

PUBLIC REPORT BY PROMTPRESS

Channel audit

On Suitcases - travel & tourism blog



@na_chemod

Channel for travel lovers: news, tips, hacks, insights Collaboration -
@NaCheAdm

SUBSCRIBERS

32 604

+14687 per month
14.07.2026

ERR (% SEE POSTS)

40.0%

daily **32.6%**

REACH/POST

12.8K

ad reach **10.9K**/24h

[HTTPS://PROMTPRESS.COM/AUDIT/NA_CHEMOD](https://promptpress.com/audit/na_chemod)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 32 604 —	 SUBSCRIBER REACH 39.24% avg % subs see post	 VIEWS/POST 12.8K median 12.8K · 29 days	 POSTS/WEEK 24.4 for period
 7D TREND +15.5% vs previous week	 REACTIONS/POST 215.2 22,380 reactions, 1,245 reposts, 0 comments	 POST LENGTH 299 chars median 288 · 29 days	 POSTS ANALYZED 104 29 days
 AD REACH 10.9K 24h avg	 CHURN / MONTH +14687 last month	 CITATION RATE 0 citation index · 7 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 17.02.2023

AI EDITOR SUMMARY

Channel «Na Chemodanakh - travel & tourism blog» — 32 604 subs. Each post avg views 12.8K people (39% of subs), good reach. Publishes 24 posts/week (~3/day) — active. Week Jun 29–Jul 5 reach up +15.5% Week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **104** posts over 29 days.
- 02 Dominant format – **Text** (44/104 posts).
- 03 Avg post length – **299** chars (median 288).
- 04 Peak audience activity – **Sunday**, 12:00 MSK.
- 05 Top posts get **2×** more views than the weakest (15.5K avg for top vs 6.7K for worst) – among 104 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 13:00 TEXT  Typhoon hits Chinese resort Sanya – airport temporarily closed, tours canceled. Authorities closed Phoenix Airport, banned...	VIEWS 15 823 REPOSTS —	REACTIONS 231 ER 48.5%
Nº2 05.07 · 14:51 VIDEO  8-year-old boy becomes owner of an apartment in downtown NYC. While some save for a down payment, an 8-year-old already owns an apartment...	VIEWS 15 446 REPOSTS —	REACTIONS 213 ER 47.4%
Nº3 04.07 · 12:14 TEXT  Aeroflot resumes flights from Krasnodar to Dubai on July 24. Flights will operate four times a week – on Wednesdays, Fridays...	VIEWS 15 282 REPOSTS 6	REACTIONS 222 ER 46.9%

Nº4

06.07 · 10:29

TEXT

 France: jewelry museum robbed of nearly €4 million. Unknown thieves stole valuable exhibits from the Lalique Museum and managed...

VIEWS

15 186

REPOSTS

3

REACTIONS

200

ER

46.6%

Nº5

08.07 · 18:10

TEXT

 Sochi Airport expands passenger assistance amid flight delays. The terminal added hundreds of seats, rest mats...

VIEWS

15 184

REPOSTS

10

REACTIONS

232

ER

46.6%

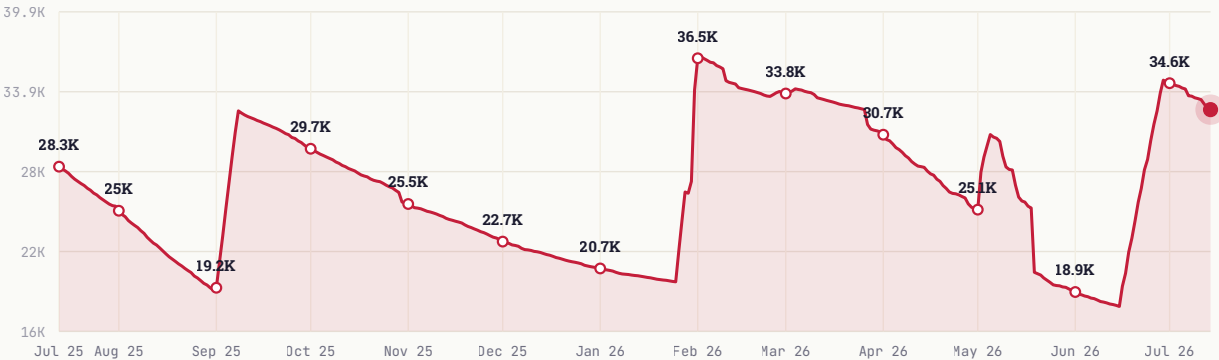
WORST 3

↓ 24.06 · 11:26 PHOTO  Turkish Airlines may bring back premium economy on long-haul flights. By 2028, about two-thirds of passengers are expected to...	VIEWS 10 071 REPOSTS 1 REACTIONS 218 ER 30.9%
↓ 24.06 · 19:34 TEXT  AZAL increases flight frequency between Russia and Azerbaijan, giving travelers more options for flights to...	VIEWS 9 590 REPOSTS 27 REACTIONS 245 ER 29.4%
↓ 24.06 · 15:14 PHOTO  Fly from Moscow to Sharm el-Sheikh for ₺6,000 as soon as tomorrow.	VIEWS 375 REPOSTS 1 REACTIONS 255 ER 1.2%

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.

