

PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel media



@tr_media

I write about travel, visas, and all that. Collaboration: @Alivian
Channel link — @tr_media Channel works with ad service
@Tgpodbor_official Working with @Spiral_Yuri RKN:...

SUBSCRIBERS

155 713

-849 per month

ERR (% SEE POSTS)

11.0%

daily 8.3%

REACH/POST

17.2K

ad reach 13K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 155 713 —	 SUBSCRIBER REACH 11.03% avg % subs see post	 VIEWS/POST 17.2K median 17.5K · 29 days	 POSTS/DAY 10.5 ~74 per week
 7D TREND +11.1% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 323 chars median 300 · 29 days	 POSTS ANALYZED 312 29 days
 AD REACH 13K 24h avg	 CHURN / MONTH -849 last month	 MENTIONS 714 citation index · 1,485 channels mentioned ever	 CHANNEL AGE 4 years 19 days created 13.06.2022

AI EDITOR SUMMARY

Channel «Travel media» — 155 713 subs. Each post avg views 17.2K people (11% from subs), reach low — need to grow audience. Publishes 74 posts/week (~11/day) — very active. Week 15–21 Jun reach up +11.1% week 8–14 Jun — 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 312 posts over 29 days.
- 02 Dominant format — Text (133/312 posts).
- 03 Avg post length — 323 chars (median 300).
- 04 Audience peak activity — Saturday, 00:00 MSK.
- 05 Top posts get 2x more views than the weakest (23K avg top vs 10.1K worst) — among 312 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 18:21 VIDEO 🇯🇵 Tokyo realtor accidentally becomes meme trying to sell \$5.5M apartment. Japanese realtor prepared a flashy video to sell...	VIEWS 25 109 REP. 396	REACT. — ER 16.1%
Nº2 15.06 · 13:13 PHOTO 🇷🇺 Russian tourist in coma after sip of local wine in Bali. 50-year-old Russian bought a bottle of alcohol at a regular store...	VIEWS 22 130 REP. 483	REACT. — ER 14.2%
Nº3 20.06 · 21:16 VIDEO 🍷 Woman downs bottle of tequila right at airport to avoid tossing it. At security, she was told alcohol couldn't be carried on...	VIEWS 21 898 REP. 582	REACT. — ER 14.1%

Nº4 24.06 · 08:15 PHOTO  China launches dog rental service for walks. Rental costs 100–900 RUB/hour, owners...	VIEWS 21 434 REACT. — REP. 188 ER 13.8%
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Nº5 15.06 · 20:35 VIDEO  Turkey shows World Cup match in 2000+ year old ancient theater. In resort town Kaş, fans gathered in the ancient theater...	VIEWS 21 314 REACT. — REP. 443 ER 13.7%
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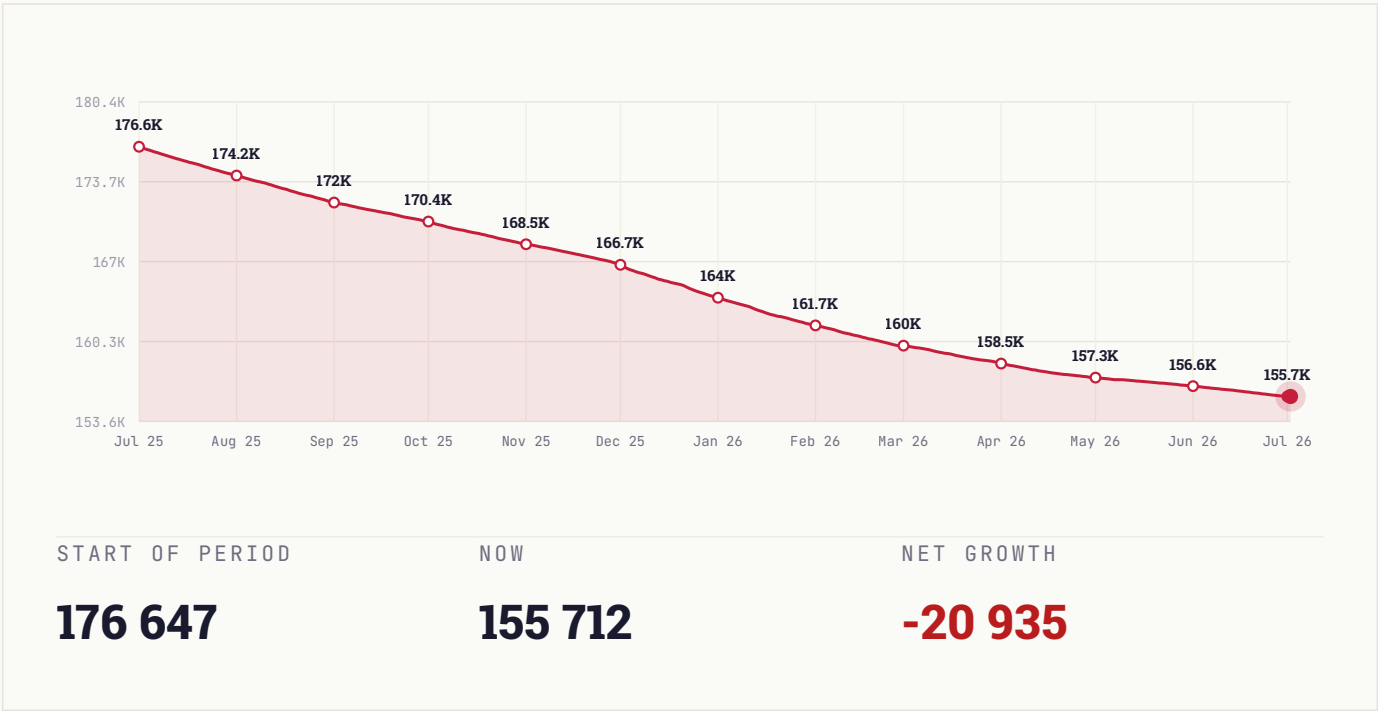
WORST 3

