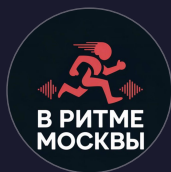


— PUBLIC PROMTPRESS REPORT

Channel audit

In the Rhythm of Moscow | Poster



@ritmmoscow

Where to go and what to see in Moscow? 📄for ads: clck.ru/3RJXq8 📄

Share with friends: <https://t.me/+ISwxqH4R1jVhZThiRKN:6290451020>

SUBSCRIBERS

226 446

-27616 per month

ERR (% SEE POSTS)

11.0%

in 24 hrs **10.2%**

REACH/POST

23.8K

ad reach **23.9K**/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 226 446 —	 SUBSCRIBER REACH 10.52% avg % subs see post	 VIEWS/POST 23.8K median 24.8K · 29 days	 POSTS/WEEK 25.8 for the period
 7D TREND -3.0% vs previous week	 REACTIONS/POST 184.0 total 19 875 reactions, 12 297 reposts, 0 comments	 POST LENGTH 608 chars median 596 · 29 days	 POSTS ANALYZED 108 29 days
 AD REACH 23.9K 24h avg	 CHURN / MONTH -27616 for the last month	 CITATION RATE 4 citation index · 102 channels mentioned all time	 CHANNEL AGE 9 months 6 days created 23.09.2025

AI EDITOR SUMMARY

Channel «In the Rhythm of Moscow | Poster» — 226 446 subs. Each post averages 23.8K people (11% of subs), reach is low — consider expanding audience. Publishes 26 posts/week (~4/day) — active posting. Week 15–21 Jun reach stable (-3.0% vs week Jun 8–14).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **108** posts in 29 days.
- 02 Dominant format – **Photo** (82/108 posts).
- 03 Avg post length – **608** chars (median 596).
- 04 Peak audience activity – **Saturday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (25.8K avg for top vs 16.7K for worst) – among 108 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 16:04 PHOTO 📍 Nature Talks at the 'Losiny Ostrov – Russian Life' Ecocenter Children and adults will learn about nature, animal and plant life...	VIEWS 26 129 REPOSTS 74	REACTIONS 272 ER 11.5%
Nº2 20.06 · 17:01 VIDEO 📍 'Forest Libraries' in Moscow Parks On weekends, forest libraries will host plein airs, performances, musical evenings...	VIEWS 25 613 REPOSTS 136	REACTIONS 215 ER 11.3%
Nº3 21.06 · 17:02 PHOTO 📍 'Friendship of Peoples' Festival at VDNKh The event will unite over 20 venues and about 100 events: concerts, master classes, sports...	VIEWS 25 565 REPOSTS 131	REACTIONS 223 ER 11.3%

Nº4 21.06 · 07:03 VIDEO MSK Eastside Gallery Opens on Chistye Prudy A second space of the contemporary art gallery has opened in Podsosensky Lane...	VIEWS 25 562 REPOSTS 131	REACTIONS 242 ER 11.3%
Nº5 13.06 · 14:03 PHOTO ✕ The Path of the Russian Druzhina through the 9th–13th Centuries In the Rainbow Park, a historical space dedicated to the era of ancient Russian...	VIEWS 25 528 REPOSTS 57	REACTIONS 155 ER 11.3%

