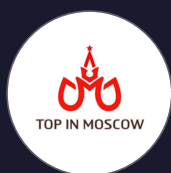

PUBLIC PROMTPRESS REPORT

Channel audit

Top In Moscow - Афиша лучших мест для посещения в Москве



@topinmoscow

Events, places & activities in Moscow: parks, concerts, exhibitions, shows & more Collaboration - @TopInMos

SUBSCRIBERS

11 423

-2450 per month

ERR (% SEE POSTS)

139.0%

daily 101.3%

REACH/POST

16.2K

ad reach 11.8K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

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

Rank 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 11 423 —	 SUBS REACH 141.74% avg % subs see post	 VIEWS/POST 16.2K median 16.1K · 28 days	 POSTS/WK 3.0 over period
 7D TREND +5.4% vs previous week	 REACTIONS/POST 137.8 only 1,653 reactions, 182 reposts, 0 comments	 POST LENGTH 308 chars median 125 · 28 days	 POSTS ANALYZED 12 28 days
 AD REACH 11.8K 24h avg	 CHURN / MONTH -2450 last month	 CITATION RATE 1 citation index · 78 channels mentioned all time	 CHANNEL AGE 3 years 4 months created Feb 26, 2023

AI EDITOR SUMMARY

Channel «Top In Moscow - Best places to visit in Moscow» — 11 423 subs. Each post avg views 16.2K people (142% from subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) — rare. Week Jun 29–Jul 5 reach grew +5.4% week Jun 22–28 — positive trend.

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 SHARE

- 01 Analysis based on 12 posts in 28 days.
- 02 Dominant format — Photo (9/12 posts).
- 03 Avg post length — 308 chars (median 125).
- 04 Peak audience activity — Saturday, 16:00 MSK.
- 05 Top posts get 1x more views than weakest (top avg 17.6K vs worst 14.3K) — among 12 posts in 28 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 13:00 PHOTO ♥ "Family is your safe haven": Kostomarovs and Tutta Larsen reveal secrets of family harmony Join the educational program of the Wedding...	VIEWS 19 304 REPOSTS 3 REACTIONS 130 ER 169.0%
Nº2 23.06 · 14:01 PHOTO T2 boosted network for summer season at Moscow's open pools Company engineers ensured seamless coverage and high network capacity at...	VIEWS 16 897 REPOSTS 1 REACTIONS 151 ER 147.9%
Nº3 23.06 · 14:43 PHOTO This dessert appeared at a Moscow restaurant. Find out where in our restaurant channel: @restomaniamsk	VIEWS 16 503 REPOSTS — REACTIONS 151 ER 144.5%

Nº4 03.07 • 08:03 **PHOTO**
(captionless post – photo)

VIEWS
16 176

REACTIONS
150

REPOSTS
9

ER
141.6%

Nº5 01.07 • 13:54 **VIDEO**
New attraction at VDNKh – 60m chain carousel Video:
yarkie_budni

VIEWS
16 097

REACTIONS
133

REPOSTS
1

ER
140.9%

WORST 3

↓ 29.06 • 23:25 **PHOTO**
Who missed the Strawberry Moon? It was like this 😊 You're welcome)

VIEWS
15 269

REACTIONS
156

REPOSTS
64

ER
133.7%

↓ 24.06 • 08:31 **VIDEO**
🌇 While some spend summer evenings at home, others watch sunsets on rooftops with live music! Rooftop concerts are happening in Moscow! Catch them...

VIEWS
14 066

REACTIONS
154

REPOSTS
9

ER
123.1%

↓ 17.06 • 15:01 **PHOTO**
Ferris wheel and futuristic lounge: what T2 is preparing for Picnic Afisha. T2 is again the title partner of the Picnic Afisha festival...