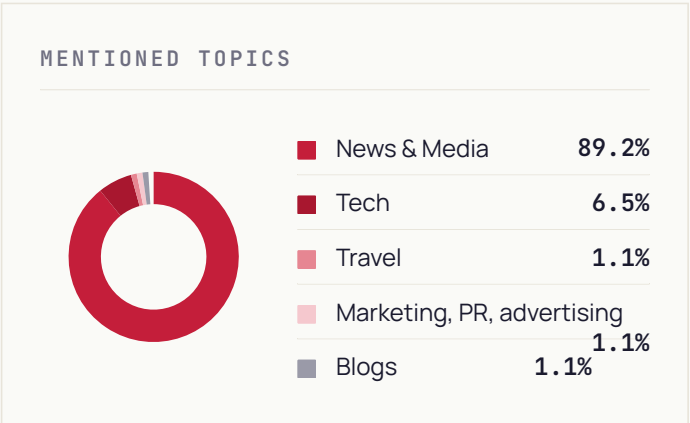
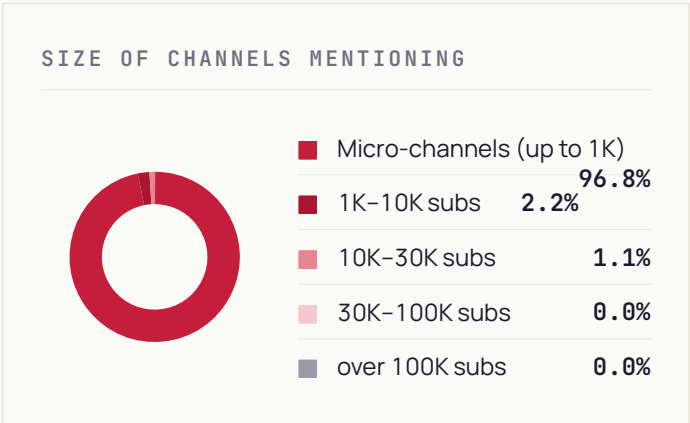
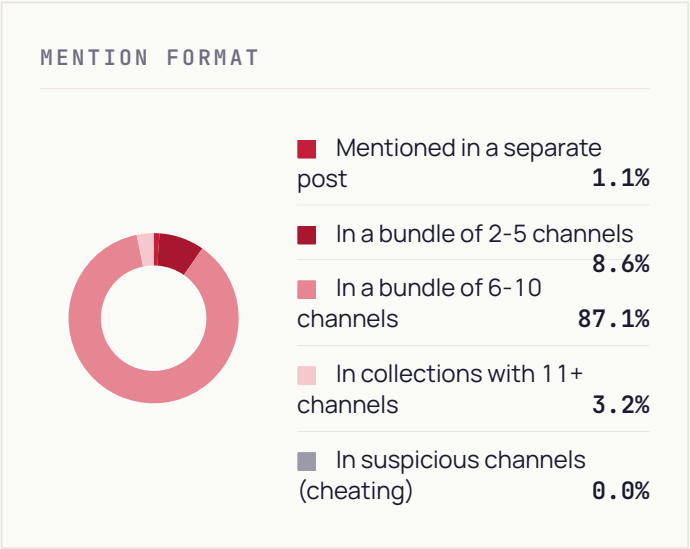
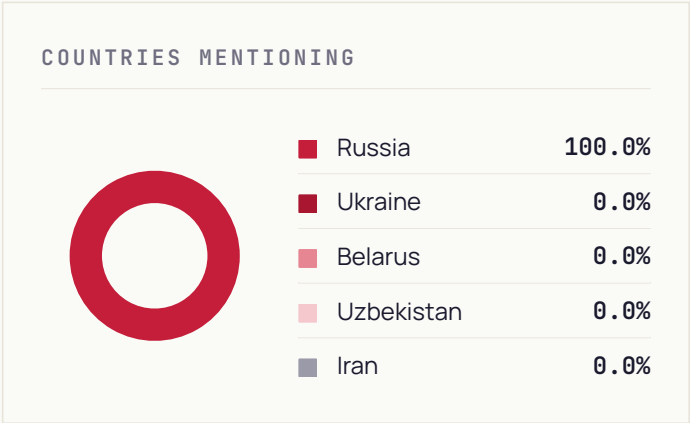


PERIOD START	NOW	NET GROWTH
28 323	32 604	+4 281

SECTION 04 · MENTIONS

Who and how mentions the channel

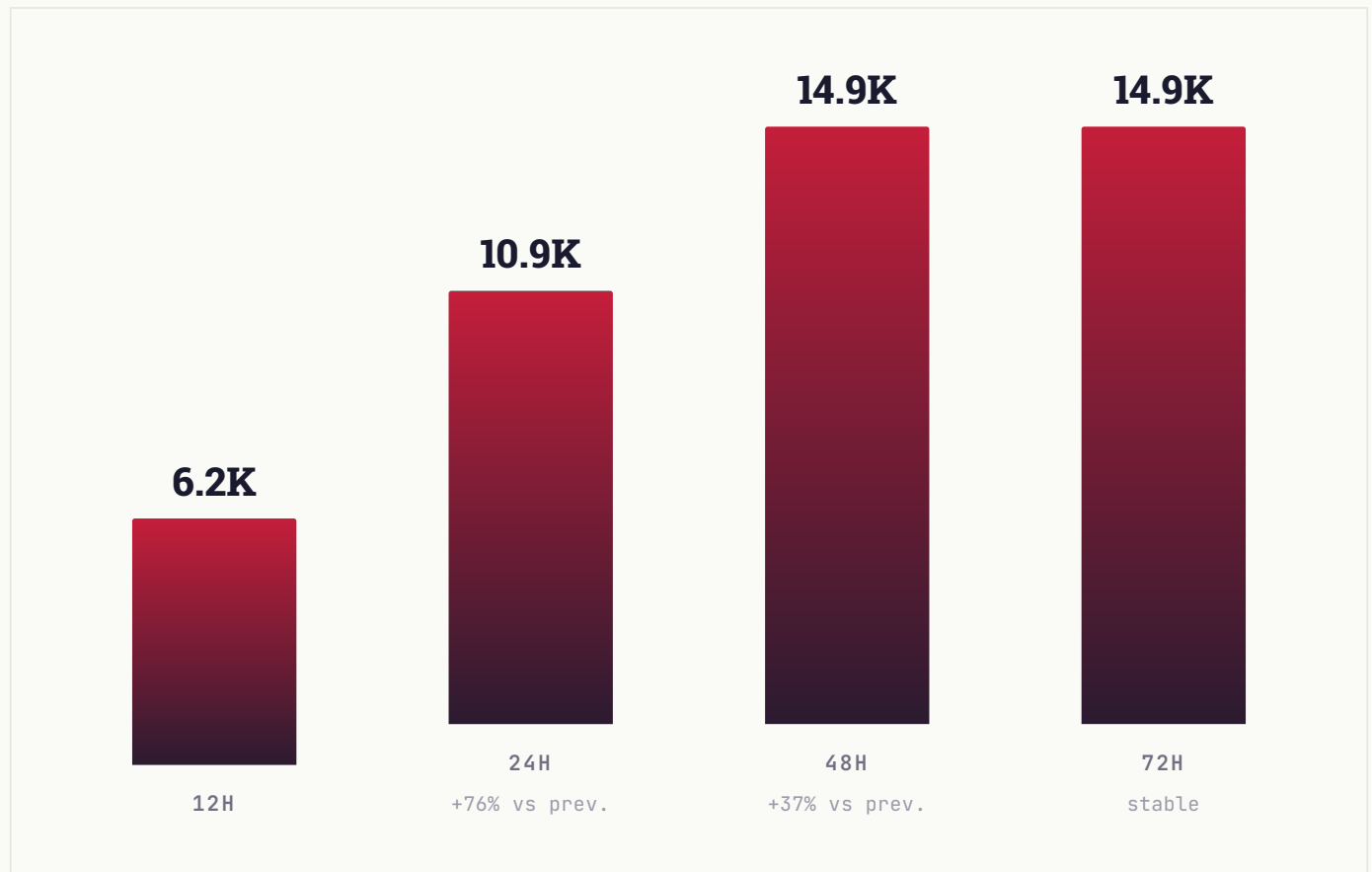
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 7 different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
NC On Suitcases - travel & tourism blog YOU	32.6K

COMPARATIVE INSIGHT

Channel not yet outside top-95 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

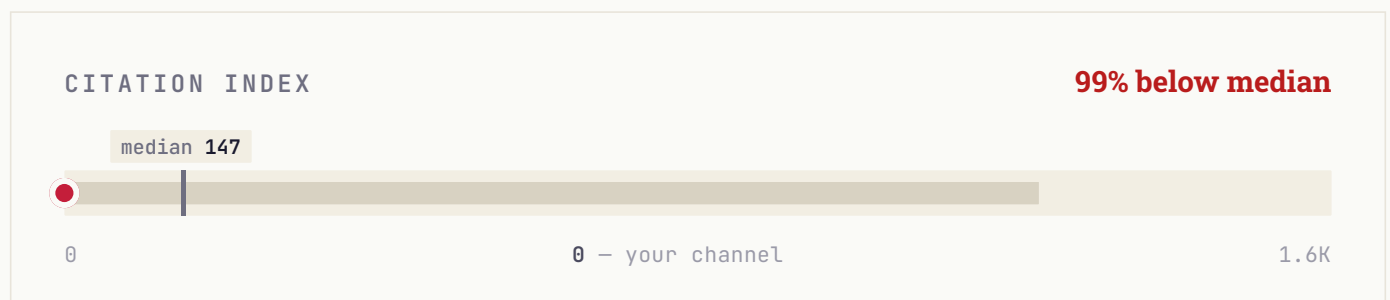
How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions had **1**, they brought **27 936** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	14 494	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	13 442	
August 2025	1	1	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
1		6	27 936	

Where the 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.



— 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 Sunday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
