

— PROMTPRESS PUBLIC REPORT

Channel audit

Russia. Local digest



@runaboutarts

Cultural and natural heritage. Contact editor: @irm628

SUBSCRIBERS

42 070

+30185 per month

ERR (% SEE POSTS)

19.0%

last 24 hrs **14.9%**

REACH/POST

8.9K

ad reach **5.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 42 070 —	 SUBS REACH 21.13% avg % subs see post	 VIEWS/POST 8.9K median 8.2K · 25 days	 POSTS/WEEK 1.6 for period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 836 chars median 1000 · 25 days	 POSTS ANALYZED 6 25 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH +30185 last month	 CITATION RATE 20 citation index · 41 channels mentioned ever	 CHANNEL AGE 2 years 2 months created 15.04.2024

AI EDITOR SUMMARY

Channel «Russia. Local digest» — 42 070 subs. Each post averages 8.9K people (21% of subs), average reach — room to grow. Posts 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 25 days.
- 02 Dominant format – Photo (5/6 posts).
- 03 Avg post length – 836 chars (median 1000).
- 04 Peak audience activity – Thursday, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (12K avg for top vs 5.8K for worst) – among 6 posts in 25 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 13.07 · 09:49 PHOTO King of Andorra – a fraud and schemer! Skosyrev was born on June 12, 1896 in Vilnius to a Russian noblewoman and a cavalryman...	VIEWS 15 167 REPOSTS 5 REACTIONS — ER 36.1%
Nº2 09.07 · 10:58 PHOTO "The Pearl" It is believed that Mikhail Vrubel was inspired to create this painting by an abalone shell gifted by poet Maximilian...	VIEWS 12 136 REPOSTS 2 REACTIONS — ER 28.8%
Nº3 08.07 · 18:44 VIDEO ❤️ "Love is an act, quiet and simple" These words were dedicated by Natalya Virtuozova, CEO of the Russia National Center, to the participants of the Wedding...	VIEWS 8 635 REPOSTS — REACTIONS — ER 20.5%

Nº4

08.07 · 12:57

PHOTO

Royal appetite Menu features «belorybitsa portuguese». In Portuguese style it could be...

VIEWS

7 737

REPOSTS

14

REACTIONS

—

ER

18.4%

Nº5

17.06 · 12:31

PHOTO

June 17 is Russian Kvass Day Feeling kvassy?

VIEWS

6 018

REPOSTS

3

REACTIONS

—

ER

14.3%

WORST 3

↓ 08.07 · 12:57 PHOTO Royal appetite Menu features «belorybitsa portuguese». In Portuguese style it could be...	VIEWS 7 737 REPOSTS 14	REACTIONS — ER 18.4%
↓ 17.06 · 12:31 PHOTO June 17 is Russian Kvass Day Feeling kvassy?	VIEWS 6 018 REPOSTS 3	REACTIONS — ER 14.3%
↓ 22.06 · 09:26 PHOTO Bracelet with emperor portrait "Portrait diamond of Alexander I" — one of the most famous exhibits of the Diamond Fund. A men's bracelet...	VIEWS 3 636 REPOSTS 2	REACTIONS — ER 8.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

