

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ostorozhno, Moskva



@ostorozhno_moskva

contact editor / suggest news: @moskva_ostorozhno_bot channel
mirror in MAX: https://max.ru/ostorozhno_moskva RKN list: <https://gosuslugi.ru/snet/67a5caa4a16f1b5542a3c875>

SUBSCRIBERS

386 702

+4012 per month

ERR (% SEE POSTS)

20.0%

in 24h **15.4%**

REACH/POST

77.4K

ad reach **59.6K**/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.

 SUBSCRIBERS 386 702 —	 SUBSCRIBER REACH 20.03% avg % subs see post	 VIEWS/POST 77.4K median 77.1K · 29 days	 POSTS/DAY 20.6 ~144 per week
 7D TREND -6.5% vs previous week	 REACTIONS/POST 324.7 total 199,673 reactions, 155,239 reposts, 0 comments	 POST LENGTH 568 chars median 516 · 29 days	 POSTS ANALYZED 615 29 days
 AD REACH 59.6K 24h avg	 CHURN / MONTH +4012 last month	 CITATION RATE 2 561 citation index · 9,079 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 06.04.2022

AI EDITOR SUMMARY

Channel «Ostorozhno, Moskva» — 386 702 subs. Each post avg views 77.4K people (20% of subs), avg reach — room to grow. Publishes 144 posts per week (~21/day) — very active. Week Jul 6–12 reach dropped -6.5% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **615** posts in 29 days.
- 02 Dominant format – **Text** (276/615 posts).
- 03 Avg post length – **568** chars (median 516).
- 04 Peak audience activity – **Tue**, 20:00 MSK.
- 05 Top posts get **5x** more views than the weakest (260.3K avg for top vs 53.2K for worst) – among 615 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 17:45 PHOTO Airports Domodedovo, Zhukovsky, Vnukovo and Sheremetyevo closed – Rosaviatsia. Restrictions on takeoff and landing of aircraft...	VIEWS	REACTIONS
	349 465	201
	REPOSTS	ER
	2 528	90.4%
Nº2 25.06 · 13:58 PHOTO Missile danger declared in Moscow region. Possible internet outages. In the official emergency channel appeared...	VIEWS	REACTIONS
	317 292	377
	REPOSTS	ER
	3 130	82.1%
Nº3 29.06 · 13:12 VIDEO Shaman showed his underwear at his press conference in Moscow. According to the co-host, Yaroslav received 'hundreds of questions', and if they were asked...	VIEWS	REACTIONS
	114 071	2 974
	REPOSTS	ER
	1 413	29.5%

Nº4

22.06 · 13:44

VIDEO

A memory museum opened in Moscow on the site of the GULAG Museum. The previous museum had an exhibition about victims of Stalin's repressions, the new one has about...

VIEWS

111 215

REPOSTS

529

REACTIONS

1 232

ER

28.8%

Nº5

21.06 · 09:00

VIDEO

'We can't rest day or night': residents near VDNKh complain about 24/7 construction. Residents of a house on Selskokhozyaystvenny Proezd...

VIEWS

109 786

REPOSTS

131

REACTIONS

414

ER

28.4%

WORST 3

↓ 16.07 · 14:15 VIDEO Meat, music and ENGRAVING BATTLE. We held the hottest festival «Ostorozhno: Shashlyki!» ⚡ We moved thousands of festival guests from the noisy...	VIEWS 54 861 REPOSTS 19 REACTIONS 748 ER 14.2%
↓ 25.06 · 15:00 VIDEO This summer calls for updates. Buy them on Lamoda with CASHBACK UP TO 50% 🌟 At first, last year's summer clothes seem fine. Then...	VIEWS 54 809 REPOSTS 15 REACTIONS 314 ER 14.2%
↓ 28.06 · 12:12 PHOTO Some things come for a while. Others stay forever 🕒 Before the story appears on screen, there are moments that remain behind...	VIEWS 50 067 REPOSTS 16 REACTIONS 313 ER 12.9%

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.