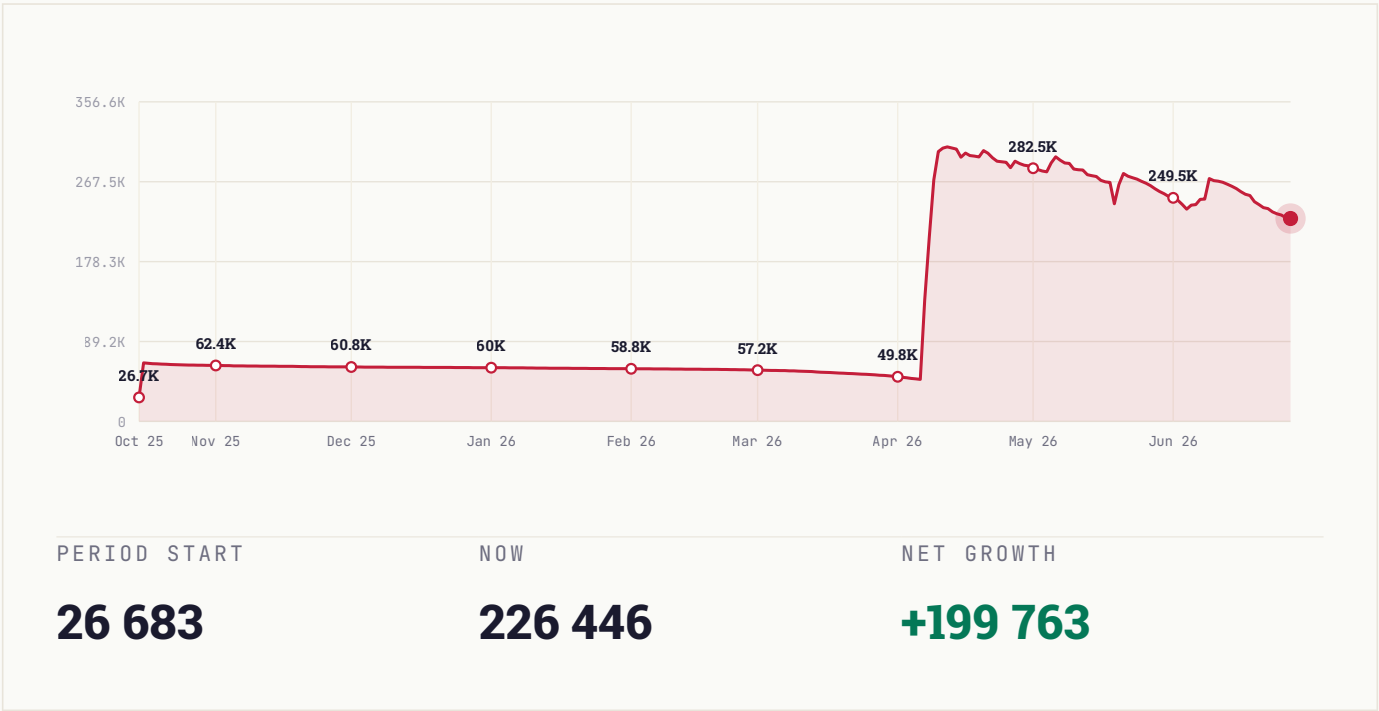
WORST 3

↓ 04.06 · 10:01 VIDEO ✕ Cat-shaped Playground in Gorky Park The play area is located near Golitsyn Pond: inside – trampolines and climbing frames, outside –...	VIEWS 17 252 REPOSTS 177	REACTIONS 102 ER 7.6%
↓ 04.06 · 16:04 PHOTO ✕ 'Ice Cream Factory' on the Muzeon Embankment A new art pavilion of the 'Made in Moscow' project has opened in the Muzeon Arts Park. Here...	VIEWS 16 574 REPOSTS 128	REACTIONS 142 ER 7.3%
↓ 04.06 · 14:01 PHOTO ✕ Forum 'Travel!' The 6th International Tourism Forum will combine a business program, a large-scale exhibition, and a vibrant festival...	VIEWS 16 294 REPOSTS 67	REACTIONS 104 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

