

PROMTPRESS PUBLIC REPORT

Channel audit

S7 Newsroom



@s7newsroom

Official press channel of S7 Group. We promptly share the company's top news 🛩️❤️ Reach us at: presscenter@s7.ru
Registration statement in the Roskomnadzor registry: No. 7184584218

SUBSCRIBERS

14 031

-38 per month

ERR (% SEE POSTS)

114.0%

in 24h 15.5%

REACH/POST

8.5K

ad reach 2.2K/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 14 031 —	 SUBS REACH 60.55% avg % subs see post	 VIEWS/POST 8.5K median 4.8K · 27 days	 POSTS/WEEK 5.4 over period
 7D TREND +151.6% vs previous week	 REACTIONS/POST 70.1 only 1,472 reactions, 1,188 reposts, 0 comments	 POST LENGTH 898 chars median 982 · 27 days	 POSTS ANALYZED 21 27 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -38 over last month	 CITATION RATE 190 citation index · 711 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 02.06.2021

AI EDITOR SUMMARY

Channel «S7 Newsroom» — 14 031 subs. Each post averages 8.5K people (61% of subs), wide reach for a channel this size. Publishes 5 posts/week (~1/day) — rare. For week Jun 29 – Jul 5 reach grew +151.6% by week Jun 22–28 — positive trend.

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 21 posts over 27 days.
- 02 Dominant format – Text (13/21 posts).
- 03 Avg post length – 898 chars (median 982).
- 04 Peak audience activity – Saturday, 12:00 MSK.
- 05 Top posts get 9x more views than the weakest (32.4K avg for top vs 3.8K for worst) – among 21 posts over 27 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 04.07 · 09:41 PHOTO  S7 Airlines becomes charity partner of the Russian Gliding Championship for juniors From July 4 to 12, 2026, at...	VIEWS 53 413 REPOSTS 46	REACTIONS 46 ER 380.7%
Nº2 10.07 · 07:29 PHOTO  A journey as long as to the Moon: S7 Airlines flight attendant profession in numbers Ahead of World Civil Aviation Flight Attendant Day...	VIEWS 37 019 REPOSTS 92	REACTIONS 105 ER 263.8%
Nº3 06.07 · 06:50 TEXT  S7 Airlines opens ticket sales for flights from Novosibirsk to Maldives S7 Airlines launches a new international route – from June 30...	VIEWS 6 806 REPOSTS 500	REACTIONS 192 ER 48.5%

Nº4 17.06 · 07:17 PHOTO  S7 Airlines and Altai Republic sign agreement to develop air transportation S7 Airlines and the Government of the Altai Republic signed...	VIEWS 5 859 REPOSTS 30	REACTIONS 83 ER 41.8%
Nº5 19.06 · 08:26 TEXT  S7 Airlines increases flights from Moscow to Chita and Ulan-Ude S7 Airlines expands flight program to the capitals of Zabaykalsky Krai...	VIEWS 5 351 REPOSTS 29	REACTIONS 37 ER 38.1%