VIEWS
13 685

REACTIONS
143

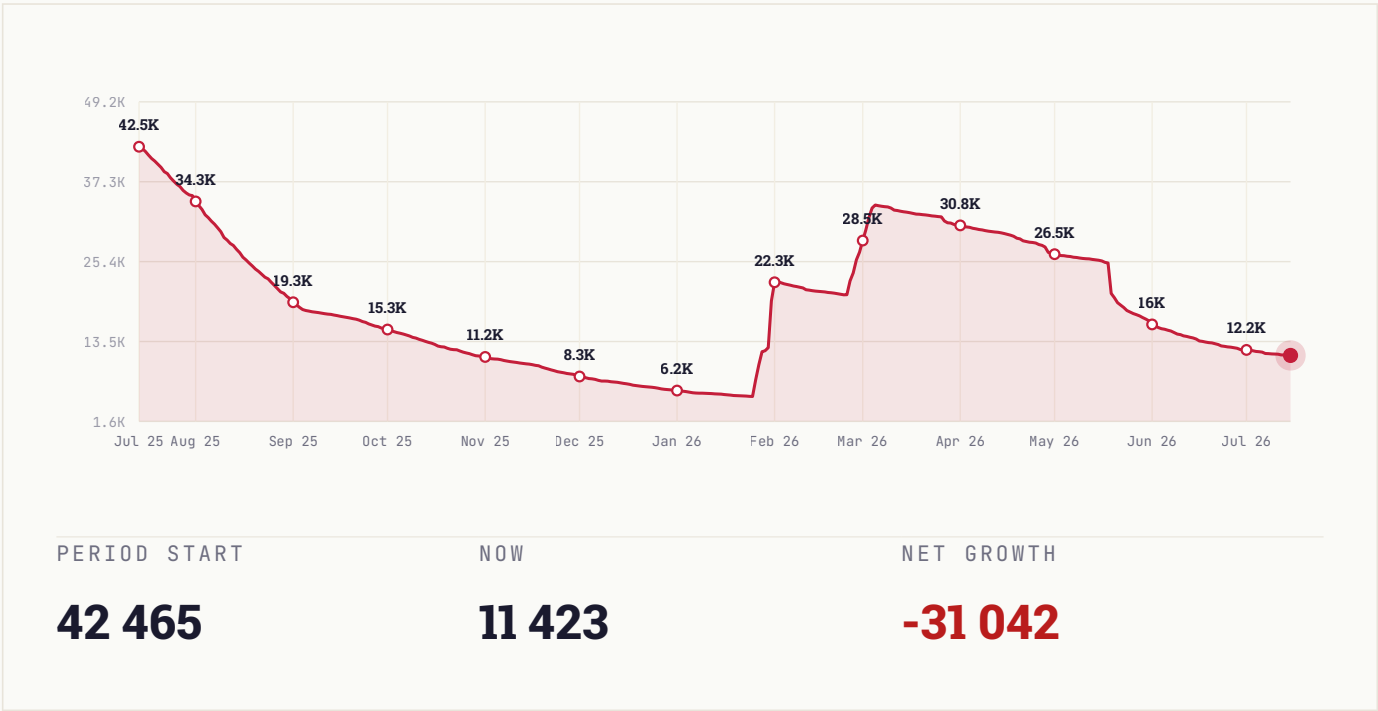
REPOSTS
2

ER
119.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

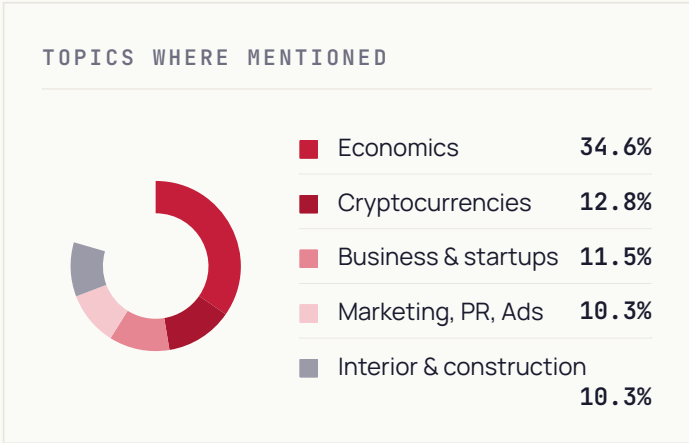
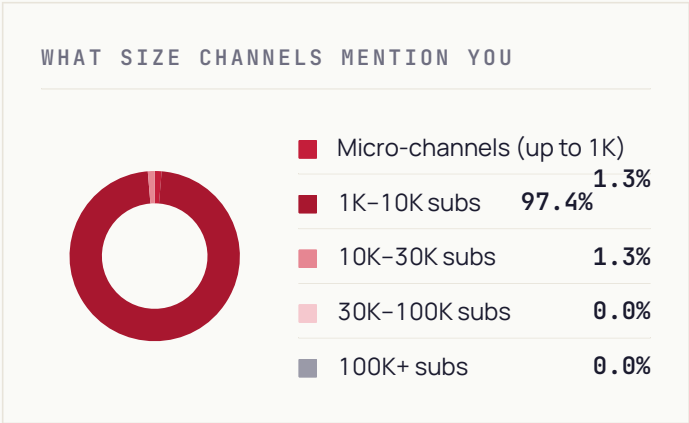
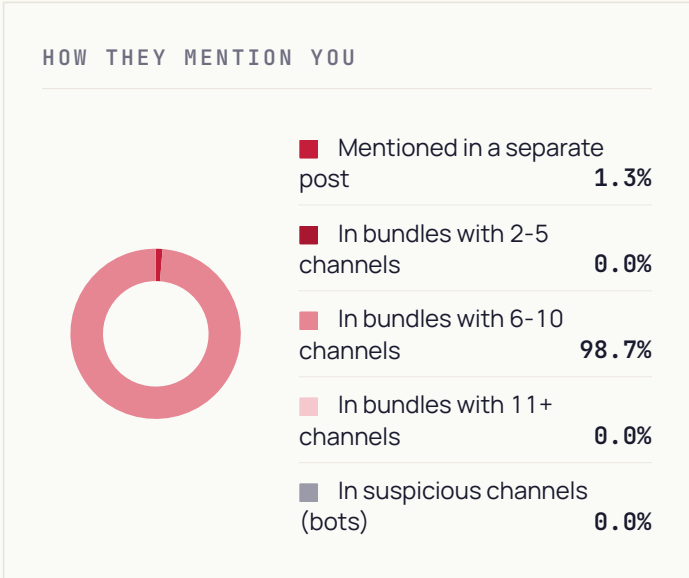
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

