

PUBLIC REPORT PROMTPRESS

Channel audit

34travel



@travel34

Travel media: guides, news, routes, tips 34travel.me Subscribe to keep our signature guides handy: <https://34travel.me/subscription/f1/step-one> Contact...

SUBSCRIBERS

10 087

+1 per month

ERR (% SEE POSTS)

32.0%

last day **16.3%**

REACH/POST

3.1K

ad reach **1.6K/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 was calculated for.

 SUBSCRIBERS 10 087 —	 SUBS REACH 30.71% avg % subs see post	 VIEWS/POST 3.1K median 2.9K · 28 days	 POSTS/WEEK 2.7 for the period
 7D TREND -22.8% vs previous week	 REACTIONS/POST 15.2 only 167 reactions, 189 reposts, 0 comments	 POST LENGTH 764 chars median 927 · 28 days	 POSTS ANALYZED 11 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH +1 last month	 CITATION RATE 39 citation index · 126 channels mentioned ever	 CHANNEL AGE 9 years 10 months created Aug 26, 2016

AI EDITOR SUMMARY

Channel «34travel» — 10 087 subs. Each post averages 3.1K people (31% of subs), good reach. Publishes 3 posts/week (~0/day) — rare. For week Jun 15–21 reach dropped -22.8% by week Jun 8–14 — worth analyzing causes.

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 11 posts over 28 days.
- 02 Dominant format — Text (9/11 posts).
- 03 Avg post length — 764 chars (median 927).
- 04 Peak audience activity — Tuesday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (4K avg for top vs 2.7K for worst) — among 11 posts in 28 days. Analyze what the top posts have in common: topic, format, timing.

TOP 5 POSTS

№102.06 · 14:16TEXT	VIEWS	REACTIONS
	4 250	16
! Polish Embassy in Minsk announces changes for Pole's Card holders: visa appointments by email no longer...	REPOSTS	ER
	43	42.1%
№204.06 · 11:09TEXT	VIEWS	REACTIONS
	4 086	13
✈ Low-cost Ryanair plans to close its Berlin-Brandenburg airport base from Oct 24, 2026. This means flights to...	REPOSTS	ER
	22	40.5%
№309.06 · 13:00TEXT	VIEWS	REACTIONS
	3 794	27
⚡ Wizz Air promises Starlink satellite internet on all its planes by 2027 The carrier will be the first European low-cost...	REPOSTS	ER
	23	37.6%

Nº4 09.06 • 09:03 PHOTO  Heading to southern Portugal: Algarve region guide Algarve – Portugal's southernmost region. A place that lures with sunny beaches and...	VIEWS 3 687 REACTIONS 25 REPOSTS 41 ER 36.6%
Nº5 19.06 • 15:33 TEXT What's new on 34travel lately? A recap so you don't miss a thing.  Last call: Where to go cheap...	VIEWS 3 143 REACTIONS 12 REPOSTS 1 ER 31.2%

WORST 3

↓ 19.06 • 14:22 TEXT  Last call: Cheap flights in July? Airfares predictably jumped in July, but with some effort, cheap...	VIEWS 2 853 REACTIONS 7 REPOSTS 7 ER 28.3%
↓ 16.06 • 12:42 TEXT  Low-cost Vueling launches new sale The budget airline offers thousands of cheap tickets to European...	VIEWS 2 709 REACTIONS 5 REPOSTS 10 ER 26.9%
↓ 26.06 • 10:56 TEXT  Airbaltic launches flash sale: grab cheap tickets to dozens of European cities. Promotion...	VIEWS 2 443 REACTIONS 3 REPOSTS 10 ER 24.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