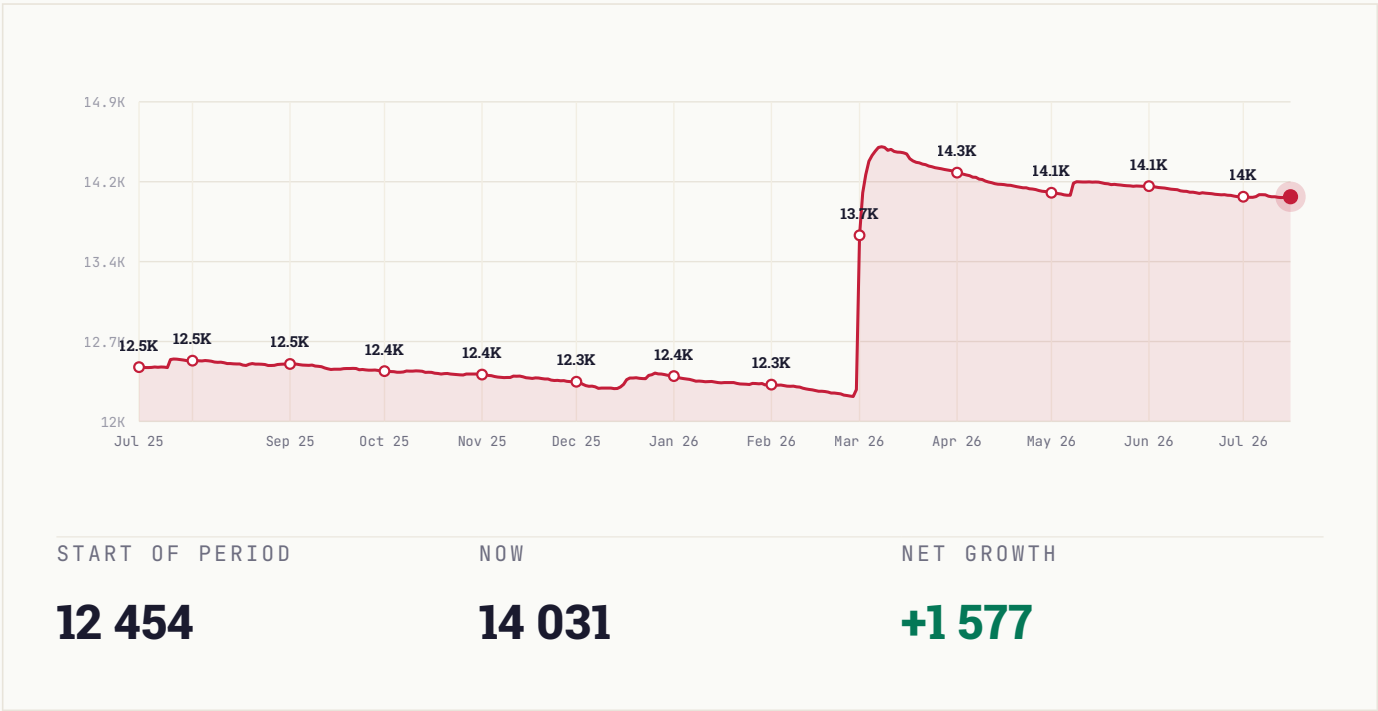
WORST 3

↓ 01.07 · 09:15 TEXT  S7 Airlines increases flight frequency from Irkutsk on five routes S7 Airlines expands its flight program from Irkutsk —...	VIEWS 4 007 REPOSTS 15	REACTIONS 46 ER 28.6%
↓ 12.07 · 07:01 PHOTO  S7 Airlines launches flight attendant thank-you service On July 12, World Civil Aviation Flight Attendant Day, S7 Airlines...	VIEWS 3 753 REPOSTS 58	REACTIONS 119 ER 26.7%
↓ 08.07 · 14:14 TEXT  S7 Airlines corporate clients transferred 9.5 million S7 Corp miles to charity A year ago we launched 'Charity with...	VIEWS 3 522 REPOSTS 4	REACTIONS 36 ER 25.1%

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 grew and which lost subs.



SECTION 04 • MENTIONS

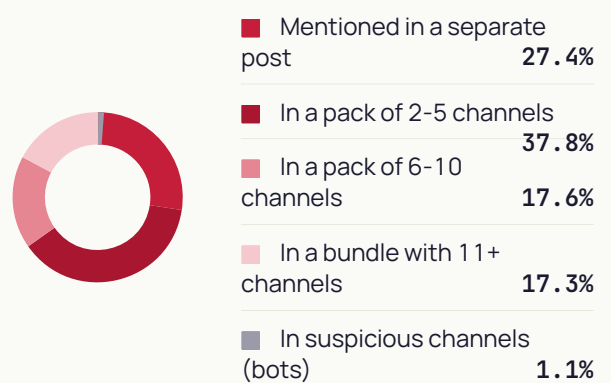
Who mentions the channel and how

Citation index **190** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **711** different channels.

