

PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel.RF



@puteshestvuem_rf

🚗 Travel.RF — the top channel for travel in Russia! 👉 Our site: <https://путешествуем.рф> 📁 For business — @minec_tourism
Registered with Roskomnadzor:...

SUBSCRIBERS

25 020

-110 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.4%

REACH/POST

1.1K

ad reach 613/24h

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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 25 020 —	 SUBS REACH 4.43% avg % of subs see a post	 VIEWS/POST 1.1K median 998 · 29 days	 POSTS/WEEK 20.5 for the period
 7D TREND -11.9% vs previous week	 REACTIONS/POST 12.7 only 1,089 reactions, 598 reposts, 58 comments	 POST LENGTH 839 chars median 1,000 · 29 days	 POSTS ANALYZED 86 29 days
 AD REACH 613 24h avg	 CHURN / MONTH -110 last month	 CITATION RATE 370 citation index · 1,162 channels mentioned it ever	 CHANNEL AGE 5 years 8 months created 30.10.2020

AI EDITOR SUMMARY

Channel «Travel.RF» — 25 020 subs. Each post gets avg 1.1K people (4% from subs), reach is low — need to grow audience. Publishes 20 posts/week (~3/day) — consistent. For week Jun 29 — Jul 5, reach dropped -11.9% to the week of Jun 22–28 — worth analyzing reasons.

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 **86** posts in 29 days.
- 02 Dominant format – **Photo** (59/86 posts).
- 03 Avg post length – **839** chars (median 1,000).
- 04 Peak audience activity – **Tuesday**, 18:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (3.9K avg top vs 790 worst) – among 86 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 15:55 PHOTO Check into a hotel without paper docs? Now available in Russian hotels ✨ No need to waste time after the road on...	VIEWS 8 391 REPOSTS 30	REACTIONS 7 ER 33.5%
Nº2 11.06 · 13:01 PHOTO See big series premieres, discover indie films, pick books and even attend a fashion show – this summer for bright...	VIEWS 1 671 REPOSTS 9	REACTIONS 21 ER 6.7%
Nº3 19.06 · 13:03 PHOTO In summer, the flow of travelers to Teriberka doesn't dry up! Just 120 km from Murmansk, and you're at the Barents Sea, among rocks, passes, and endless...	VIEWS 1 625 REPOSTS 17	REACTIONS 9 ER 6.5%

Nº4

17.06 · 13:07

PHOTO

Here you'll see the world's first nuclear icebreaker, peek into a lighthouse of memory, and walk alleys preserving the history of the Great Victory. Welcome to...

VIEWS

1 585

REACTIONS

21

REPOSTS

9

ER

6.3%

Nº5

24.06 · 16:01

PHOTO

Want to be at an intimate play in Dostoevsky Museum, visit a 10th-century Slavic village, or hear jazz under the open sky in...

VIEWS

1 536

REACTIONS

15

REPOSTS

13

ER

6.1%

WORST 3

↓

07.07 · 11:24

PHOTO

Today we add Mariinsk to plans and go see wooden facades, dive into Kuzbass history and get to know Siberian...

VIEWS

847

REACTIONS

10

REPOSTS

4

ER

3.4%

↓

02.07 · 08:02

VIDEO

Who gets us out for a walk in any weather, helps us be outdoors more, and easily introduces us to new people? Of course, dogs – and...

VIEWS

815

REACTIONS

17

REPOSTS

5

ER

3.3%

↓

06.07 · 13:32

PHOTO

Travel photos you'd want to print and frame so they remind us of wonderful trips 📷 And also...

