

PUBLIC REPORT BY PROMTPRESS

Channel audit

Афиша | Москва сегодня



@msk_af

♥ Free Events Poster 📄 Secret Moscow & Region Spots 📄 ADS (DM):
@vkmamaru (I REPLY PERSONALLY, managers won't speed up)
Collab: https://telega.in/channels/msk_af/card and...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
112 617	4.0%	3.6K
28.06.2026 -1817 per month	per day 2.1%	ad reach 2.4K/24h
HTTPS://PROMTPRESS.COM/AUDIT/MSK_AF		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 112 617 —	 SUBSCRIBER REACH 3.2% avg % subs see post	 VIEWS/POST 3.6K median 3.6K · 29 days	 POSTS/WEEK 45.4 over period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 54.5 total 10,417 reactions, 4,747 reposts, 203 comments	 POST LENGTH 583 chars median 582 · 29 days	 POSTS ANALYZED 191 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -1817 last month	 CITATION RATE 300 citation index · 4,360 channels mentioned all time	 CHANNEL AGE 2 years 29 days created 30.05.2024

AI EDITOR SUMMARY

Channel «Afisha | Moscow today» – 112 617 subs. Each post averages 3.6K people (3% subs), reach is low – should expand audience. Publishes 45 posts/week (~6/day) – active posting. Week of Jun 15–21 reach stable (-4.2% 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 **191** posts over 29 days.
- 02 Dominant format — **Photo** (139/191 posts).
- 03 Avg post length — **583** chars (median 582).
- 04 Audience peak — **Monday**, 19:00 MSK.
- 05 Top posts get **3×** more views than the weakest (8.8K avg top vs 2.8K worst) — among 191 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 16:03 PHOTO Contest ended, results at link - https://t.me/msk_af/8488	VIEWS	REACTIONS
	13 663	273
	REP.	ER
	250	12.1%
Nº2 17.06 · 17:40 VIDEO Contest ended, results at link - https://t.me/msk_af/8635	VIEWS	REACTIONS
	7 870	141
	REP.	ER
	139	7.0%
Nº3 31.05 · 18:03 VIDEO 📍 Giant Cherry Grown on Old Arbat Moscow launched the third season of 'Summer in Moscow' festival, and as part of it, on the site of a huge...	VIEWS	REACTIONS
	4 875	31
	REP.	ER
	42	4.3%

Nº4 01.06 · 17:20 VIDEO ✂ 'This Is Important' Market 'This Is Important' gathers guests in the small hall of ARTPLAY – this time on the theme of weddings and beautiful love stories. 80+ local...	VIEWS 4 839 REP. 14	REACTIONS 12 ER 4.3%
Nº5 04.06 · 07:40 PHOTO ✂ 'Ice Cream Factory' on Muzeon Embankment A new art pavilion of the 'Made in Moscow' project opened in Muzeon Art Park. Here...	VIEWS 4 730 REP. 38	REACTIONS 22 ER 4.2%

WORST 3

↓ 24.06 · 09:35 PHOTO ✂ 'Youth Day' Photo Exhibition in Khodynskoye Pole Park In Khodynskoye Pole Park, as part of the 'Summer in Moscow' project, a photo exhibition opened...	VIEWS 2 858 REP. 5	REACTIONS 9 ER 2.5%
↓ 15.06 · 10:06 PHOTO ✂ 'Where Do Lights Lead?' Workshop In the 'Reserve Embassy' science center in Zaryadye Park, an interactive workshop...	VIEWS 2 856 REP. 4	REACTIONS 5 ER 2.5%
↓ 21.06 · 12:00 TEXT Contest results Winners: 1. Crypto Investor (@vrutv) (ID: 8047347692) 2. ✂ (ID: 1619143037) 3. Sanych (@afonif) (ID...	VIEWS 2 820 REP. 4	REACTIONS 11 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

