

PUBLIC REPORT BY PROMTPRESS

Channel audit

Posterino |

ИСКУССТВО

плаката



@posterino

Best posters and flyers curated with soul! Author: @victorsevryukov
vk.com/posterino instagram.com/posterino.project

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
57 498	9.0%	5K
13.07.2026 -215 per month	per day 4.3%	ad reach 2.5K/24h
HTTPS://PROMTPRESS.COM/AUDIT/POSTERINO		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 57 498 —	 SUBS REACH 8.64% avg % of subs see post	 VIEWS/POST 5K median 5K · 23 days	 POSTS/WEEK 0.6 over period
 7D TREND — no data for period	 REACTIONS/POST 95.5 only 191 reactions, 45 reposts, 0 comments	 POST LENGTH 12 chars. median 12 · 23 days	 POSTS ANALYZED 2 23 days
 AD REACH 2.5K 24h average	 CHURN / MONTH -215 over last month	 CITATION RATE 40 citation index · 350 channels mentioned all time	 CHANNEL AGE 10 years 2 months created 20.04.2016

AI EDITOR SUMMARY

Channel «Posterino | искусство плаката» — 57 498 subs. Each post averages 5K people (9% of subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts over 23 days.
- 02 Dominant format: **Photo** (2/2 posts).
- 03 Avg post length – 12 characters (median 12).
- 04 Peak audience activity – **Monday**, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (3.3K avg for top vs 5K for worst) – among 2 posts over 23 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 2 POSTS

Nº1 15.06 · 11:52 PHOTO Bohuy Kim	VIEWS	REACTIONS
	7 058	111
	REPOSTS	ER
	25	12.3%

Nº2 08.07 · 13:46 PHOTO Lion Sauterleute	VIEWS	REACTIONS
	2 873	80
	REPOSTS	ER
	20	5.0%

WORST 2

↓ 15.06 · 11:52 PHOTO Bohuy Kim	VIEWS	REACTIONS
	7 058	111
	REPOSTS	ER
	25	12.3%

↓ 08.07 · 13:46 PHOTO Lion Sauterleute		VIEWS 2 873	REACTIONS 80
		REPOSTS 20	ER 5.0%

SECTION 03 • SUBSCRIBER DYNAMICS

Channel growth over the year

Yearly subscriber growth chart. Key months show exact subs. See gains and losses.

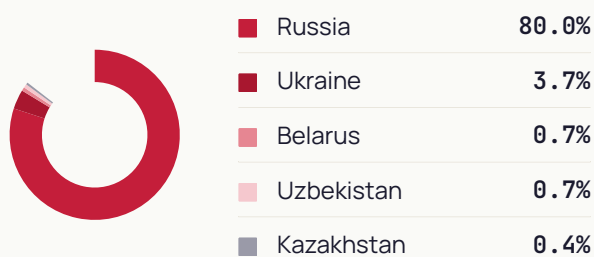


SECTION 04 • MENTIONS

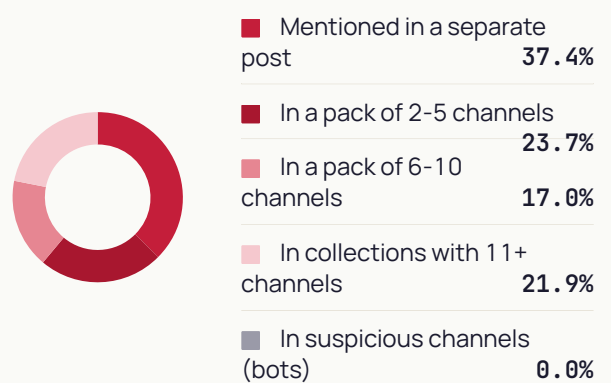
Who mentions the channel and how

Citation index **40** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **350** different channels.

COUNTRIES MENTIONING



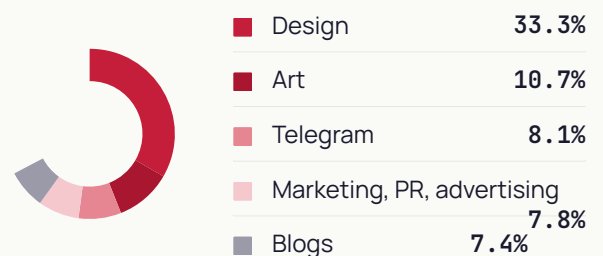
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