VIEWS

708

REACTIONS

7

REPOSTS

1

ER

2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

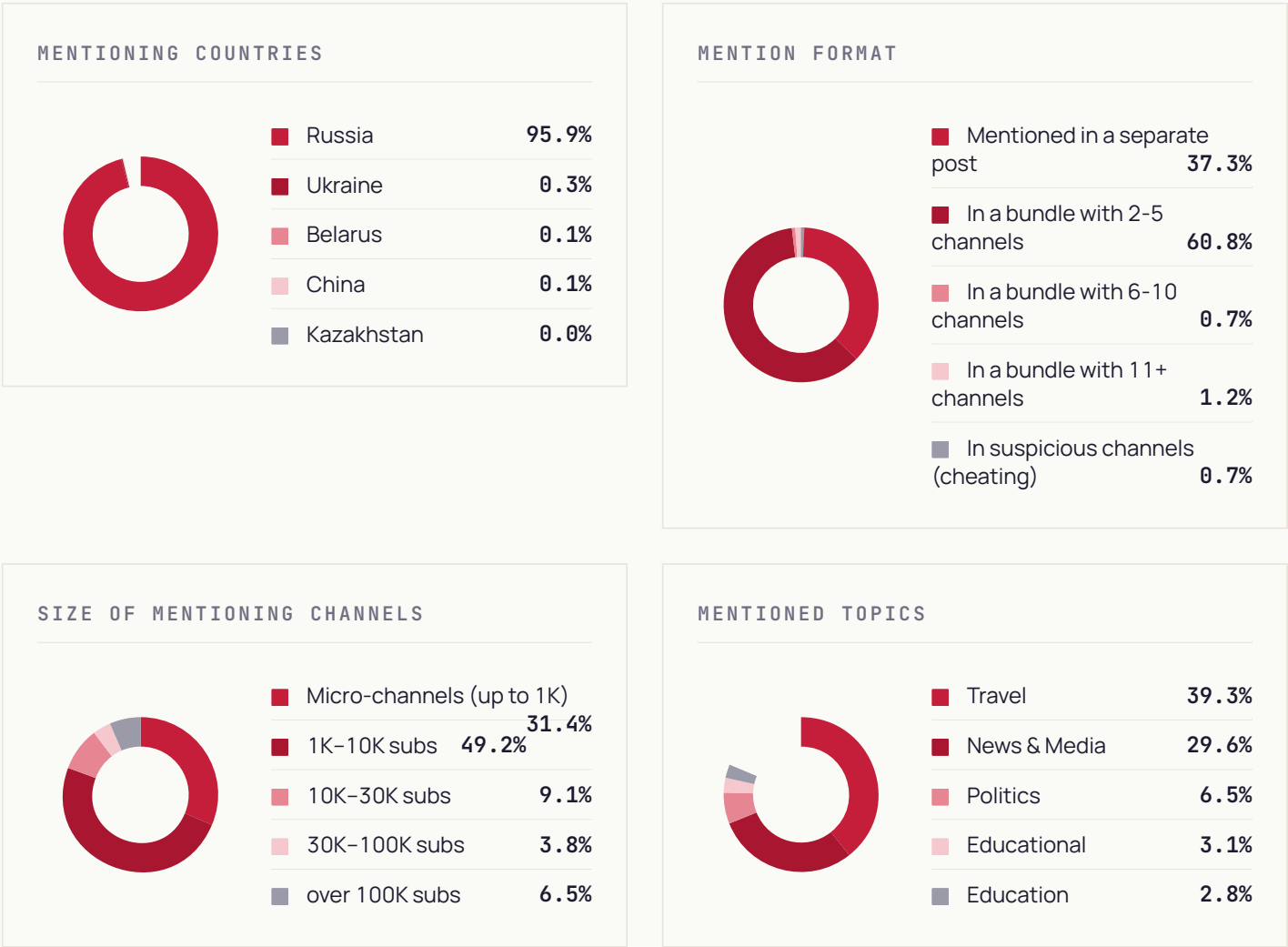
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

