

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Fasten seatbelts | aviation



@premni

Harsh everyday life of civil aviation in Russia and the world. Airlines, airports, aircraft and more. ID NOM idnom.ru Collaboration @id_nom Editorial @Premni_otvet MAX <https://max.ru/premni> RKN...

SUBS

30 658

-86 per month

ERR (% SEE POSTS)

23.0%

per day 17.7%

REACH/POST

6.8K

ad reach 5.4K/24h

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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.

 SUBS 30 658 —	 SUBSCRIBER REACH 22.04% avg % subs see post	 VIEWS/POST 6.8K median 6.3K · 29 days	 POSTS/WEEK 26.3 for the period
 7D TREND -2.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 864 chars median 995 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -86 last month	 CITATION RATE 430 citation index · 2,250 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 03.08.2020

AI EDITOR SUMMARY

Channel «Fasten your seatbelts | aviation» — 30 658 subs. Each post avg views 6.8K people (22% from subs), avg reach — room to grow. Publishes 26 posts/week (~4/day) — active posting. Week of Jul 6–12 reach stable (-2.6% vs week Jun 29 – Jul 5).

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 SHARE

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format – Photo (82/112 posts).
- 03 Avg post length – 864 chars (median 995).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Top posts get 3x more views than the weakest (17K avg for top vs 5.6K for worst) – among 112 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 14:36 VIDEO Fun & lively: SMM from Schiphol and Qantas. Amsterdam airport and Australian airline played with trending topics...	VIEWS 22 983 REPOSTS 48	REACTIONS — ER 75.0%
Nº2 19.06 · 10:08 TEXT Sale of nearly a quarter of Aeroflot shares will be handled by Sberbank CIB. The Federal Property Management Agency has chosen the legal entity that will organize the sale on behalf of the Russian Federation...	VIEWS 14 148 REPOSTS 17	REACTIONS — ER 46.1%
Nº3 09.07 · 08:02 PHOTO Shops in domestic departure zones won't get Duty Free alcohol support. After three years of deliberation, the government decided to scrap...	VIEWS 13 894 REPOSTS 13	REACTIONS — ER 45.3%

Nº4 05.07 • 13:16 PHOTO Touching: British Airways congratulated USA on 250th anniversary of American independence. The US celebrated July 4 – on that day in 1776...	VIEWS 9 971 REACTIONS — REPOSTS 8 ER 32.5%
Nº5 19.06 • 12:58 PHOTO Jet bridge damaged Nordwind Airlines Airbus A330 at Krasnoyarsk airport. The plane was set to fly to...	VIEWS 8 863 REACTIONS — REPOSTS 49 ER 28.9%
WORST 3	
↓ 23.06 • 10:05 PHOTO The next post of the #направЛЕТние rubric was made with Tutu – the travel service's press office told us where they most often book...	VIEWS 5 663 REACTIONS — REPOSTS 7 ER 18.5%
↓ 07.07 • 08:17 PHOTO Minsk airport launched self-check-in and baggage drop. Test mode, Aeroflot flights only. Similar...	VIEWS 5 660 REACTIONS — REPOSTS 7 ER 18.5%
↓ 11.07 • 16:13 PHOTO ▶ In 2017, Philippine supermarket chain Puregold partnered with low-cost carrier Air Asia and put its logo on two Airbus A320...	VIEWS 5 534 REACTIONS — REPOSTS 1 ER 18.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

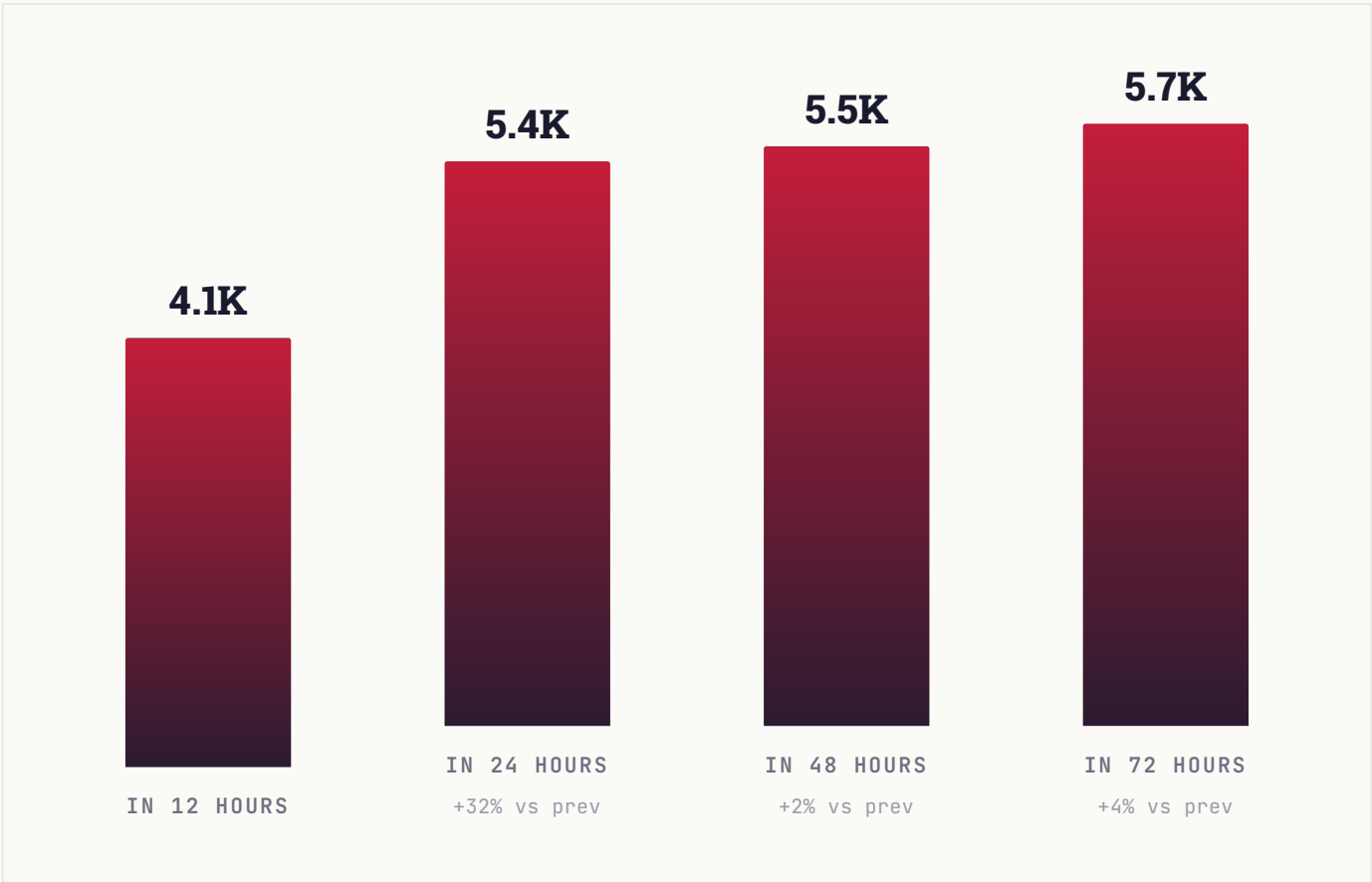
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
PR Fasten seatbelts aviation YOU	30.7K

COMPARATIVE INSIGHT

Channel still outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 017**, they brought **543** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	112	87	80	
Dec 2025	165	131	26	
Nov 2025	205	152	21	
Oct 2025	169	130	110	
September 2025	207	154	185	
August 2025	159	114	121	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 017	6	543

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

3 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 — 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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