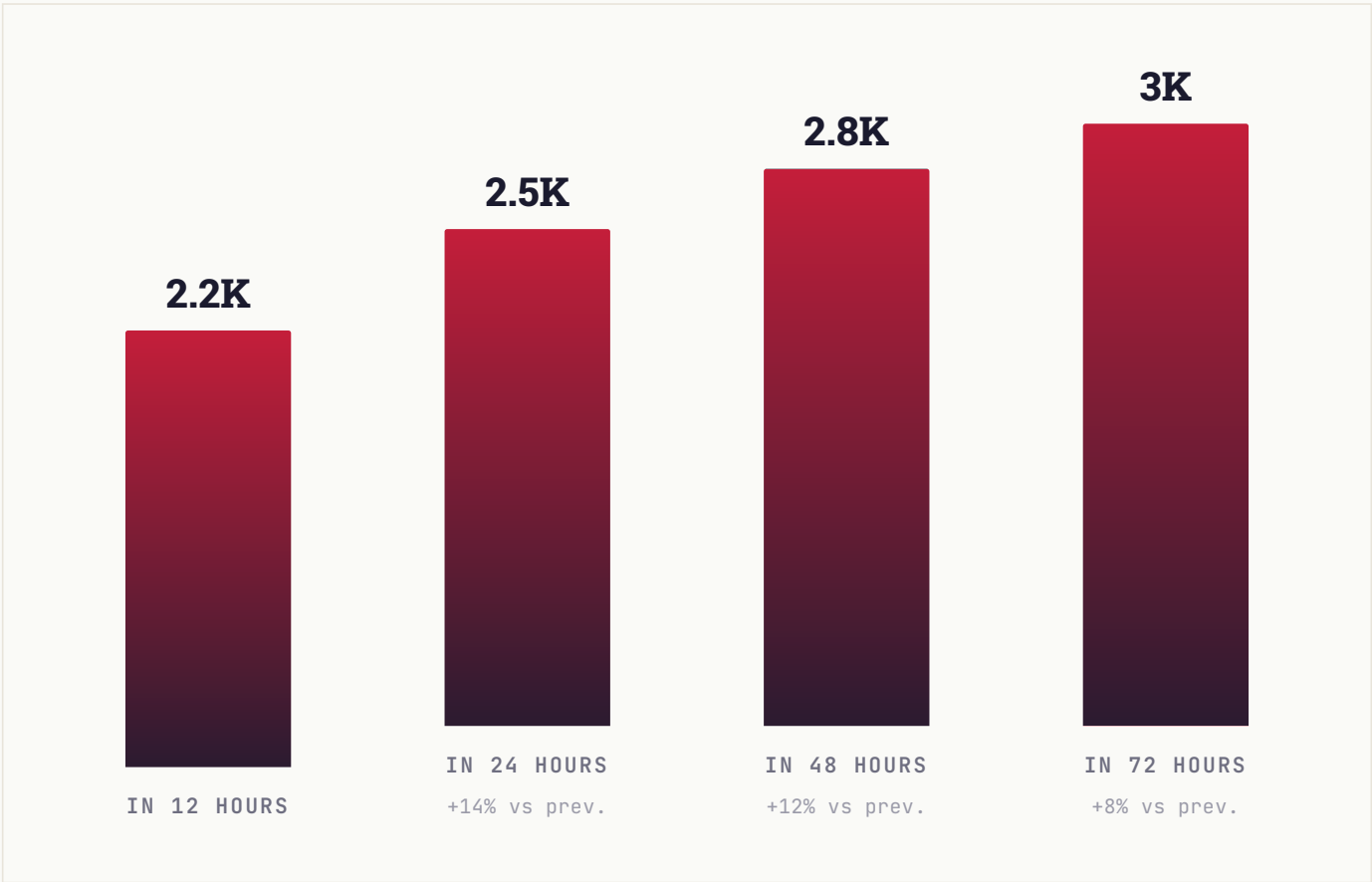
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
ER Sexy font. Cyrillic	134.7K
SH What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
ST What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
P Posterino искусство плаката YOU	57.5K

COMPARATIVE CONCLUSION

Channel intop half of the niche (#45 of 99). Niche leader — After Effects Templates (181K), median subs 53.6K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track mentions in other channels. Over the last **6 months** such mentions were **7**, they brought **566** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	2	2	62
December 2025	2	2	30
November 2025	2	2	84
October 2025	0	0	106
September 2025	0	0	227
August 2025	1	1	57

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
7	6	566

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#45

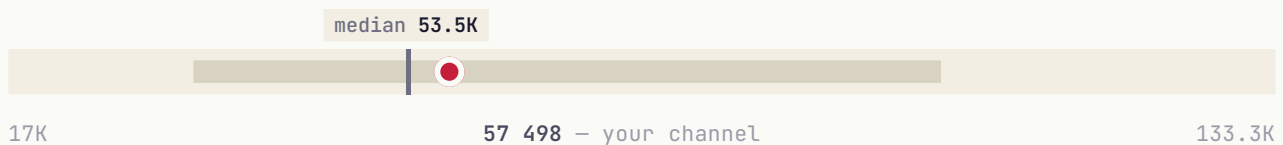
/100

RANK IN NICHE

Channel in top half of ranking

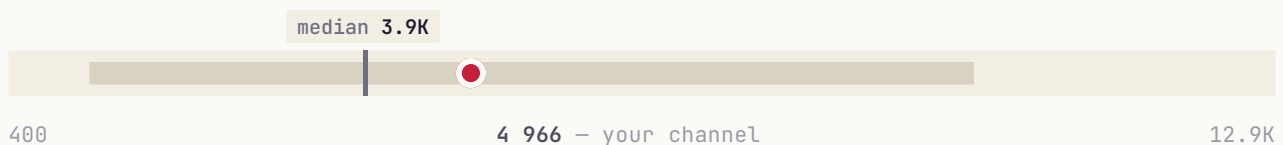
SUBSCRIBERS

better than 53% of niche



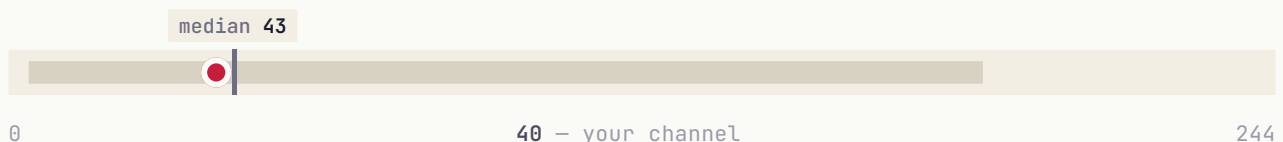
AVG REACH / POST

better than 57% of niche



CITATION INDEX

worse than median by 8%



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 0.6 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post day: Monday
Audience most active on this day at 14:00 MSK. | EFFECT
Best window for important posts |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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