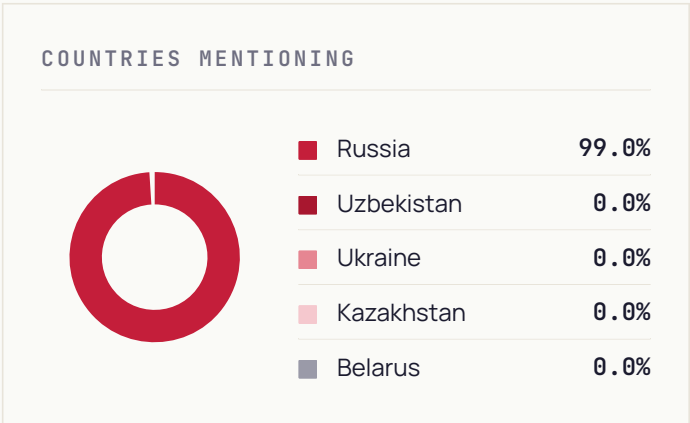
Subscriber growth chart for the year. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

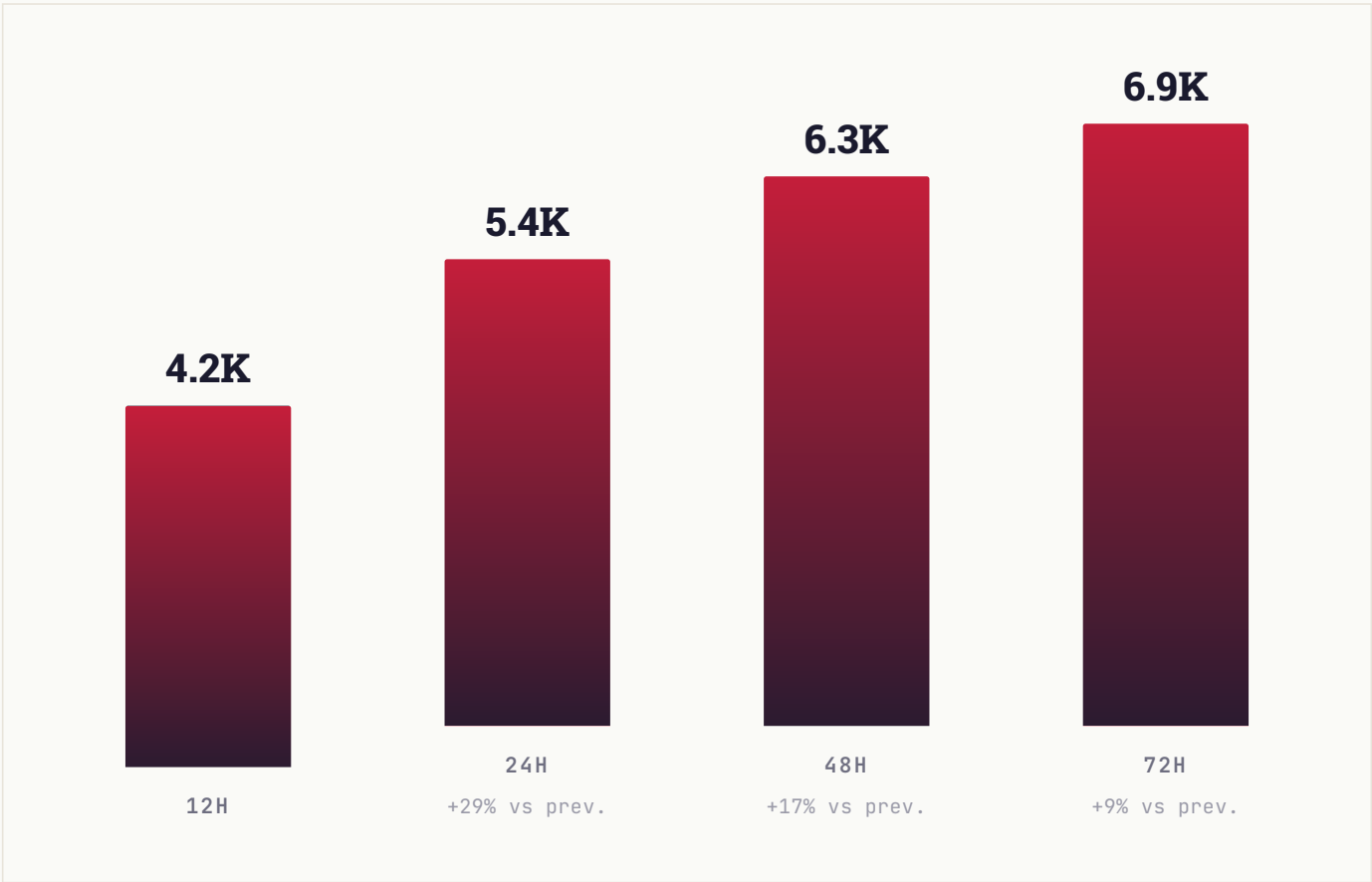
Citation index **204** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel mentioned **1 257** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
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 Muscovite	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
KS Where to go in Moscow	164.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#47 of 97). Niche leader — Amazing World and Travel (1.2M), median subs 159.5K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 703**, they brought **5 996** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	474	129	1 361	
November 2025	271	53	978	
October 2025	216	47	667	
September 2025	286	107	1 165	
August 2025	251	44	917	
Jul 2025	205	50	908	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 703	6	5 996