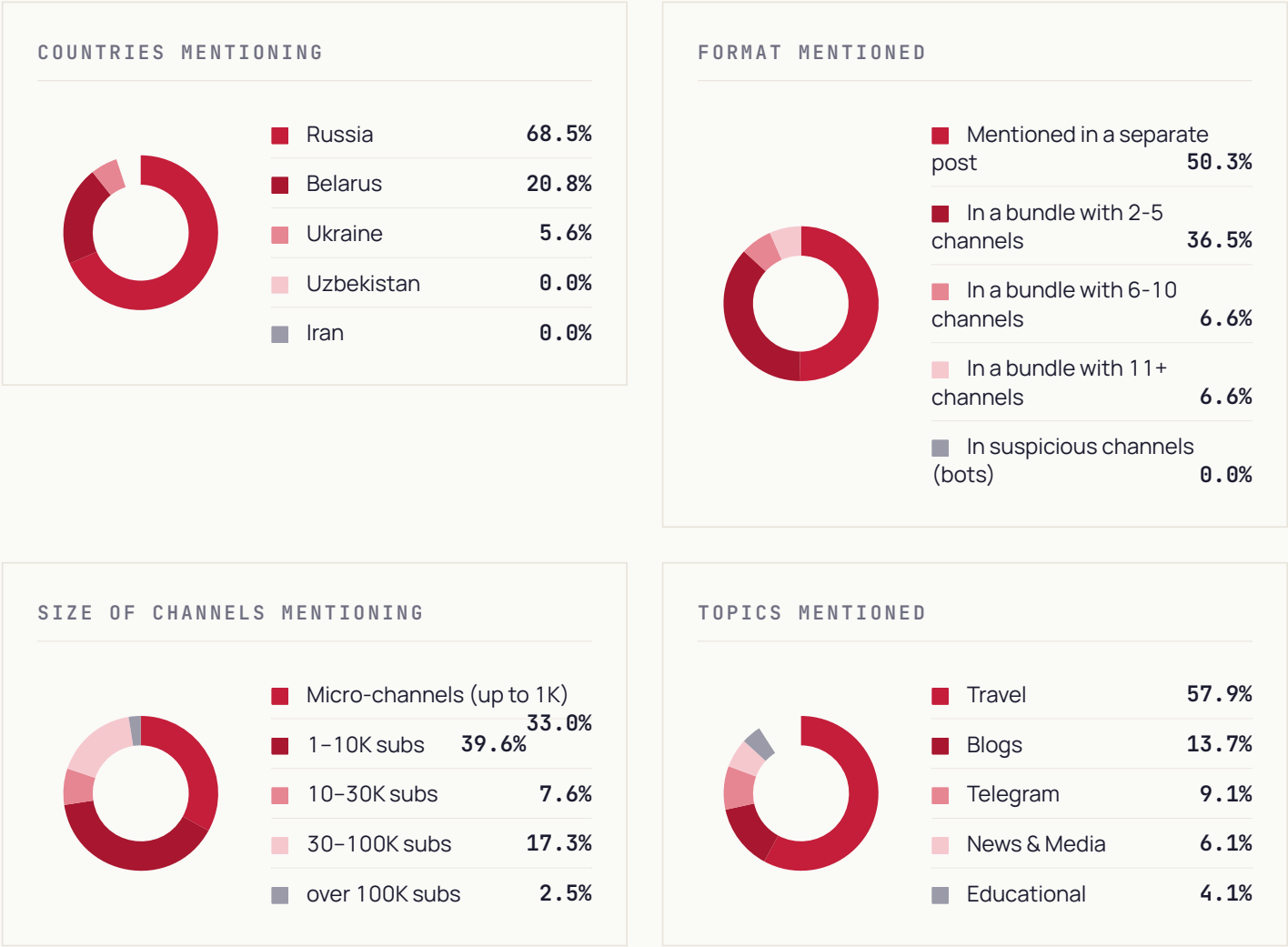
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

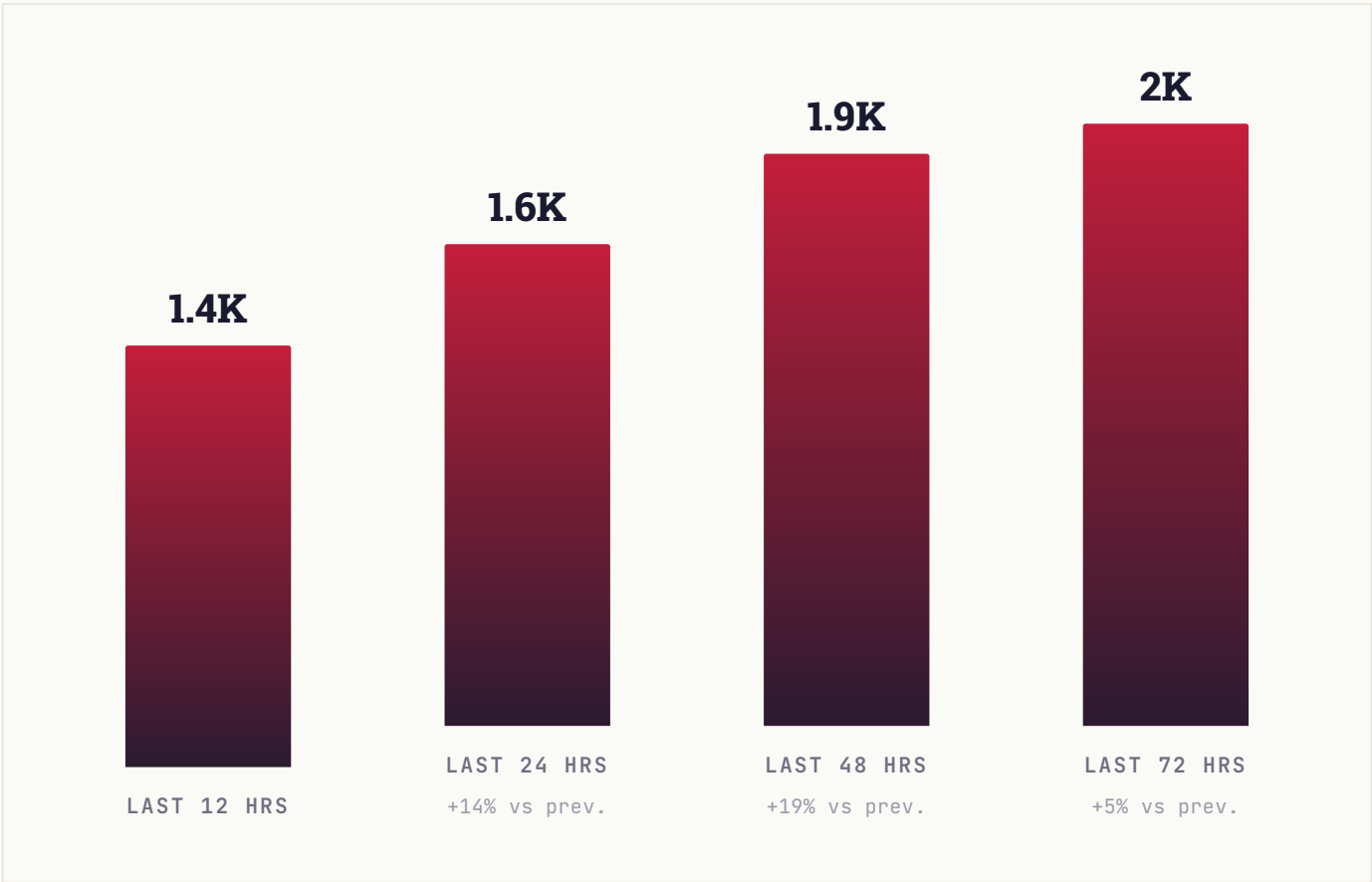
Citation index **39** – channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **126** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 peers.

