

PUBLIC REPORT BY PROMTPRESS

Channel audit

Novosibirsk 360 | Events



@thenskcitcity

19587 subscribers About us: ▪ Main events and venues, unusual locations and best places in Novosibirsk. 📧 Ads: @ExperteraTG
▪ Exchange: [telega.in/c/+gcnyFZ4qdhjZDMY](https://t.me/+gcnyFZ4qdhjZDMY) ▪ We cooperate:...

SUBSCRIBERS

20 526

+10431 per month

ERR (% SEE POSTS)

5.0%

last day **2.5%**

REACH/POST

1.1K

ad reach **526**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 526 —	 SUBSCRIBER REACH 5.31% avg % subs see post	 VIEWS/POST 1.1K median 883 · 29 days	 POSTS/WEEK 41.9 for period
 7D TREND -26.7% vs previous week	 REACTIONS/POST 2.9 519 reactions, 490 reposts, 0 comments	 POST LENGTH 467 chars median 466 · 29 days	 POSTS ANALYZED 179 29 days
 AD REACH 526 24h avg	 CHURN / MONTH +10431 last month	 CITATION RATE 3 citation index · 22 channels mentioned ever	 CHANNEL AGE 1 year 9 months created Sep 25, 2024

AI EDITOR SUMMARY

Channel «Novosibirsk 360 | Afisha» — 20 526 subs. Avg views per post 1.1K people (5% of subs), reach low — expand audience. Publishes 42 posts/week (~6/day) — active. Week Jun 29 – Jul 5 reach dropped -26.7% by week Jun 22–28 — worth analyzing.

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 **179** posts over 29 days.
- 02 Dominant format — **Photo** (154/179 posts).
- 03 Avg post length — **467** chars (median 466).
- 04 Peak audience activity — **Friday, 04:00 MSK**.
- 05 Top posts get **11x** more views than the weakest (6.4K avg for top vs 569 for worst) — among 179 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 01:41 PHOTO  City Day fireworks canceled This year Novosibirsk's 133rd anniversary celebration will go without traditional fireworks. Festivities...	VIEWS 6 871 REPOSTS 16	REACTIONS 53 ER 33.5%
Nº2 18.06 · 13:44 PHOTO  Stand-up Evening 📅 June 26 at 9:00 PM & June 27 at 9:00 PM Real stand-up atmosphere: comedians, club, nothing extra. Dive into...	VIEWS 6 328 REPOSTS 2	REACTIONS — ER 30.8%
Nº3 19.06 · 03:31 PHOTO  Play "Sirena and Victoria" 📅 June 26 at 7:00 PM Olesya Zheleznyak and Tatyana Kravchenko — best friends on stage and in life! Sirena is...	VIEWS 6 027 REPOSTS 6	REACTIONS 8 ER 29.4%

Nº4 19.06 · 05:40 PHOTO CAGMO Orchestra. Choir of Russian Rock 📅 June 25 at 7:00 PM Unique candlelight program: hits of Agatha Christie, Grazhdanskaya Oborona...	VIEWS 3 624 REPOSTS 7	REACTIONS — ER 17.7%
Nº5 19.06 · 08:11 PHOTO Peony season is in full swing Can't load photos and videos? Read us on MAX	VIEWS 3 146 REPOSTS 3	REACTIONS 14 ER 15.3%