COUNTRIES MENTIONING YOU



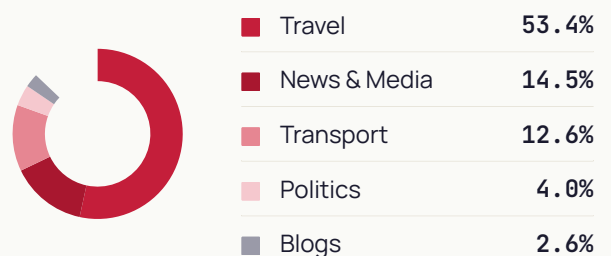
MENTION FORMAT



WHAT SIZE CHANNELS MENTION YOU



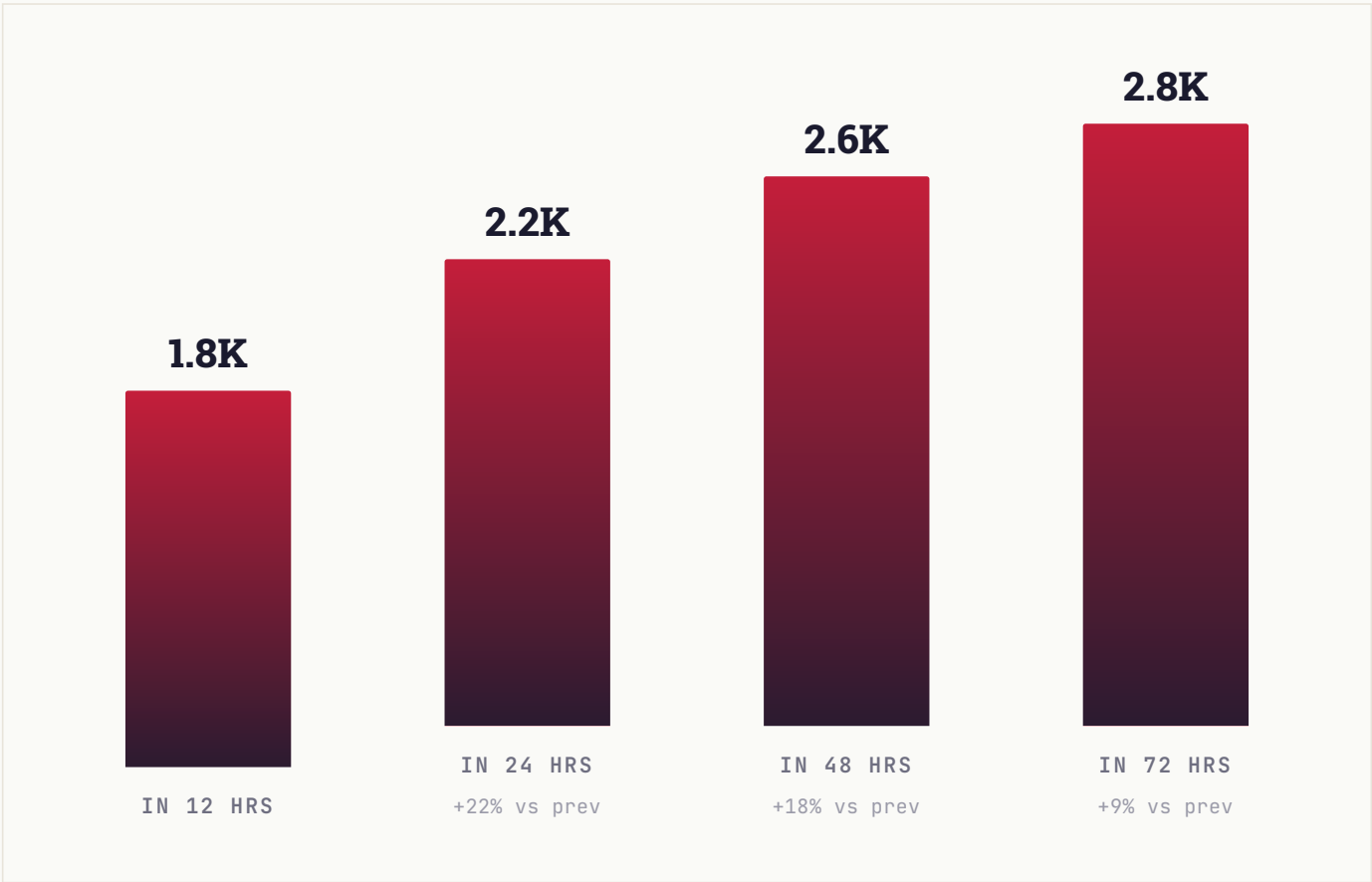
MENTIONED IN WHICH TOPICS



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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
Mon Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
ER Ways to travel almost for free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
SN S7 Newsroom YOU	14K

COMPARATIVE INSIGHT

Channel not yet outside niche top-95 — early growth stage. Niche leader — Moscow - where to go | Poster (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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **113**, they brought **298** new subs.