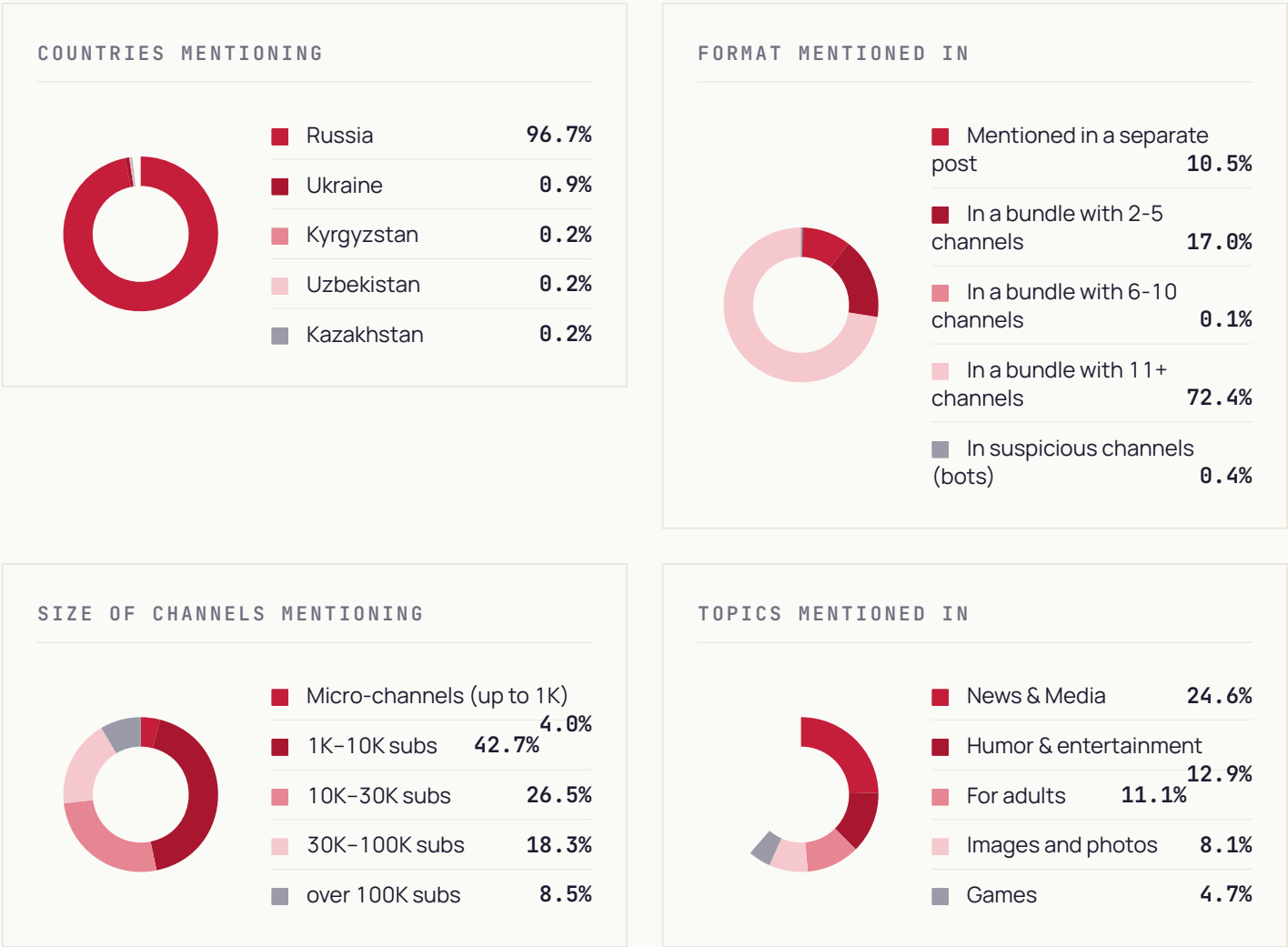
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