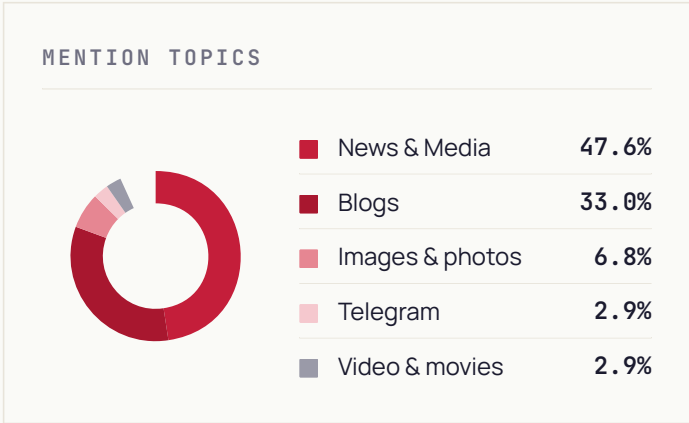
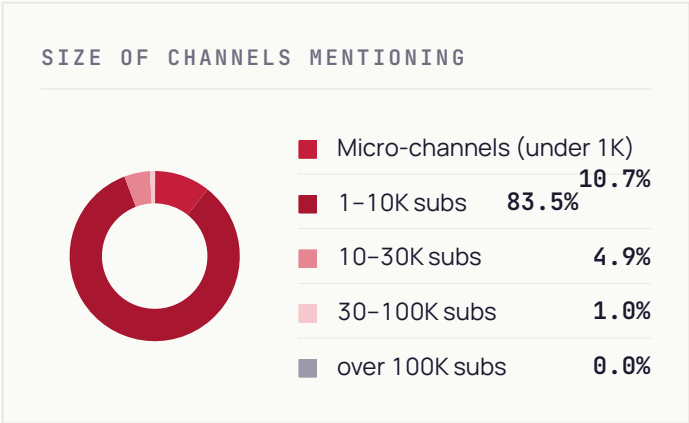
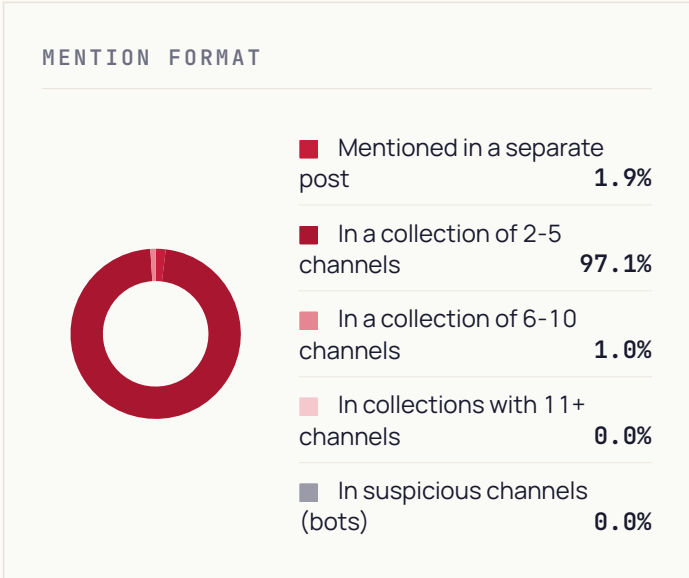
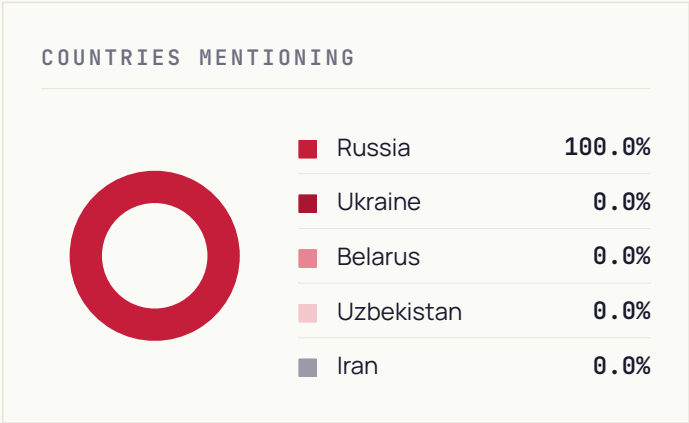
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