START OF PERIOD

NOW

NET GROWTH

364 831

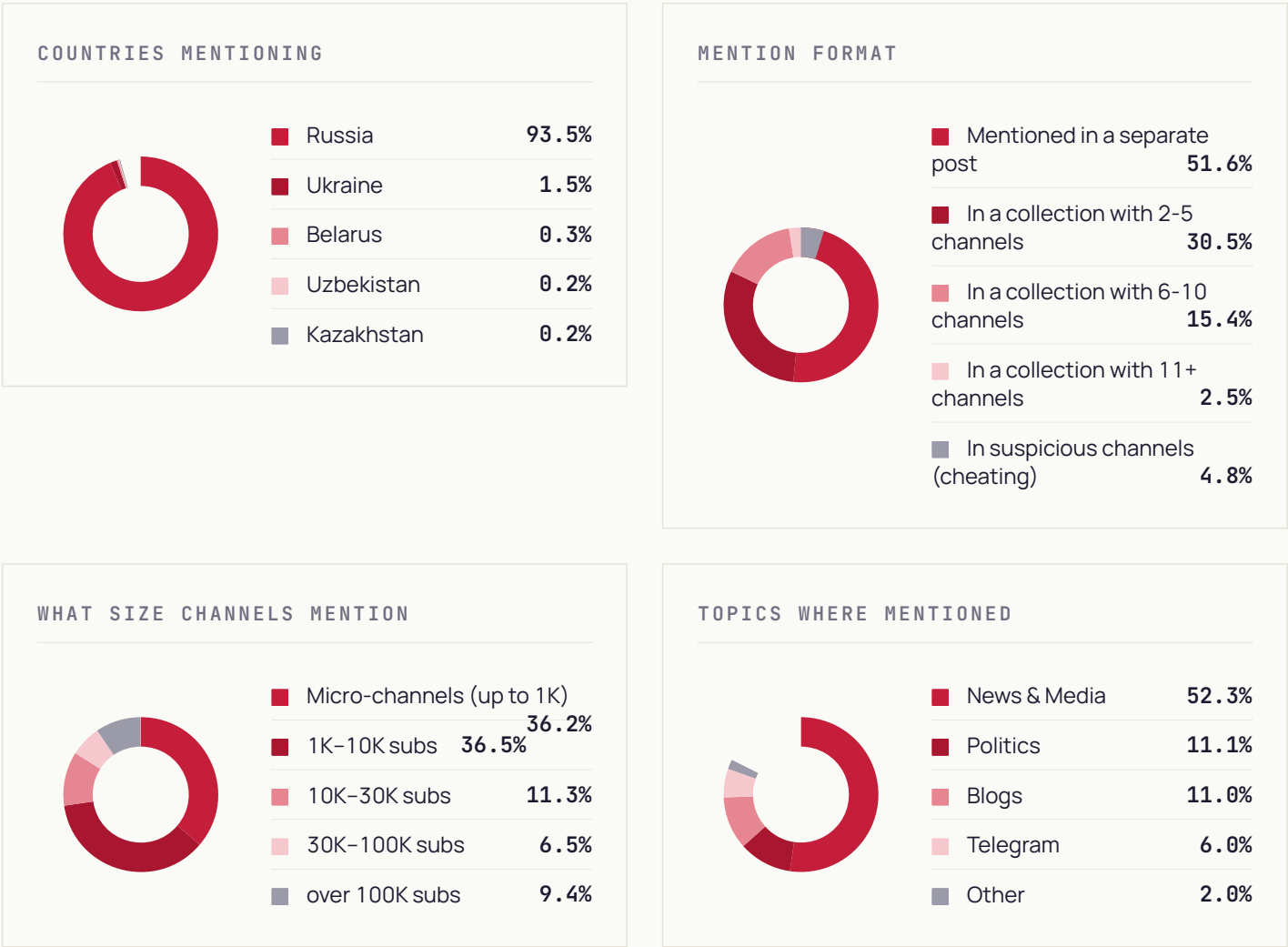
386 694

+21 863

SECTION 04 · MENTIONS

Who mentions the channel and how

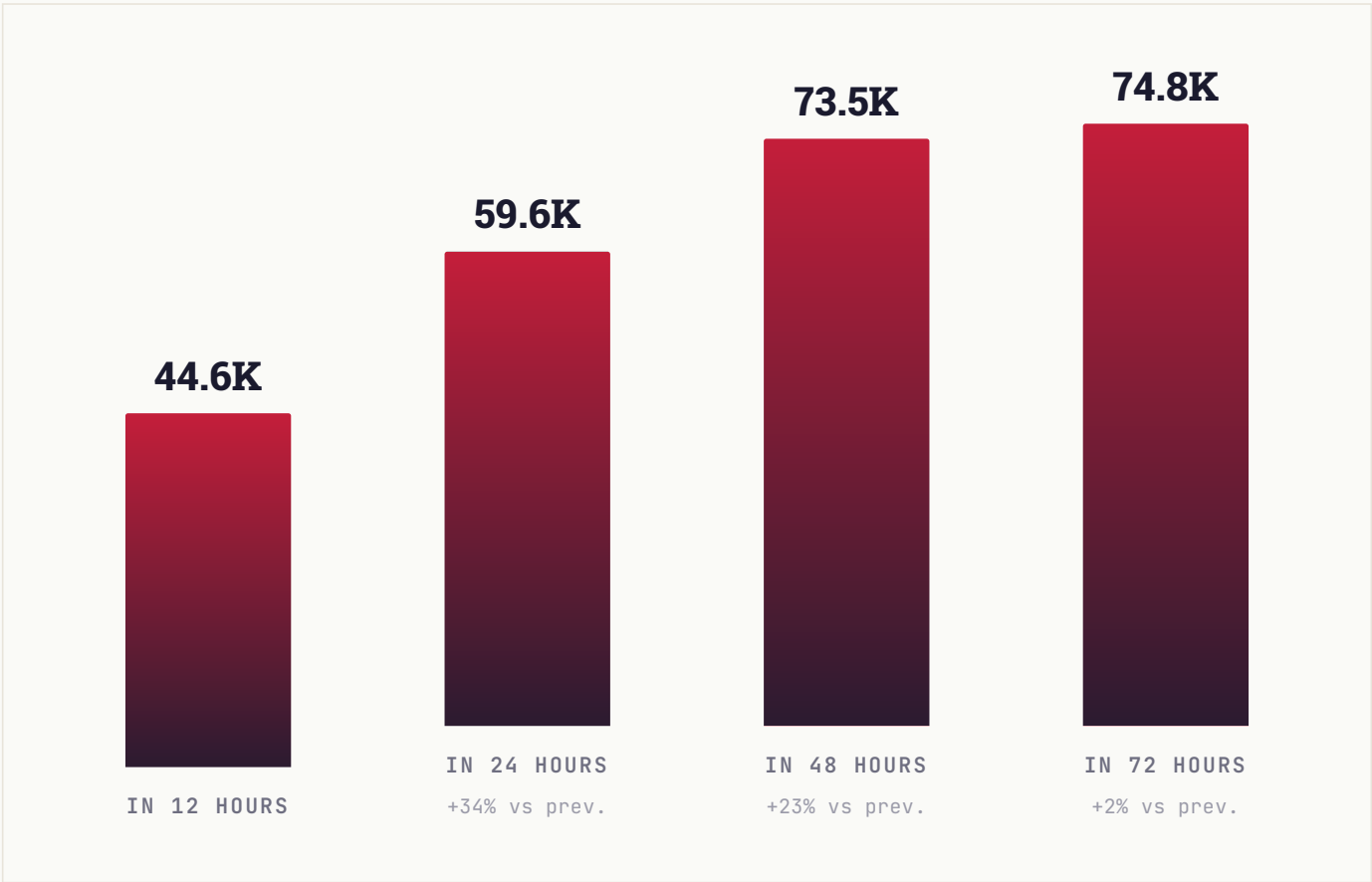
Citation index **2 561** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k subs channel. All-time channel mentions: **9 079** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.1M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.9M
ا ج اخبارفوری جنگ	4.3M
خ ب خبرفوری	4.3M
PE Direct • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
MA Mash	3.1M
OM Ostorozhno, Moskva YOU	386.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبارفوری (6.1M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

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 **1 979**, they brought **19 071** new subs.

