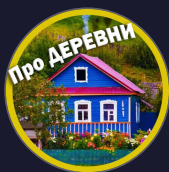


PUBLIC REPORT BY PROMTPRESS

Channel audit

About villages and coziness



@pro_derevni

🌿 "Russian village is a place where the soul rests and the heart fills with joy" Russia, nostalgia, travel For inquiries: @pro_toxx, @vl_kuzz All materials are for informational purposes and...

SUBSCRIBERS

43 958

-354 per month

ERR (% SEE POSTS)

7.0%

daily 4.1%

REACH/POST

3.1K

ad reach 1.8K/24h

— CONTENTS · 2026

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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 43 958 —	 SUBSCRIBER REACH 7.0% avg % subs see post	 VIEWS/POST 3.1K median 3.2K · 29 days	 POSTS/WEEK 27.8 for the period
 7D TREND -8.8% vs previous week	 REACTIONS/POST 304.2 35,893 reactions, 3,781 reposts, 28 comments	 POST LENGTH 188 chars median 142 · 29 days	 POSTS ANALYZED 118 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -354 last month	 CITATION RATE 592 citation index · 775 channels mentioned ever	 CHANNEL AGE 5 years 11 months created 06.08.2020

AI EDITOR SUMMARY

Channel «About villages and coziness 🏡» — 43 958 subs. Each post averages 3.1K people (7% from subs), reach is low — consider expanding audience. Publishes 28 posts/week (~4/day) — active posting. For week Jun 29 – Jul 5, reach dropped -8.8% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **118** posts over 29 days.
- 02 Dominant format – **Photo** (81/118 posts).
- 03 Avg post length – **188** chars (median 142).
- 04 Peak audience activity – **Wednesday**, 07:00 MSK.
- 05 Top posts get the most **2×** more views than the weakest (4.7K avg top vs 2.4K worst) – among 118 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 04:11 PHOTO What worried us yesterday, let it stay behind... And we want to believe that in the morning all the best will begin! Good morning...	VIEWS 4 751 REPOSTS 35	REACTIONS 289 ER 10.8%
Nº2 13.06 · 07:04 PHOTO But there's something in this world that can't get boring.  Larisa Miller  Photo: Grigory Bobyor  About villages and coziness	VIEWS 4 739 REPOSTS 65	REACTIONS 398 ER 10.8%
Nº3 14.06 · 04:11 PHOTO Beautiful moments are those for the soul. Let the sun shine and warmth fill the heart. Want to sing with soul, even if only for...	VIEWS 4 707 REPOSTS 67	REACTIONS 353 ER 10.7%

Nº4

17.06 · 04:11

PHOTO

Happiness doesn't depend on weather, Happiness is a state of mind! May it at any time of year Always come to you with joy!
 ☀️ Good morning...

VIEWS

4 706

REPOSTS

50

REACTIONS

320

ER

10.7%

Nº5

11.06 · 07:04

PHOTO

There's a special magic in old Russian houses 🏠 Their strength is in the silence, and beauty in the window carvings. It's frozen music 🎵 of the Russian soul...

VIEWS

4 651

REPOSTS

42

REACTIONS

333

ER

10.6%

WORST 3



06.07 · 10:11

VIDEO

Seems like the best place on earth.. 🌍 @shnaroufpv1

VIEWS

2 455

REPOSTS

43

REACTIONS

334

ER

5.6%



07.07 · 07:04

PHOTO

«Don't put off till dinner what you can eat at lunch» 📝 A. S. Pushkin

VIEWS

2 444

REPOSTS

40

REACTIONS

269

ER

5.6%



07.07 · 10:11

VIDEO

Rural moments for the soul 😊 Permtominsk village, Arkhangelsk region 🌄 Beloe.more.dom