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	46K
VA Vandrowki	38.3K
PA Подарожнік	26.8K
SR Pack your backpack	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- MKS - Minsk, where to go?	21.9K
AG Atlasbas: online border	21.3K
AM Minsk Poster	20.2K
ST Siesta Travel about sea tours.	20.1K
BV Belarusians in Poland	18.6K
34 34travel YOU	10.1K

COMPARATIVE CONCLUSION

Channel intop 25% of niche (#16 of 94). Leader — TEZ TOUR (46K). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **2**, they brought **193** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	32	
December 2025	2	2	7	
Nov 2025	0	0	25	
Oct 2025	0	0	64	
Sep 2025	0	0	38	
August 2025	0	0	27	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
2	6	193

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-94 channels in category «Travel» (Belarus) and compared your channel.
Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.
Red dot = your channel.

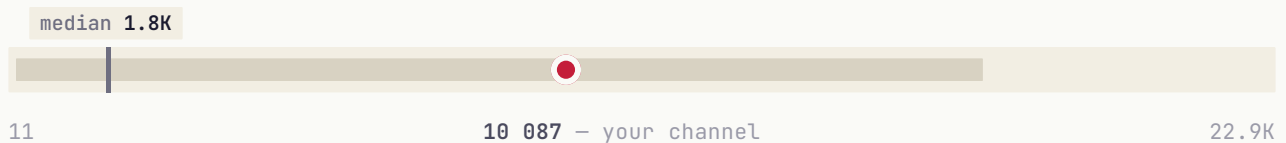
#16 /94

POSITION IN NICHE

Channel in top 17% – strong position

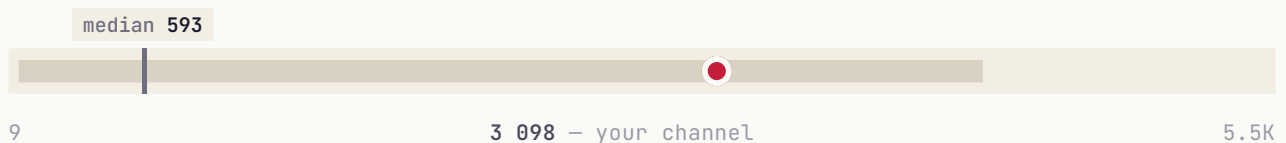
SUBSCRIBERS

better than 70% of niche



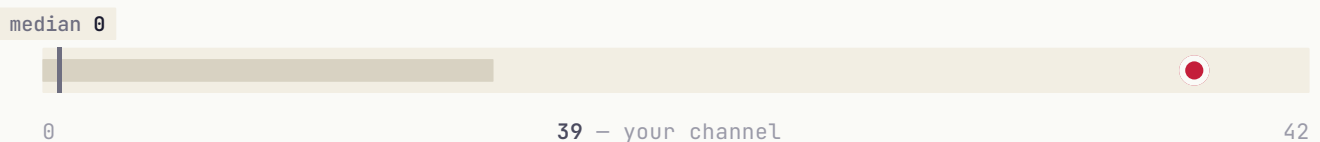
AVG REACH / POST

better than 77% of niche



CITATION INDEX

better than 90% of niche



— 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 2.7 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Tuesday
Audience is most active on this day at 17:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 04 | Systematic 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 and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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