

PUBLIC PROMTPRESS REPORT

Channel audit

Cultural

Petersburg



@spbdoing

Don't know where to go in St. Pete? We've got you covered! POSTER
• EVENTS • CITY CULTURE You won't miss a single event, only the
MOST interesting leisure. Owner: @saintpeters78

SUBSCRIBERS

24 895

-45 per month

ERR (% SEE POSTS)

49.0%

daily 52.9%

REACH/POST

12.1K

ad reach 13.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Travel» category

09 Strategy

5 priority actions

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 24 895 —	 SUBSCRIBER REACH 48.78% avg % subs see post	 VIEWS/POST 12.1K median 12.9K · 29 days	 POSTS/WEEK 34.7 over period
 7D TREND +10.3% vs previous week	 REACTIONS/POST 0.9 only 127 reactions, 338 reposts, 58 comments	 POST LENGTH 710 chars median 710 · 29 days	 POSTS ANALYZED 146 29 days
 AD REACH 13.2K 24h avg	 CHURN / MONTH -45 last month	 CITATION RATE 2 citation index · 10 channels mentioned ever	 CHANNEL AGE 4 years 2 days created 14.07.2022

AI EDITOR SUMMARY

Channel 'Cultural Petersburg' — 24 895 subs. Each post averages 12.1K people (49% from subs), wide reach for a channel this size. Publishes 35 posts/week (~5/day) — active posting. For week Jun 29–Jul 5, reach up +10.3% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 146 posts over 29 days.
- 02 Dominant format – Photo (146/146 posts).
- 03 Avg post length – 710 chars (median 710).
- 04 Peak audience activity – Sunday, 15:00 MSK.
- 05 Top posts drive 2x more views than the weakest (15.3K avg for top vs 6.8K for worst) – among 146 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№112.07 · 12:03PHOTO	VIEWS	REACTIONS
	15 458	—
Play «Resurrection» at Lensovet Theatre Director Aidar Zabbarov's «Resurrection» adapts Leo Tolstoy's novel...	REPOSTS	ER
	2	62.1%
№212.07 · 14:33PHOTO	VIEWS	REACTIONS
	15 323	—
Street culture & sports festival «Deka» July 25 under Betancourt Bridge – an exciting event! Top riders and dancers...	REPOSTS	ER
	2	61.6%
№308.07 · 12:03PHOTO	VIEWS	REACTIONS
	15 131	1
Exhibition 'Universe in Miniature. Graphics of 'Minor Masters' The exhibition showcases works by masters who worked after Albrecht Dürer and...	REPOSTS	ER
	3	60.8%

Nº4 05.07 · 12:02 PHOTO Piano and organ in the dark «Hans Zimmer VS John Williams» Hans Zimmer and John Williams are our great contemporaries, whose music is known from...	VIEWS 15 123 REPOSTS 2	REACTIONS 1 ER 60.7%
Nº5 09.07 · 12:05 PHOTO Concert 'The Phantom of the Opera' Andrew Lloyd Webber's musical 'The Phantom of the Opera' is a masterpiece of musical theater that...	VIEWS 15 107 REPOSTS 2	REACTIONS — ER 60.7%