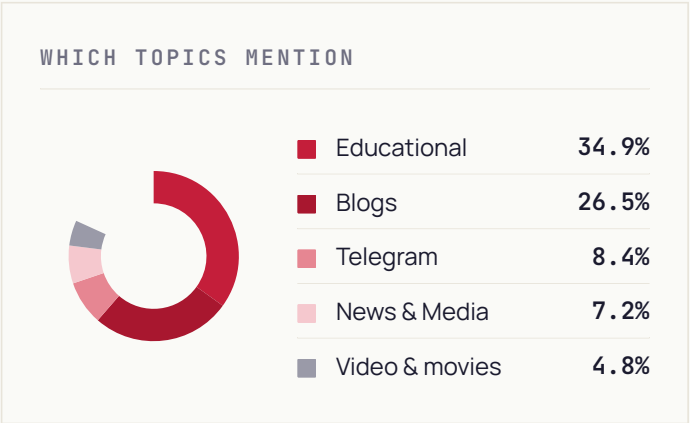
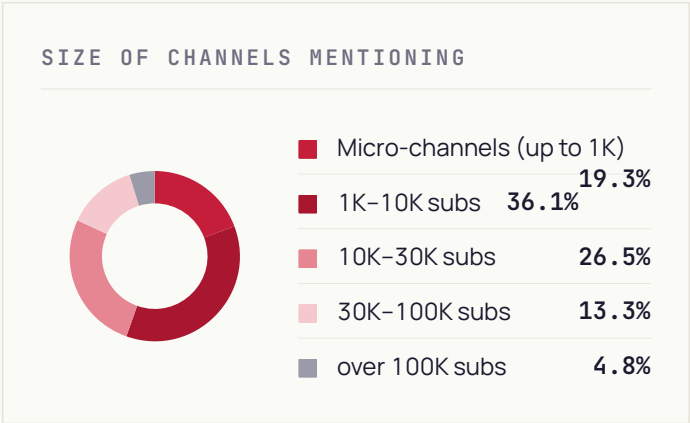
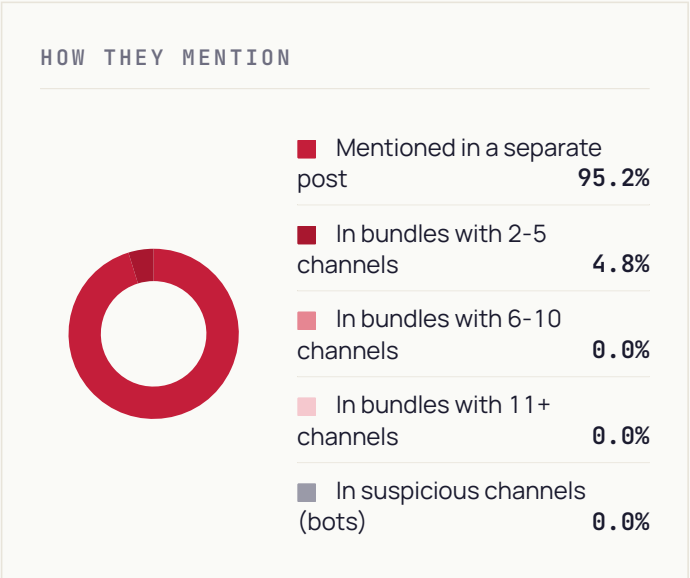
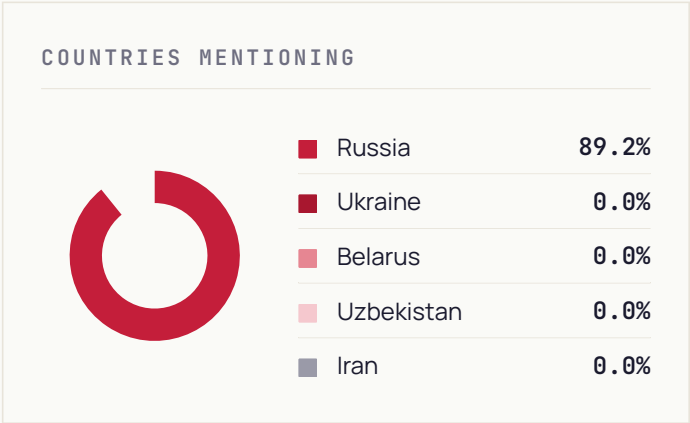
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