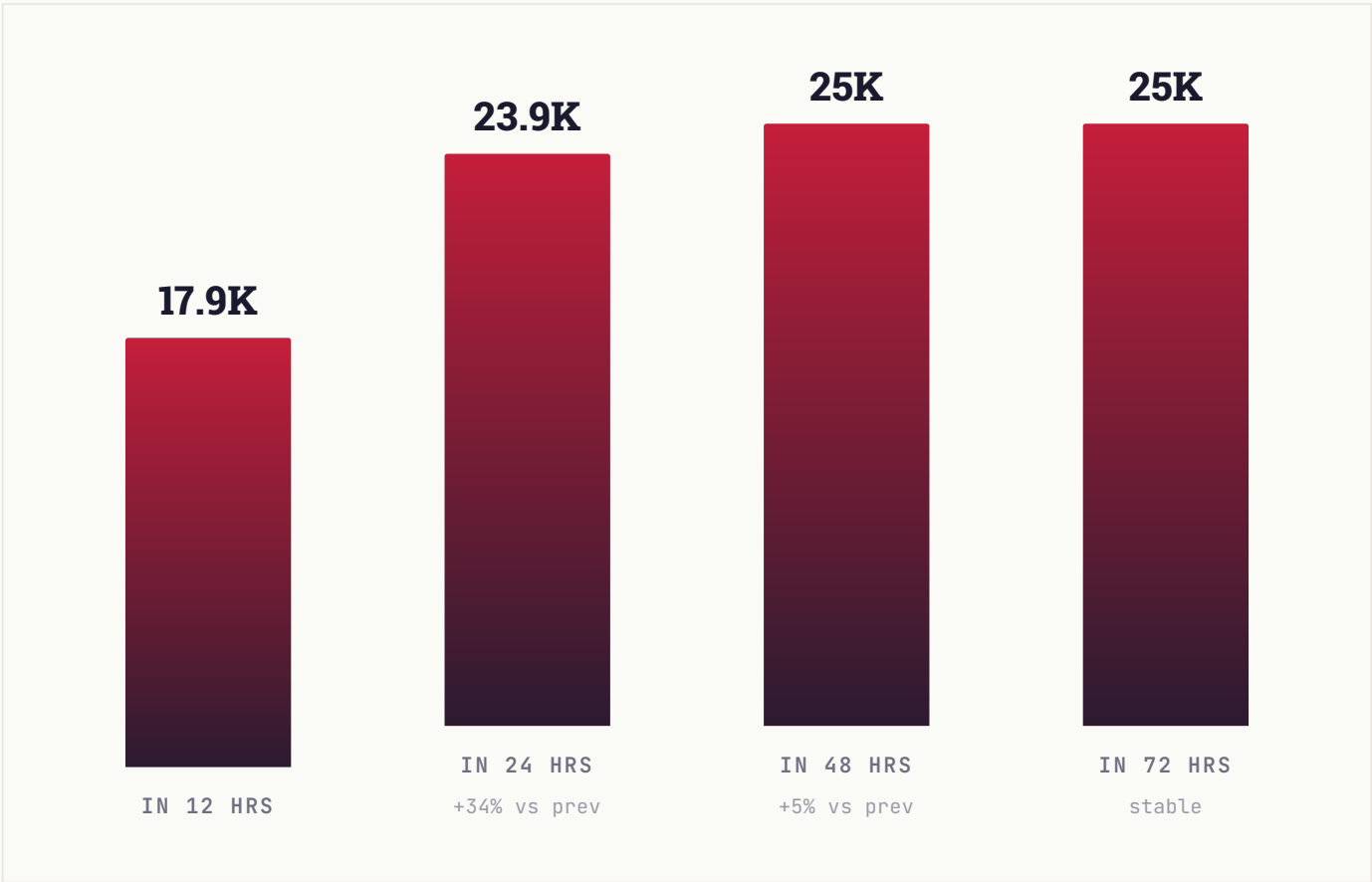
Citation index 4 – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **102** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AЭ AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travels	501.7K
Su Discount Wagon	433.4K
OT Ozon Travel	407K
Tu In the Rhythm of Moscow Poster	226.4K

COMPARATIVE INSIGHT

Channel in top half of niche (#26 of 97). Niche leader — **Amazing World and Travel** (1.2M), median subs 159.5K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **4 months** such mentions were **99**, they brought **38 669** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	99	99	38 669
Sep 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
99	4	38 669

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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#26/100

RANK IN NICHE

Channel in the top half of the ranking



— 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 Saturday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

System traffic buy

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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. 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