|

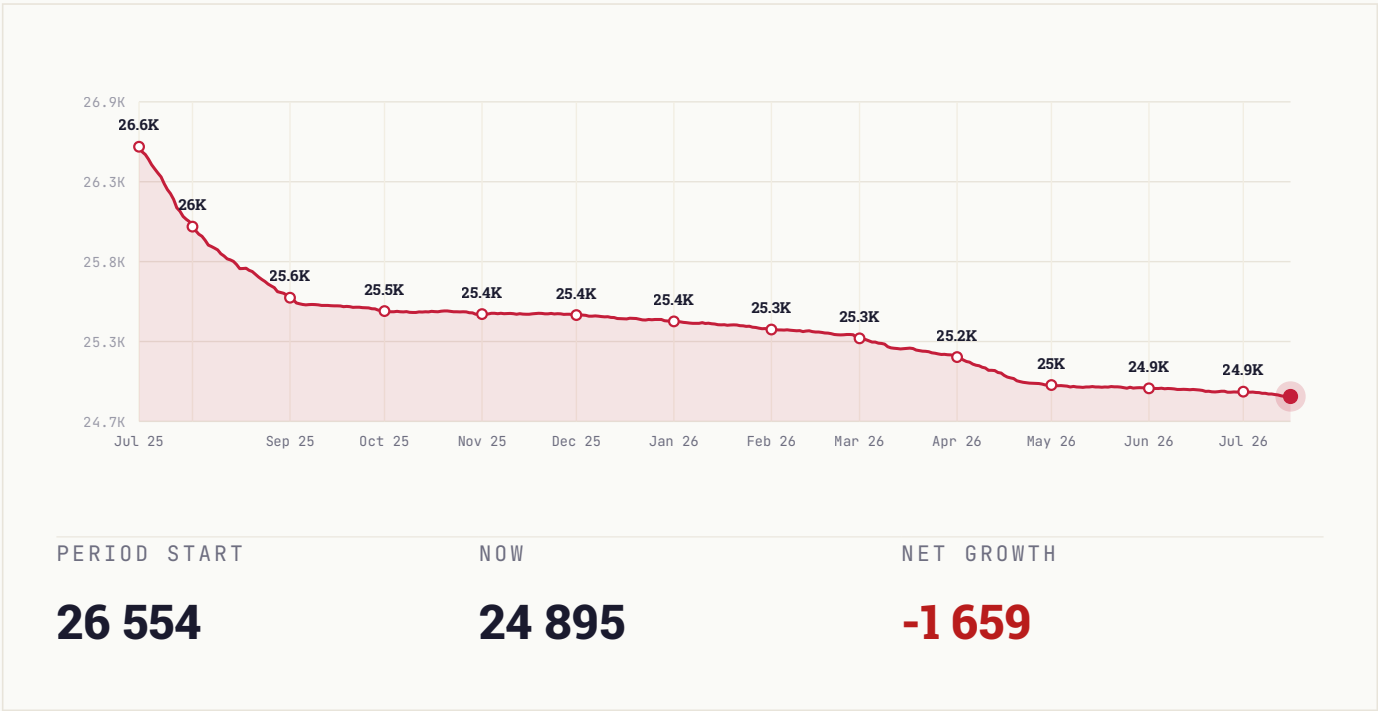
WORST 3

↓ 19.06 · 16:57 PHOTO Exhibition 'Evacuation Plan' The first solo exhibition of artist Victoria Kravtsova addresses a state of extreme tension...	VIEWS 7 483 REPOSTS 4	REACTIONS 1 ER 30.1%
↓ 18.06 · 16:57 PHOTO Interactive exhibition of Fyodor Konyukhov's paintings 'At the Limit of the Possible' The Sergienko Gallery hosts an interactive exhibition of works...	VIEWS 6 909 REPOSTS 2	REACTIONS 3 ER 27.8%
↓ 24.06 · 16:53 PHOTO Concert of the band 'Dictaphone' As part of the summer concert series ROOF FEST, the band 'Dictaphone' will perform. The collective has long followed its own path and creates...	VIEWS 5 945 REPOSTS 1	REACTIONS — ER 23.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

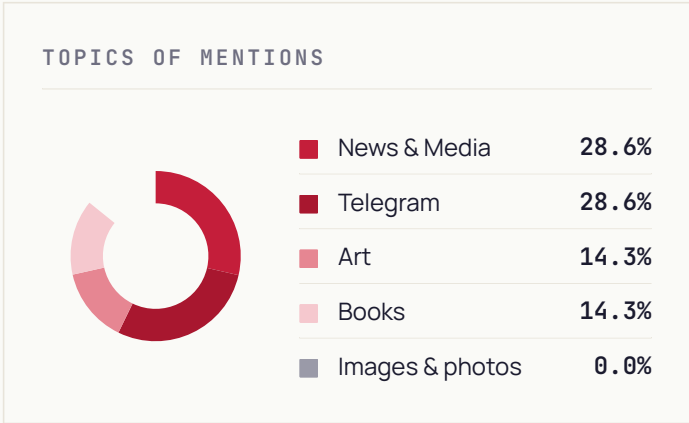
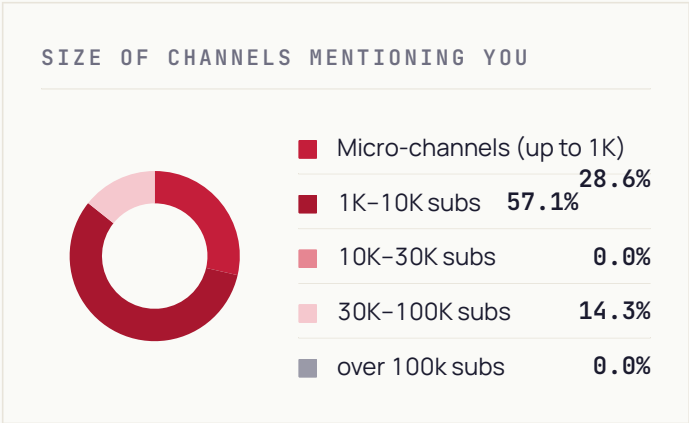
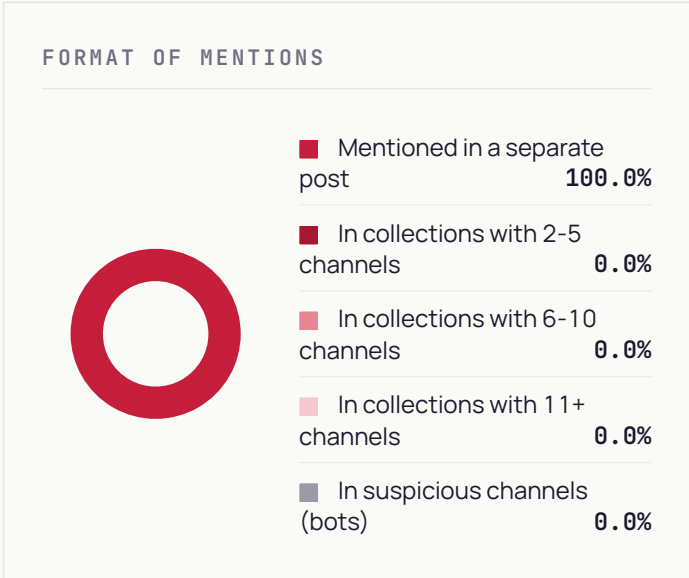
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