VIEWS

2 431

REPOSTS

21

REACTIONS

267

ER

5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

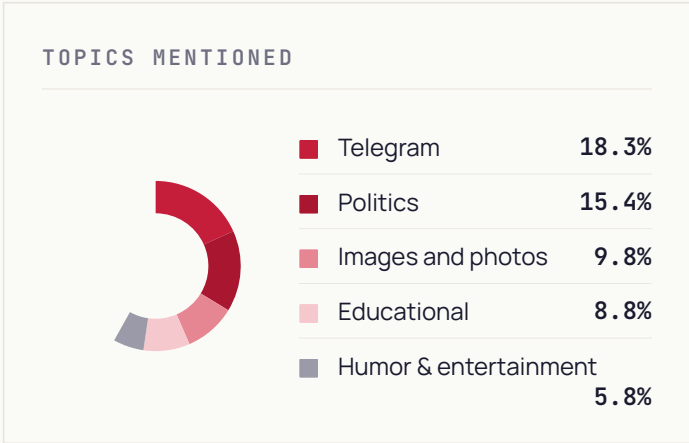
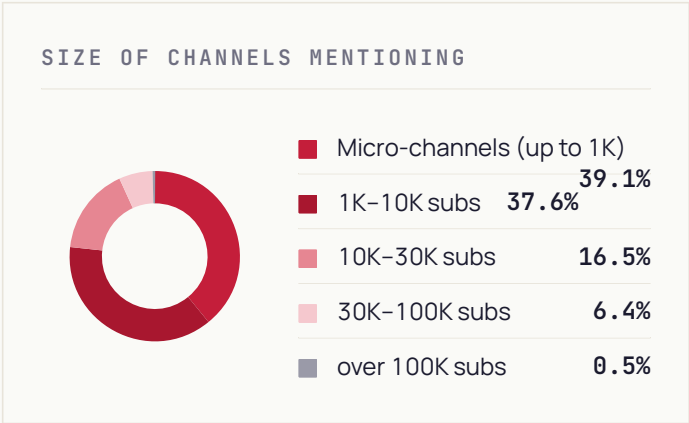
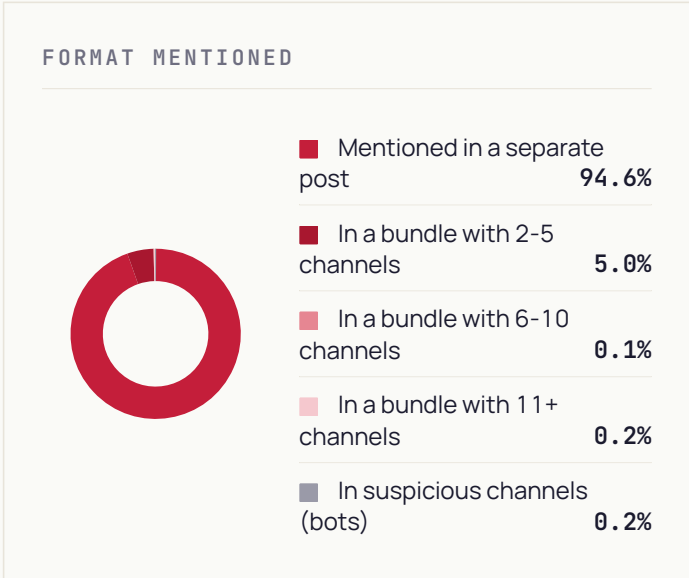
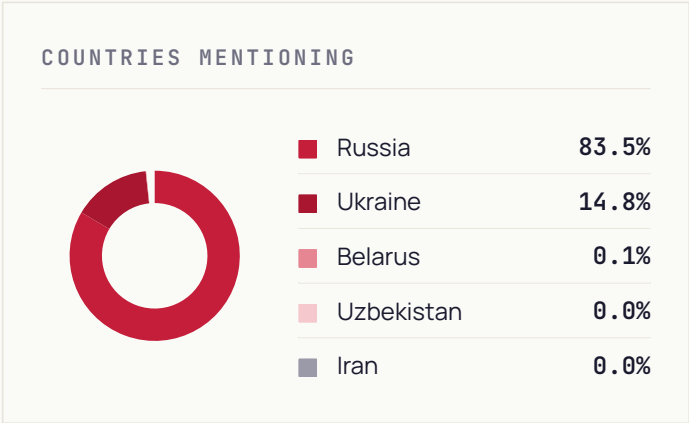
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

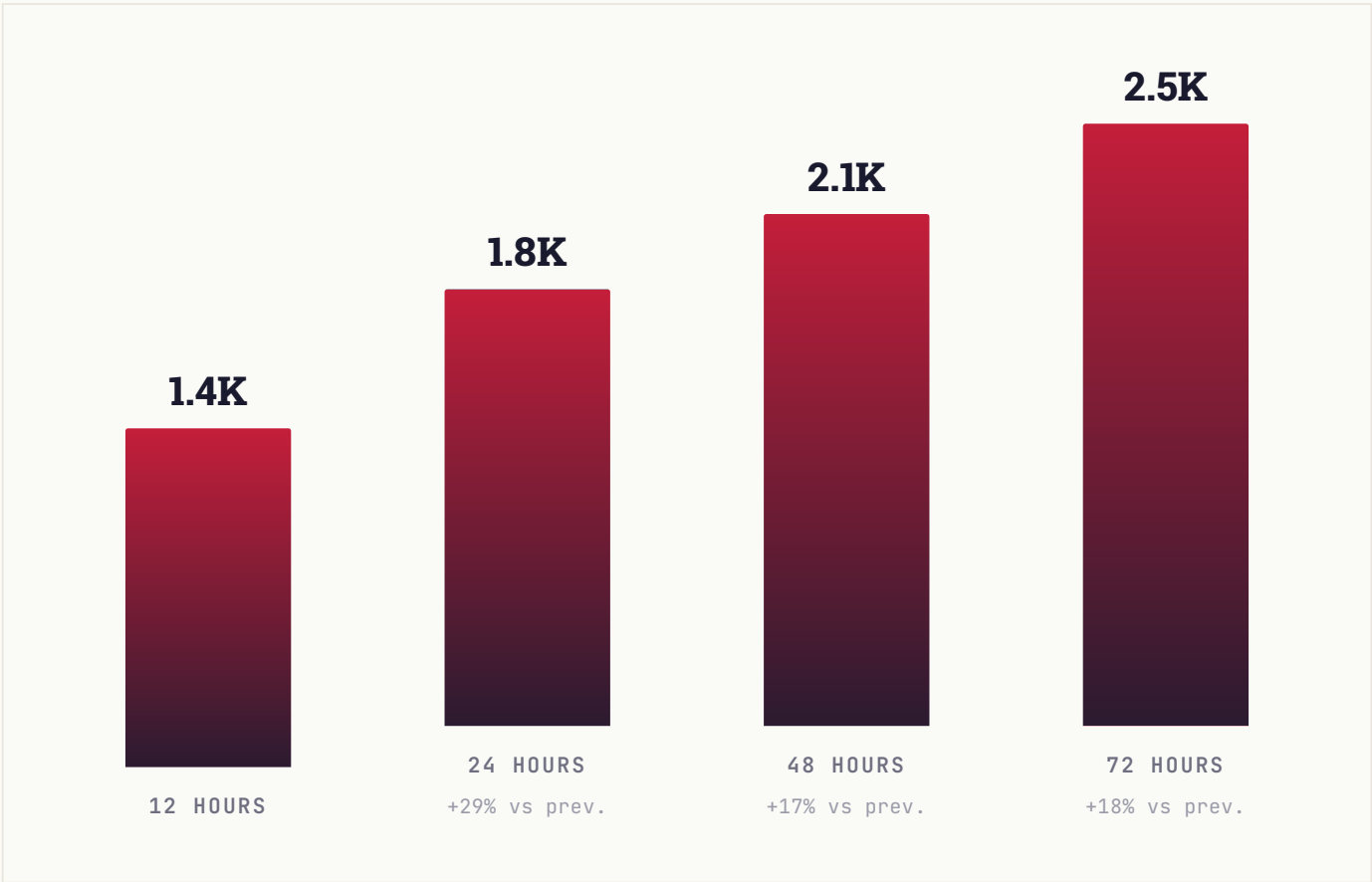
Citation index **592** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **775** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AЭ AEROFLOT	525.4K
MO Moscow Girl	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
PD About villages and coziness 🏡 YOU	44K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **563**, they brought **4 131** new subs.

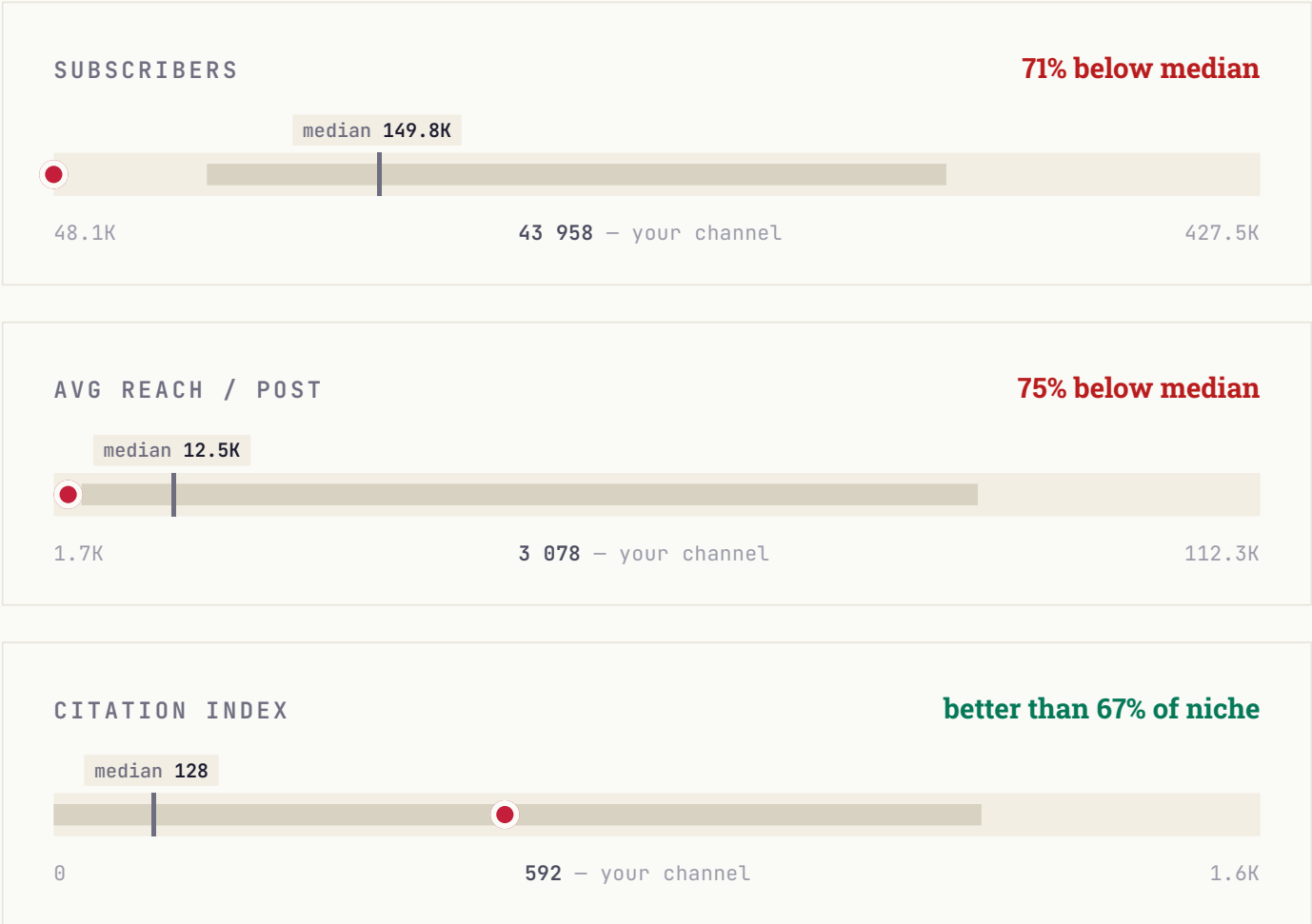
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	88	54	565	
December 2025	92	44	453	
November 2025	97	52	707	
October 2025	96	62	782	
September 2025	96	60	754	
August 2025	94	47	870	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
563	6	4 131

SECTION 08 · NICHE COMPARISON

Where the channel stands 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 next month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 07:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 7.0% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+0.5pp 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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 through us and close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