↓ 04.06 · 18:13 TEXT  Dzhankoy station in Crimea stops receiving Tavria passenger trains. One of Crimea's largest transport hubs, which many...	VIEWS 13 684 REACT. — REP. 42 ER 8.8%
↓ 13.06 · 12:49 PHOTO  Running to exchangers for cash abroad? Not our style. Just transfer money in RUB via VTB Online, withdraw from...	VIEWS 9 554 REACT. — REP. 58 ER 6.1%
↓ 04.06 · 18:15 VIDEO Machine will never replace human. Proven at the International Festival of Arts «HUMAN ALPHA / ALFA HUMAN»   Technology changes the world...	VIEWS 7 055 REACT. — REP. 8 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

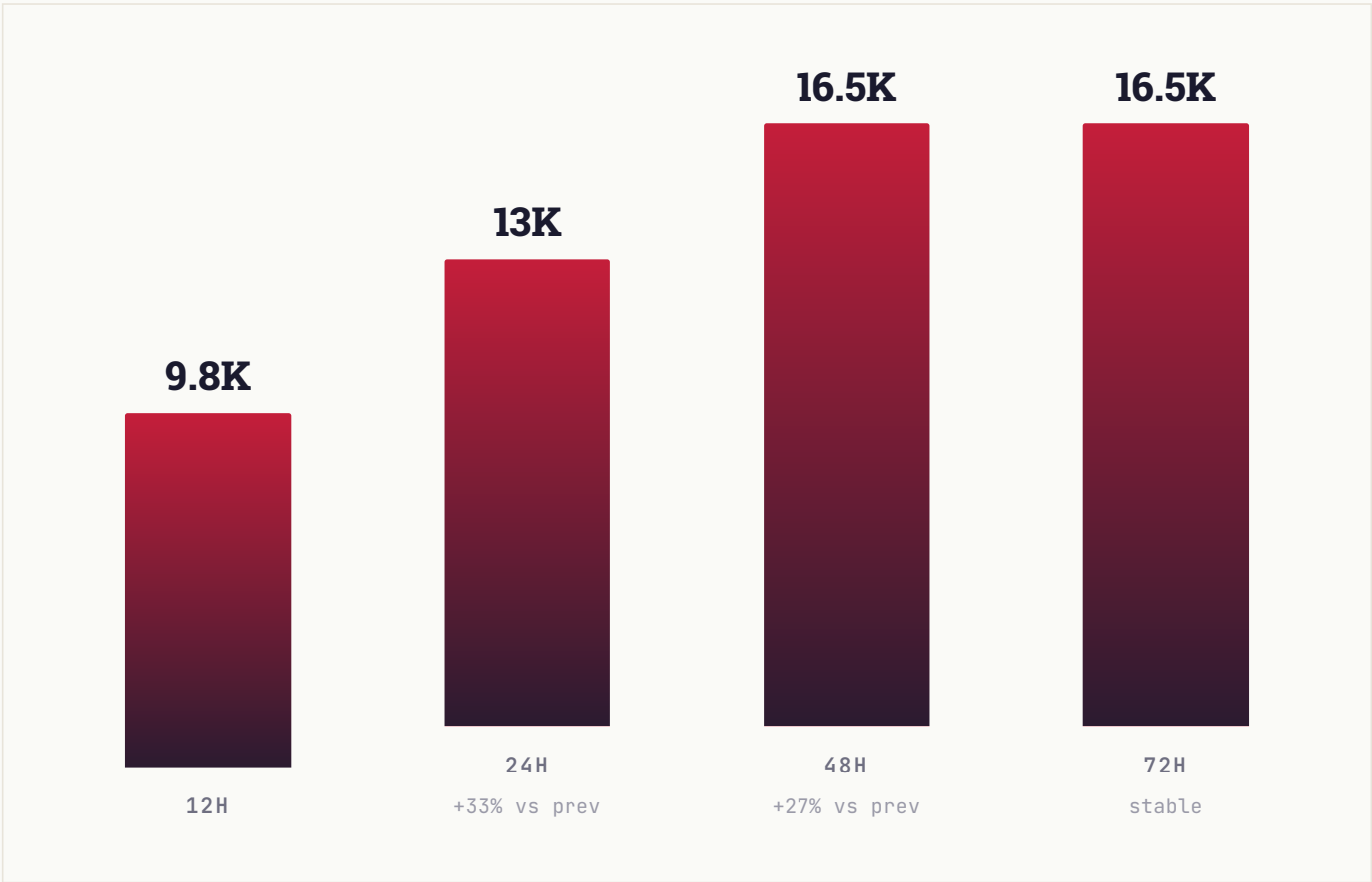
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
Mo Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
Tu AEROFLOT	525.6K
MO Moscow woman	506.1K
TU Tutu	501.7K
YP Yandex Travel	499.9K
We Discount train	432.9K
3 333bet.cc Official ®	406K
TM Travel media YOU	155.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#53 of 97). Niche median — 158.9K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Poster (1.2M).