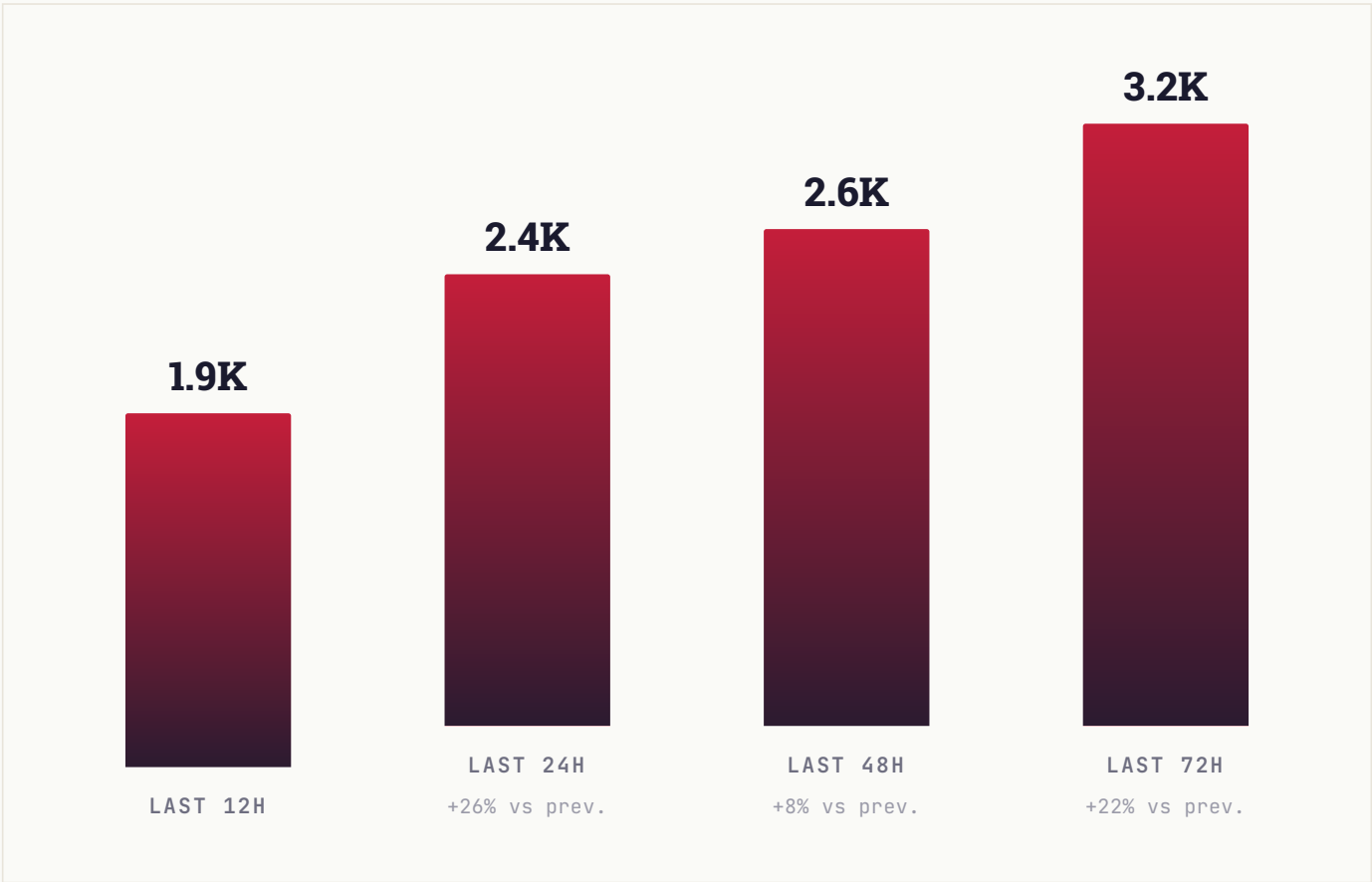
Citation index **300** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **4 360** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
AI Афиша Москва сегодня YOU	112.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#82 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **724**, they brought **48 086** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	83	57	1 739	
Nov 2025	25	18	1 318	
Oct 2025	239	206	24 201	
September 2025	306	281	8 920	
August 2025	21	19	1 978	
Jul 2025	50	48	9 930	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
724	6	48 086

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

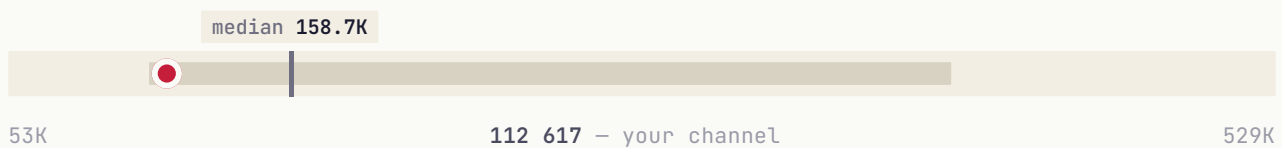
Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#82 /100

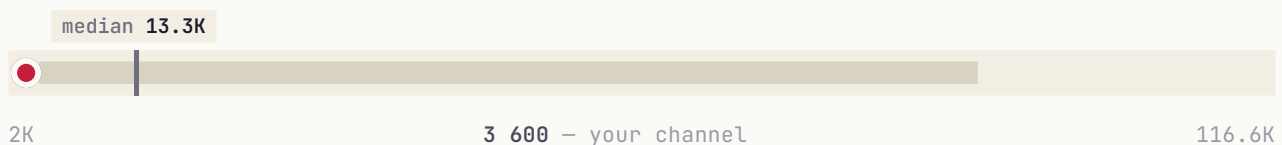
RANK IN NICHE

Channel in the bottom half of the ranking

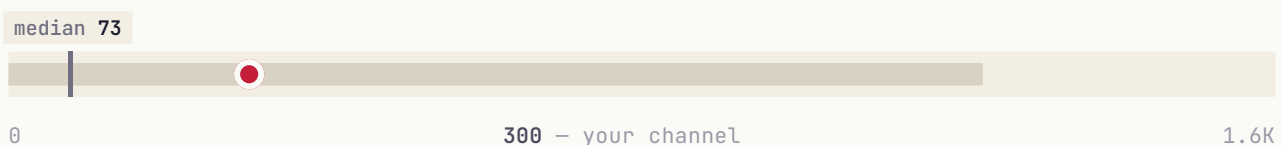
SUBSCRIBERS

29% below median

AVG REACH / POST

73% below median

CITATION INDEX

better than 57% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01

Main post of the week — on Monday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 3.2% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.3pp ER

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. 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 with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager