

PROMTPRESS PUBLIC REPORT

Channel audit

Trapeznik



@trapeznick

Your favorite restaurant news No. 5221094463

SUBSCRIBERS

39 874

+104 per month

ERR (% SEE POSTS)

51.0%

per day 23.8%

REACH/POST

20.8K

ad reach 9.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 39 874 —	 SUBSCRIBER REACH 52.07% avg % of subs see post	 VIEWS/POST 20.8K median 18K · 29 days	 POSTS/WEEK 7.7 over period
 7D TREND +25.3% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 476 chars median 386 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 9.5K 24h avg	 CHURN / MONTH +104 last month	 CITATION RATE 333 citation index · 840 channels mentioned ever	 CHANNEL AGE 4 years 11 days created 28.06.2022

AI EDITOR SUMMARY

Channel «Trapeznik» — 39 874 subs. Each post averages 20.8K people (52% from subs), wide reach for a channel of this size. Publishes 8 posts per week (~1/day) — consistent schedule. Week of June 22–28 reach grew by +25.3% by week of June 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 32 posts over 29 days.
- 02 Dominant format — Photo (18/32 posts).
- 03 Avg post length — 476 chars (median 386).
- 04 Peak audience activity — Monday, 17:00 MSK.
- 05 Top posts get 3x more views than the weakest (53.1K avg for top vs 15.7K for worst) — among 32 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 14:06 PHOTO If you miss closures on Patriki, here's news: Japanese Oshi Izakaya on Malaya Bronnaya closed. Mass closures on...	VIEWS 62 747 REP. 232	REACTIONS — ER 157.4%
Nº2 12.06 · 17:31 TEXT Antiglyanets drew a restaurant map of Moscow. Girls, great idea, but the chart misses a few key players. • Restaurant Kaifuso...	VIEWS 61 676 REP. 237	REACTIONS — ER 154.7%
Nº3 14.06 · 09:19 VIDEO Dmitry Dibrov came to Mendeleev with 4 (!) pairs of twins. The man chose the 50/50 hint.	VIEWS 34 866 REP. 833	REACTIONS — ER 87.4%

Nº4 11.06 · 07:20 VIDEO The first person to play the piano at the new Niki was not Tatyana Bulanova (reminder: she's a co-owner), but Navai. Yesterday he was walking...	VIEWS 22 699 REP. 251	REACTIONS — ER 56.9%
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Nº5 16.06 · 19:30 PHOTO Octopus shawarma on a spit with tentacles. Restaurant 'Tekhnikum' celebrates 10 years. Guests are greeted by Mikhail Druyan. If someone...	VIEWS 21 839 REP. 340	REACTIONS — ER 54.8%
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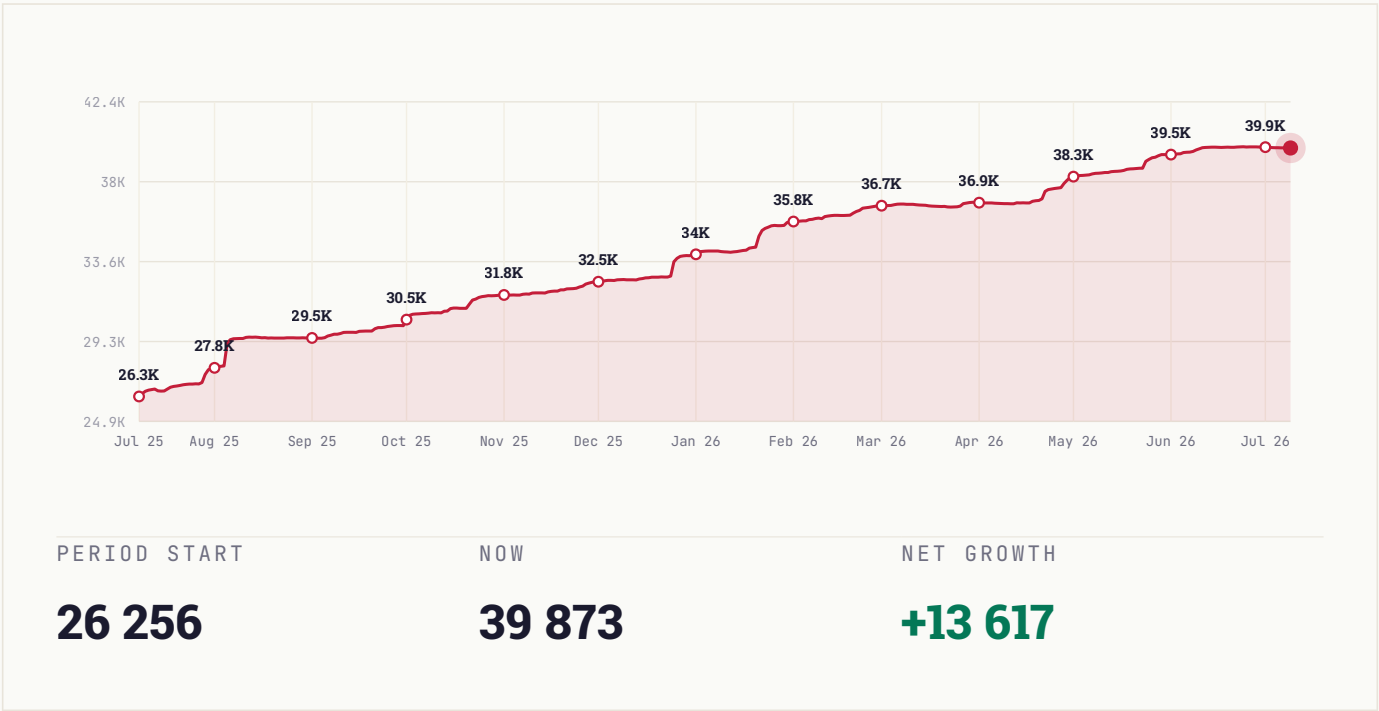
WORST 3

↓ 30.06 · 11:08 VIDEO Liking the new Niki on Bolshaya Nikitskaya. First, the interior and design. It's better than the first Niki. For those who especially love the bar at...	VIEWS 15 890 REP. 187	REACTIONS — ER 39.9%
↓ 04.07 · 10:37 VIDEO A leopard-print wagon «Leningradsky Trapeznik» opened in Komarovo, selling grilled cheese, non-alcoholic beer, and michelada. Yesterday...	VIEWS 15 646 REP. 149	REACTIONS — ER 39.2%
↓ 30.06 · 11:23 PHOTO And let's say it officially: Evgenia Uzhegova became Moscow's most sought-after restaurant designer. She's at peak demand and...	VIEWS 15 525 REP. 161	REACTIONS — ER 38.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

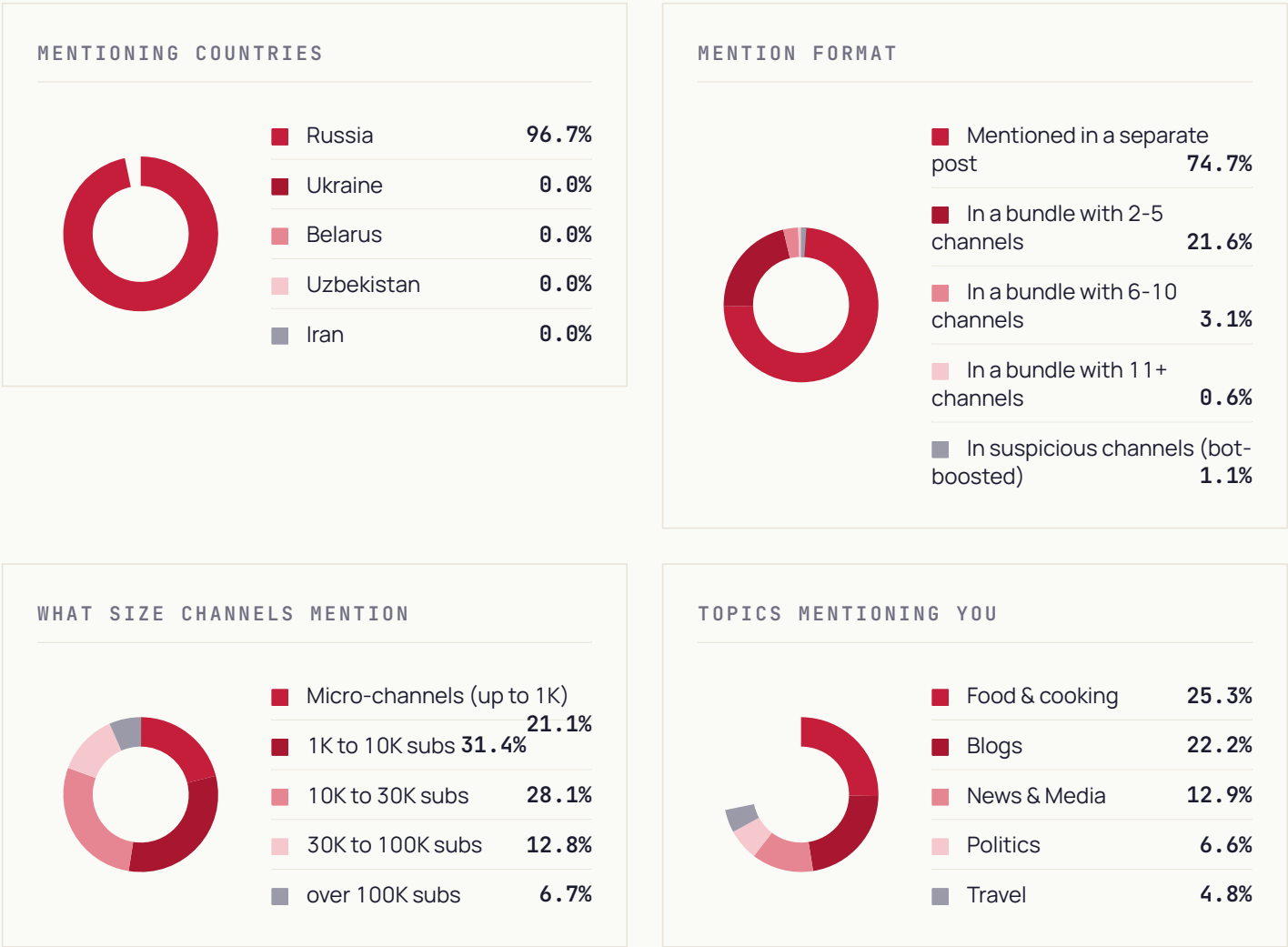
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