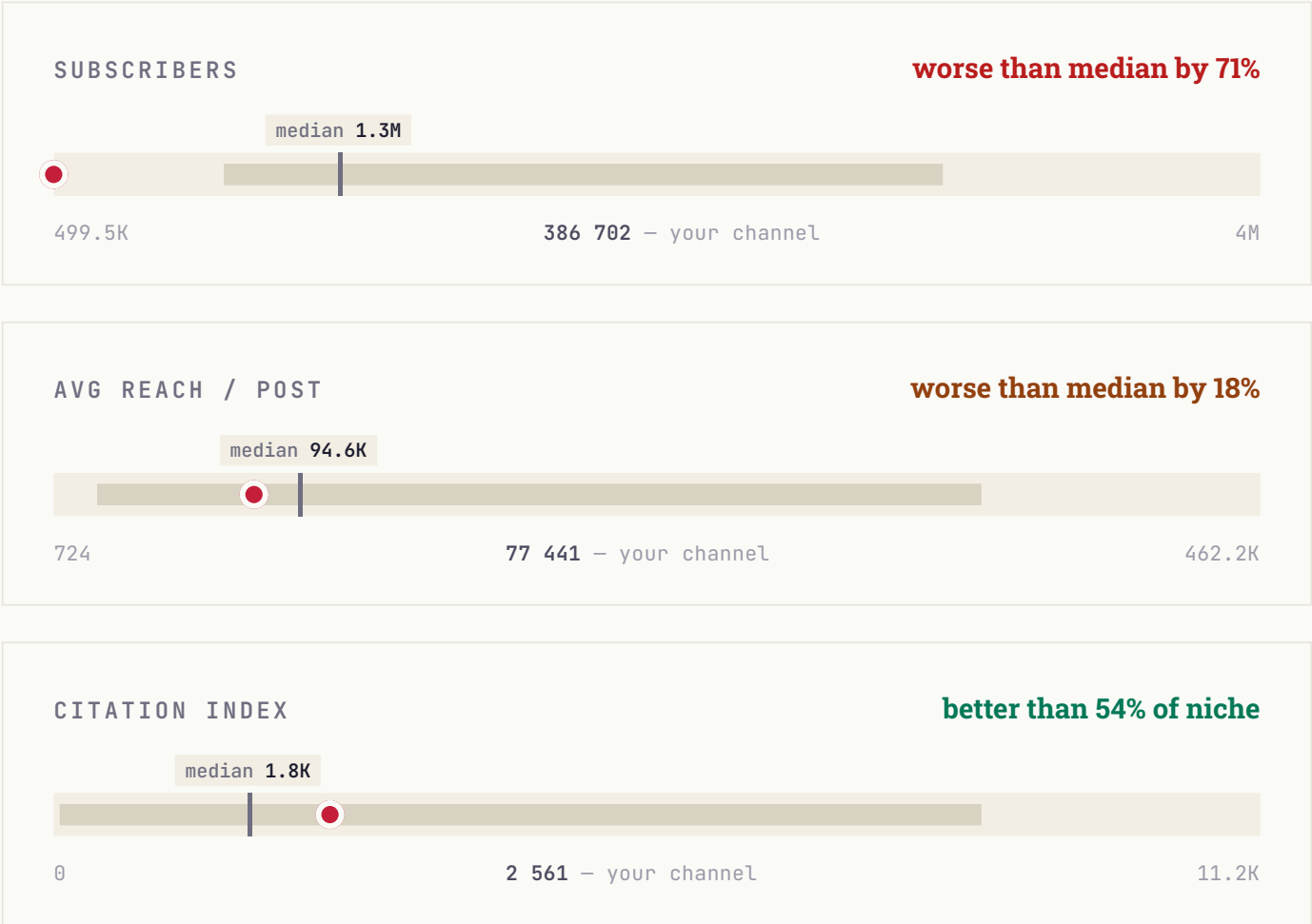
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	283	157	718
December 2025	394	269	4 218
Nov 2025	311	194	1 704
Oct 2025	301	172	3 411
September 2025	382	219	6 737
August 2025	308	207	2 283

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 979	6	19 071

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (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.



— 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

Top post of the week — on Tuesday

On this day at 20:00 MSK audience is most active.

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 & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