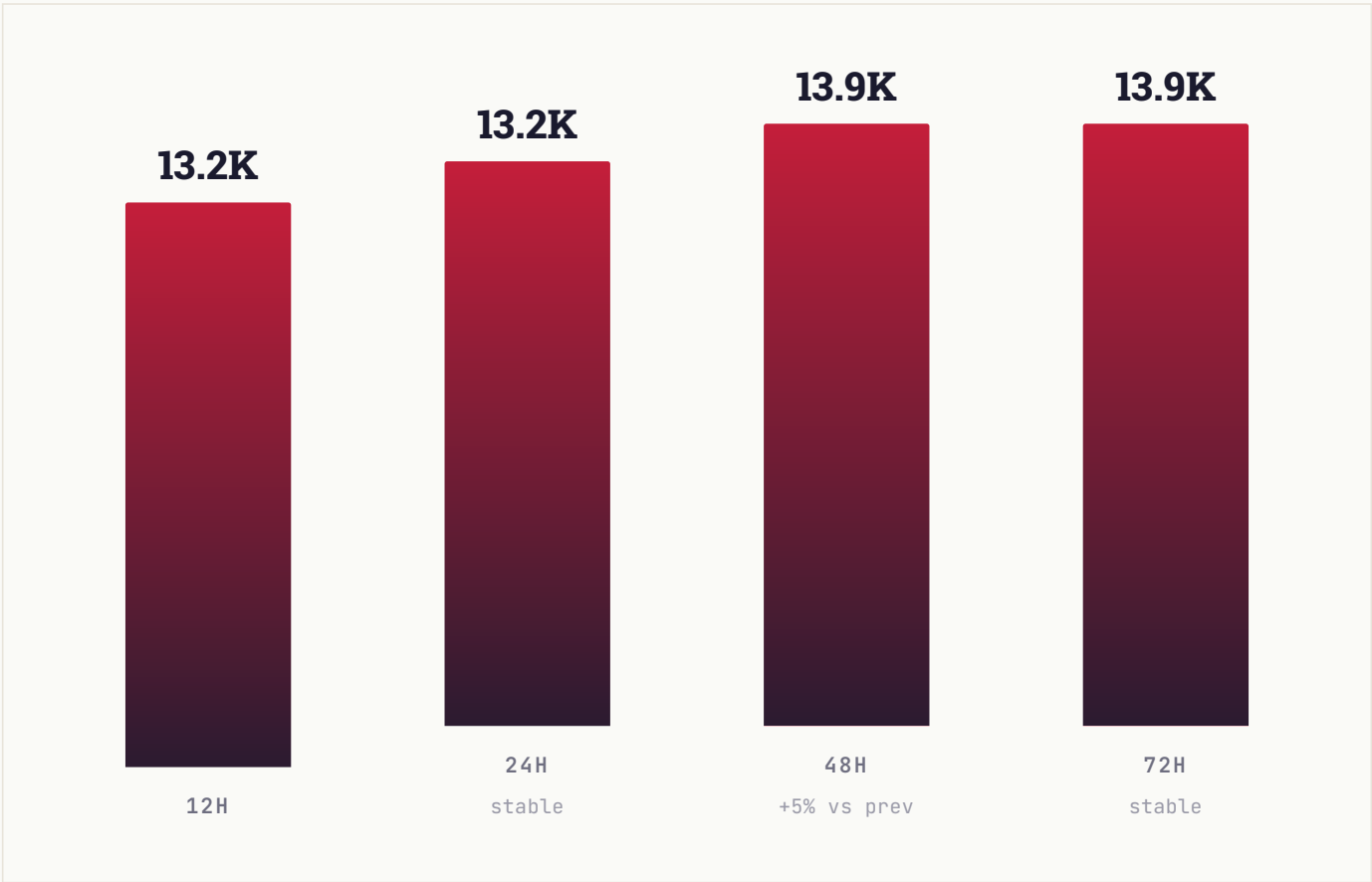
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **10** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.7K
CP Cultural Petersburg YOU	24.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **86** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	12 
December 2025	1	1	15 
November 2025	0	0	28 
October 2025	0	0	23 
Sep 2025	0	0	5 
August 2025	0	0	3 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	86

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range covering 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 ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Sunday
 Audience is most active on this day at 15:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

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

04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and close your growth plan in a month.

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

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