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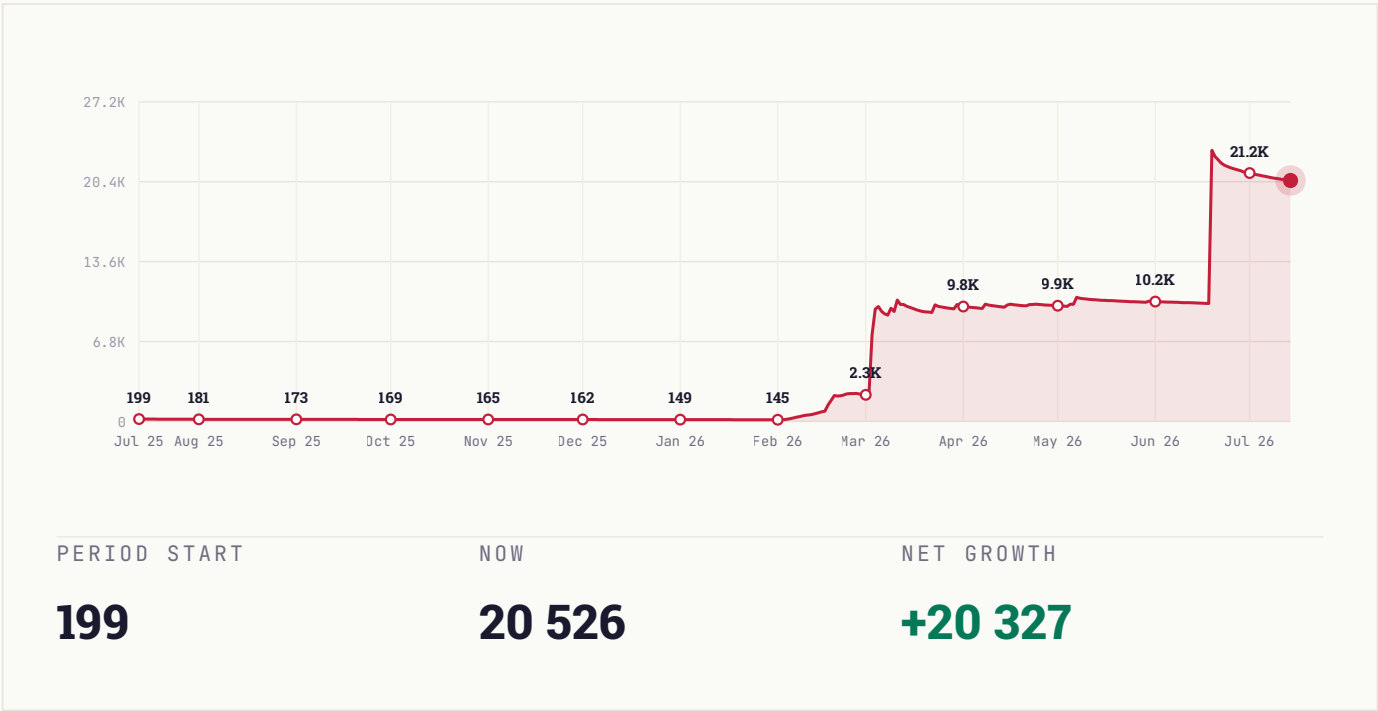
WORST 3

↓ 11.07 · 05:40 PHOTO Bright Weekend at Bar "Friends" 📅 July 11 – Barbie at Vokzalnaya Let this be the main party of the summer season. Pink gifts and...	VIEWS 589 REPOSTS 3	REACTIONS 1 ER 2.9%
↓ 11.07 · 01:40 PHOTO ARCHI Concert 📅 July 11 7:00 PM Hear all the best songs from the artist's career plus new material! Not...	VIEWS 573 REPOSTS 1	REACTIONS — ER 2.8%
↓ 11.07 · 10:11 VIDEO Here's the trailer for the new Spider-Man! In the fourth part titled "Brand New Day" (16+) Peter Parker is again played by Tom...	VIEWS 546 REPOSTS 3	REACTIONS — ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

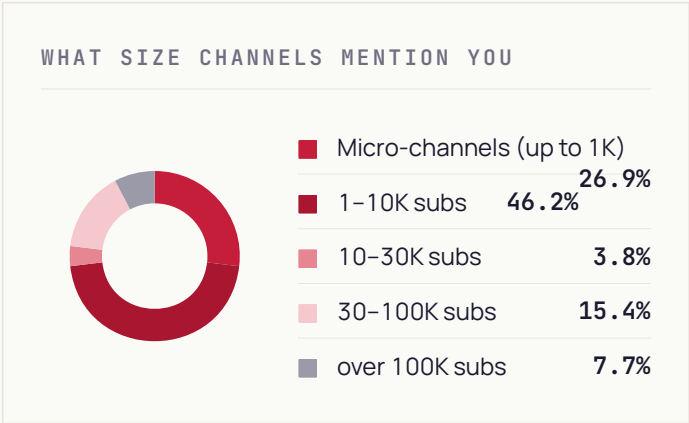
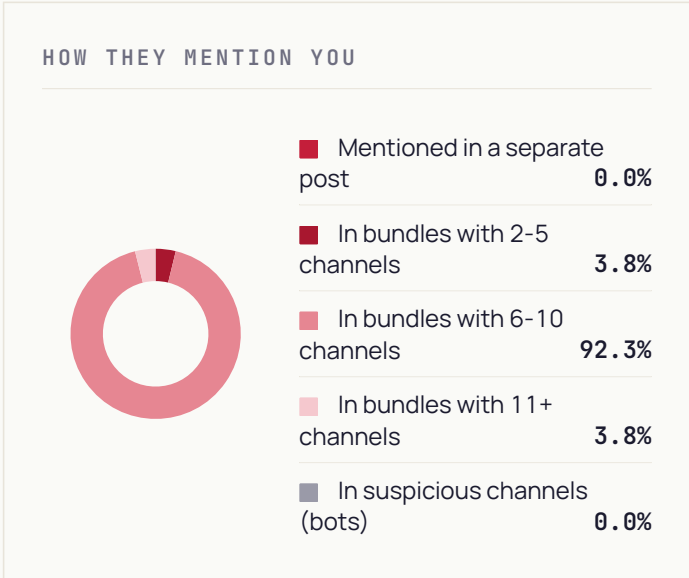
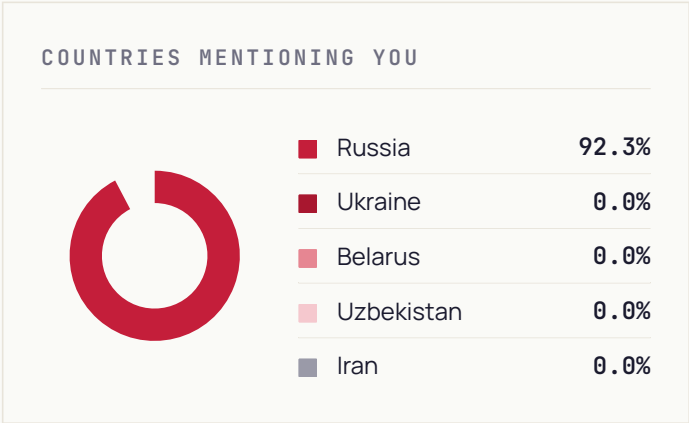
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