SECTION 08 · NICHE COMPARISON

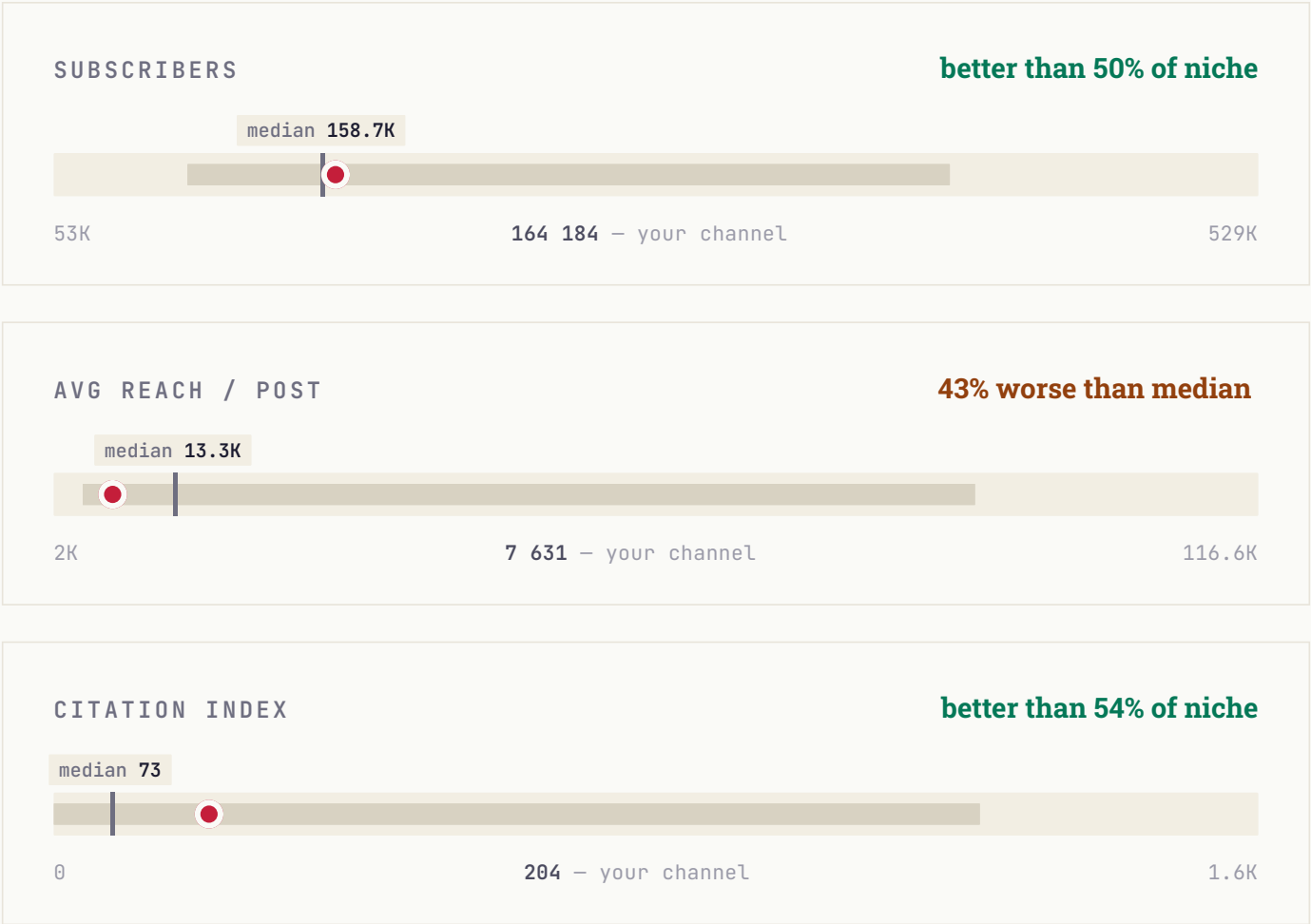
Where channel ranks in its league

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

#47/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01**Main post of the week — on Monday**

Audience most active on this day at 01:00 MSK.

EFFECT

**Best time for
an important
post****02****ER below niche benchmark — rethink formats**

Current ER 4.65% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.8pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