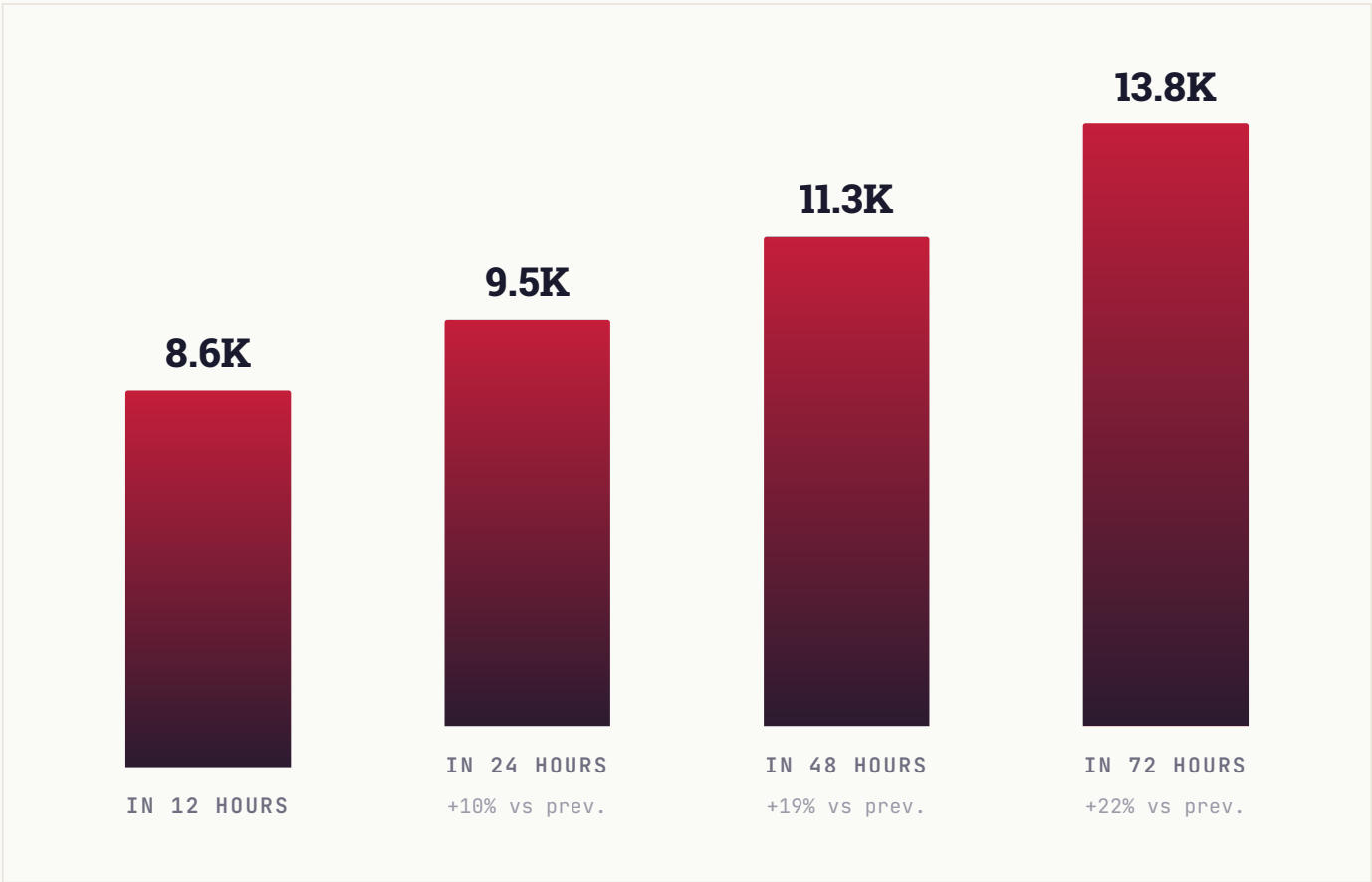
Citation index **333** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **840** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Thu Everyday recipes	461.5K
TR Trapeznik YOU	39.9K

COMPARATIVE INSIGHT

Channel is still outside top-94 niche — early growth stage. Niche leader — **Cooking Recipes Salads 🧑🍳** (995.6K), top-94 median: 205K. First goal — enter top-94 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **192**, they brought **8 314** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	52	47	1 890	
December 2025	19	18	1 521	
November 2025	28	24	752	
October 2025	47	38	1 694	
September 2025	28	22	709	
August 2025	18	17	1 748	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
192	6	8 314

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of the niche, a darker beige bar representing the distribution, a vertical line for the median, and a red dot for the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	39,874	210.3K	81% below median
AVG REACH / POST	20,761	8.7K	better than 65% of niche
CITATION INDEX	333	1.2K	73% below median

SUBSCRIBERS 81% below median

median 210.3K

70.4K 39 874 — your channel 567.7K

AVG REACH / POST better than 65% of niche

median 8.7K

1.3K 20 761 — your channel 51.6K

CITATION INDEX 73% below median

median 1.2K

5 333 — your channel 3.3K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience is most active on this day at 17:00 MSK.

IMPACT

**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 picks sources for your niche.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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