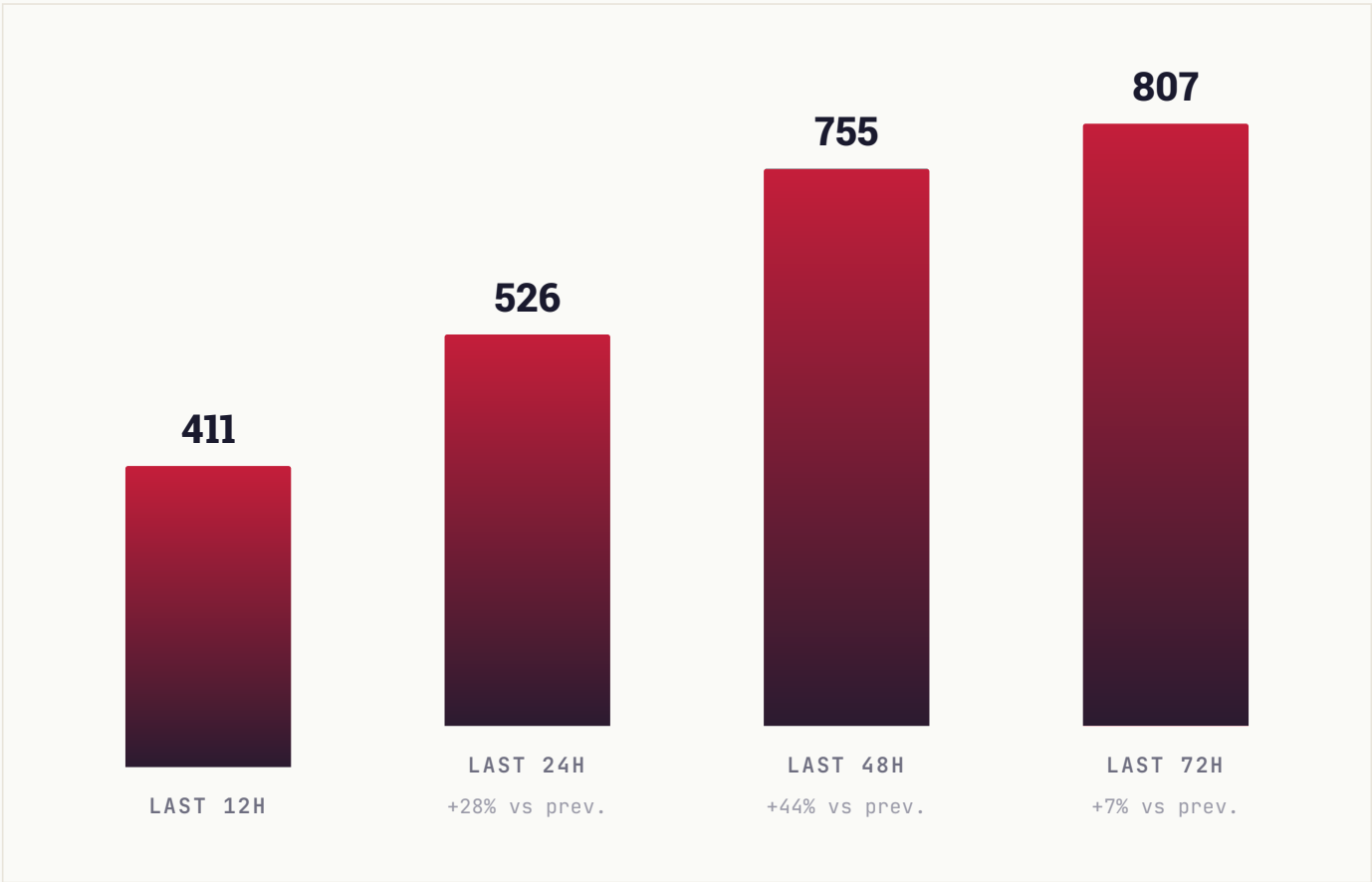
Citation index **3** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **22** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank 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
Mon Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
CPM Ways to travel almost for free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
H3 Novosibirsk 360 Events YOU	20.5K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **24**, they brought **7** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	3	
Oct 2025	24	20	0	
September 2025	0	0	2	
August 2025	0	0	2	