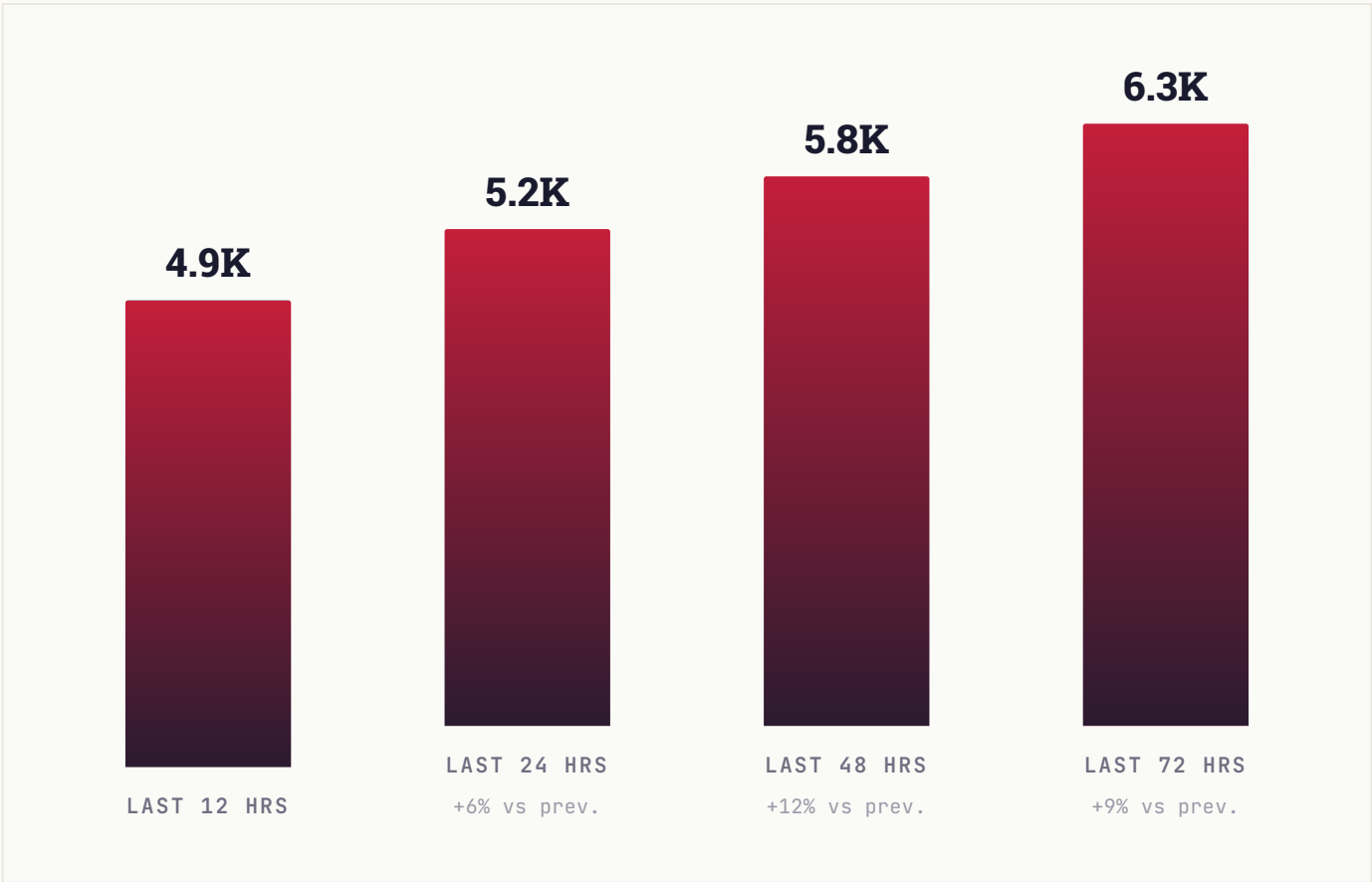
Citation index **20** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **41** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moscow Girl	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Su Discount train	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
RL Russia. Local digest YOU	42.1K

COMPARATIVE SUMMARY

Channel not yet outside niche top-95 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **1**, they brought **24 317** new subs.