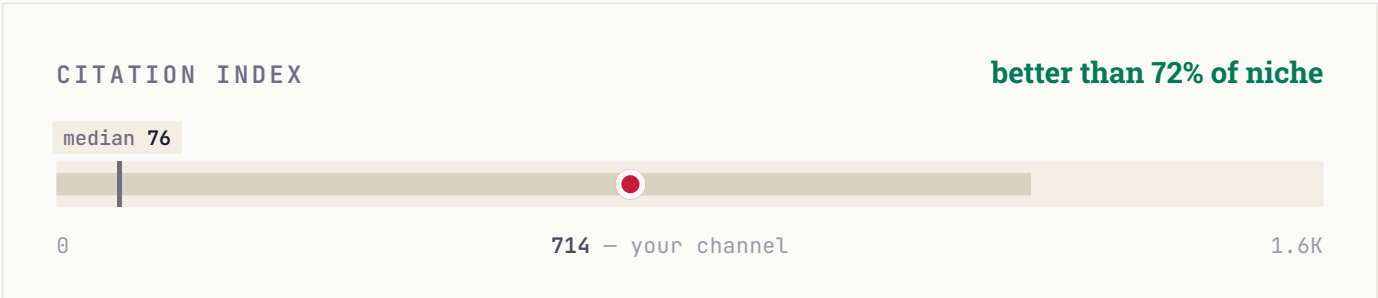
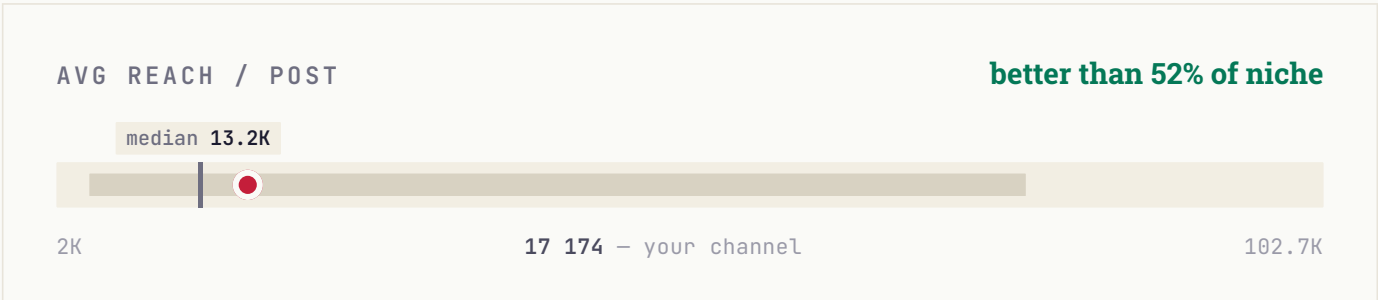
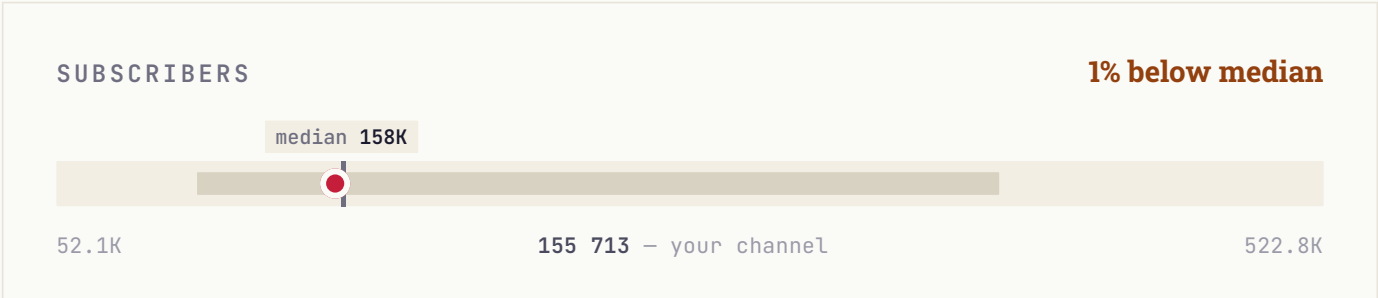
SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#53/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Top post of the week — Saturday

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

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 target in a month.

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