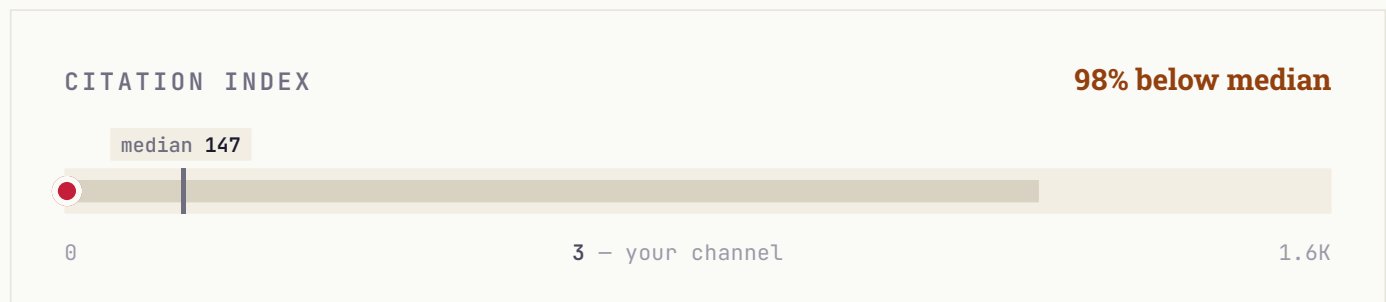
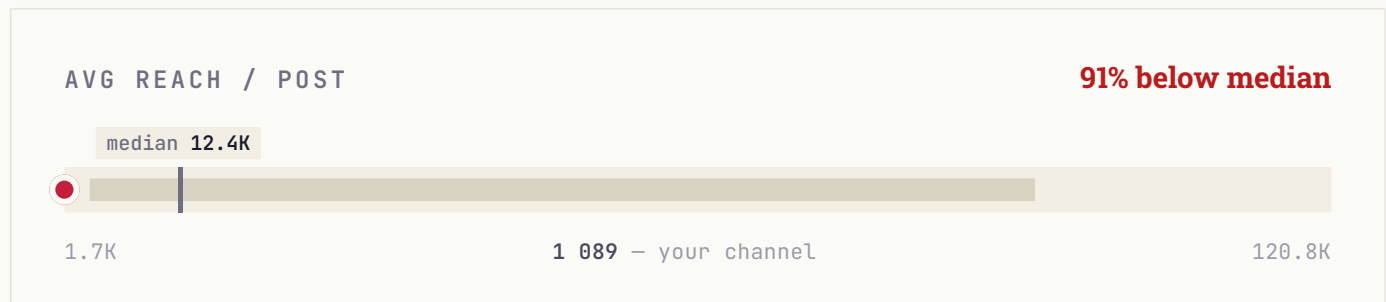
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
24	6	7

Where the channel ranks in its league

SUBSCRIBERS 87% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 153.4K. The channel's count is 20,526, which is 87% below the median. The range from 47.9K to 429.6K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	20 526
Median	153.4K
Range (Lower)	47.9K
Range (Upper)	429.6K



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

01

Main post of the week — on Friday

Audience is most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.31% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

04

System 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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads through us and hit your growth target in a month.

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

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