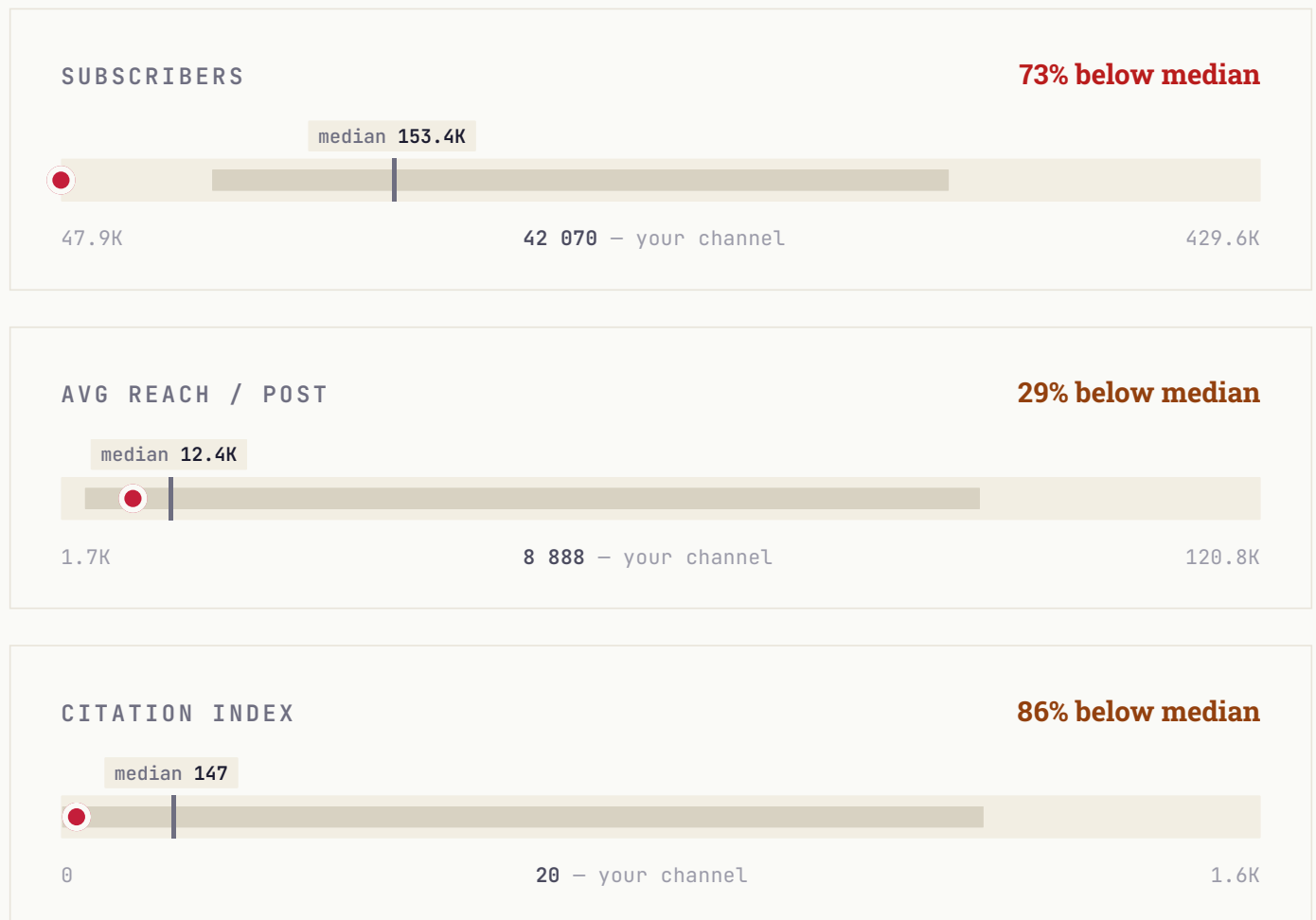
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	24 317
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	1	1	0
Sep 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1	6	24 317

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.6 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Best post day — Thursday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

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 & 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 same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

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

02 Contact manager t.me/PromptPress_manager