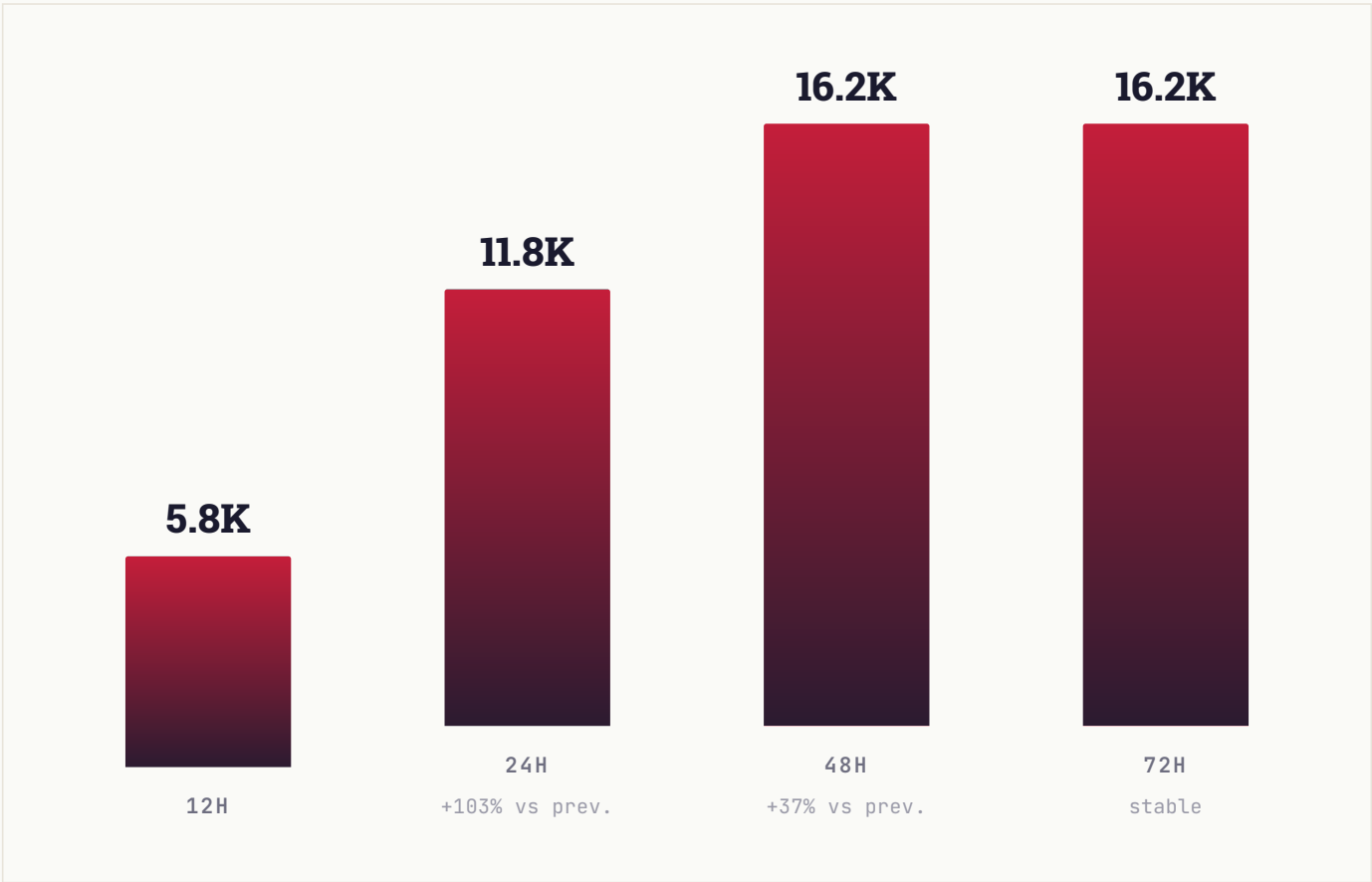
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **78** different channels.