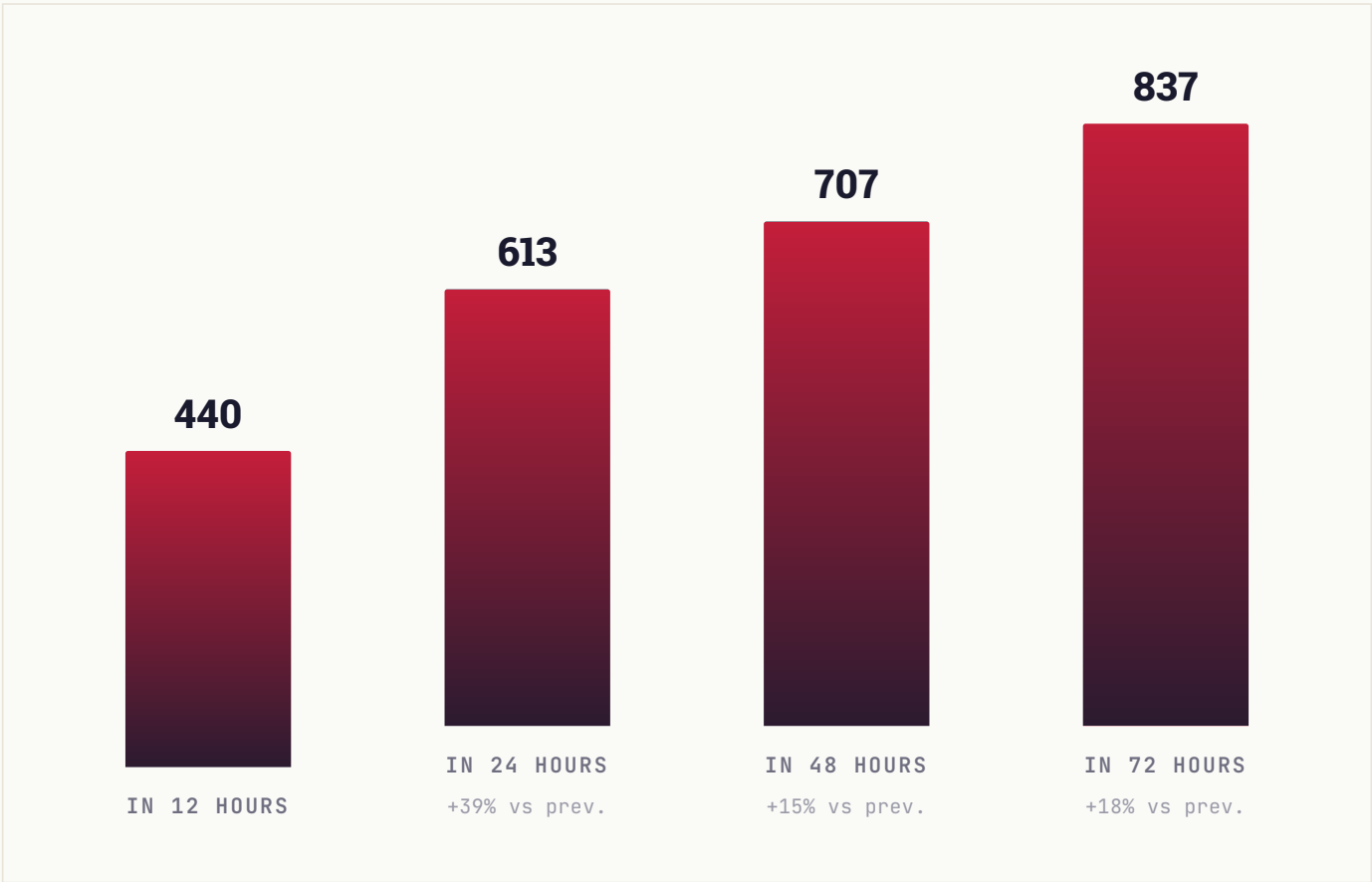
Citation index **370** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 162** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 Events	1.2M
A« Airline «Pobeda»	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
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
PU Travel.RF YOU	25K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

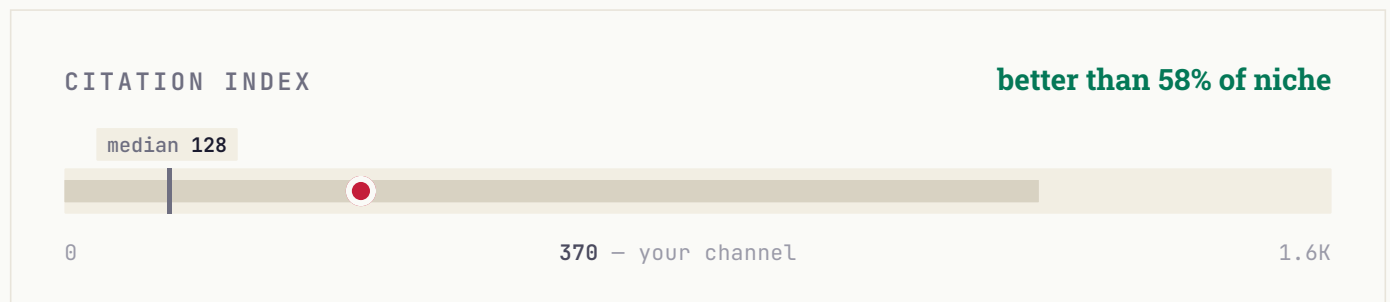
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **540**, they brought **2 638** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	65	34	336	
Dec 2025	101	65	48	
Nov 2025	79	48	189	
Oct 2025	83	50	646	
Sep 2025	97	52	780	
August 2025	115	66	639	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
540	6	2 638

Where channel ranks in its league

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**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.43% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.1pp 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 typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

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 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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