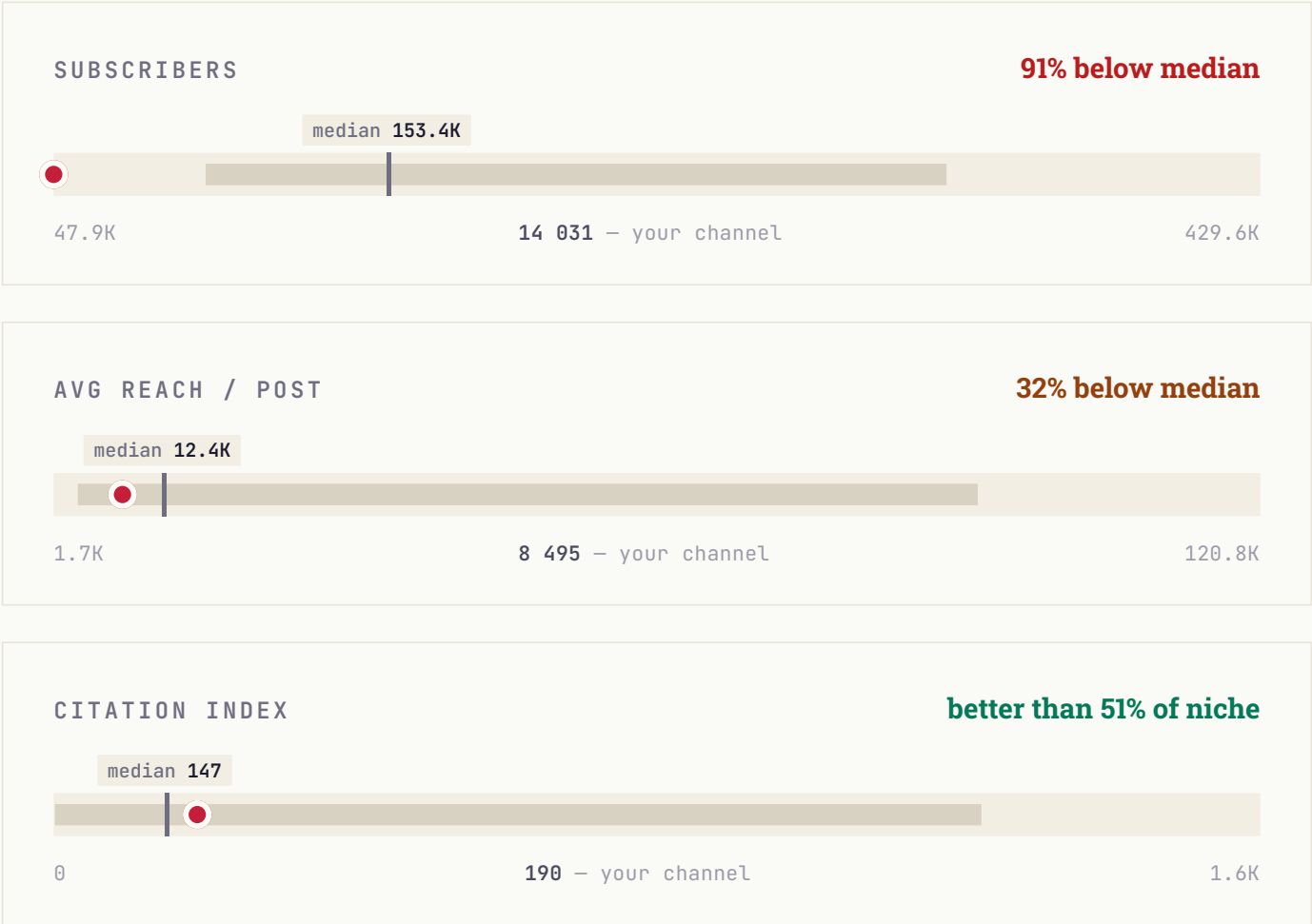
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	20	15	22	
Dec 2025	27	16	158	
Nov 2025	11	8	24	
Oct 2025	13	7	29	
Sep 2025	26	13	22	
August 2025	16	9	43	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
113	6	298

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.



— 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 Saturday
 On this day at 12:00 MSK audience is most active.

EFFECT
Best window for an important post

02

Increase share of video posts
 Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend reaching 15-25% share.

EFFECT
Video retains audience better

03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 with channels in the same segment once a quarter. 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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