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 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
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
Sun Discount train	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	401.7K
TI Top In Moscow - Афиша лучших мест для посещения в Москве	11.4K
YOU	

COMPARATIVE INSIGHT

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 TRENDS

How often the channel is mentioned

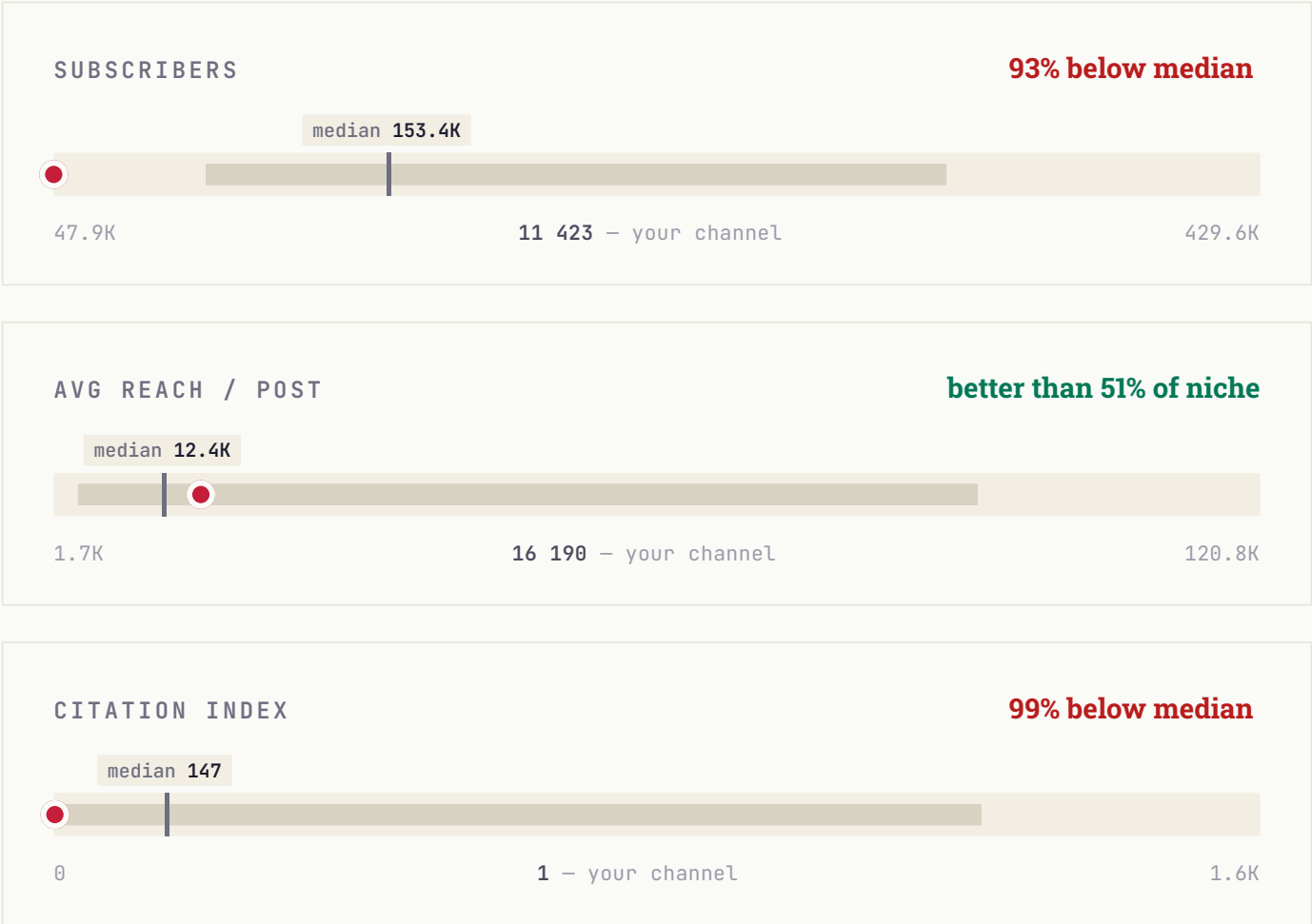
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **14 214** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	14 214
Dec 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
0	6	14 214	

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 next month.

01

Increase posting frequency

Now 3.0 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Saturday

Audience is most active on this day at 16:00 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 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 — easy growth lever.

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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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