

— PUBLIC PROMTPRESS REPORT

Channel audit

TravelRadar — cheap flights, tours, travel



@travelradar

We don't sell anything, just share cheap flights & tours. Site:
travelradar.ru MAX: <https://max.ru/travelradar> Contact: @glavradar
(we don't sell tickets or tours, never...

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
245 639	5.0%	12.3K
02.07.2026 +1847 per month	in 24h 4.9%	ad reach 12.1K/24h

HTTPS: // PROMTPRESS.COM/AUDIT/TRAVELRADAR

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 245 639 —	 SUBS REACH 5.02% avg % subs see post	 VIEWS/POST 12.3K median 12.3K · 29 days	 POSTS/DAY 19.3 ~135 per week
 7D TREND -6.1% vs previous week	 REACTIONS/POST 22.8 12,974 reactions, 18,429 reposts, 497 comments	 POST LENGTH 248 chars median 168 · 29 days	 POSTS ANALYZED 568 29 days
 AD REACH 12.1K 24h avg	 CHURN / MONTH +1847 last month	 CITATION RATE 66 citation index · 517 channels mentioned ever	 CHANNEL AGE 10 years 3 months created 10.03.2016

AI EDITOR SUMMARY

Channel «TravelRadar — cheap flights, tours, travel» — 245 639 subs. Each post gets avg 12.3K people (5% from subs), reach is low — need to grow audience. Publishes 135 posts/week (~19/day) — very active. Week Jun 15–21 reach dropped -6.1% by week Jun 8–14 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **568** posts over 29 days.
- 02 Dominant format – **Photo** (465/568 posts).
- 03 Avg post length – **248** chars (median 168).
- 04 Peak audience activity – **Friday, 22:00 MSK**.
- 05 Top-performing posts get **2×** more views than the weakest (20.8K avg for top vs 9.2K for worst) – among 568 posts over 29 days. Analyze what the top posts share: topic, format, timing.

TOP 5 POSTS

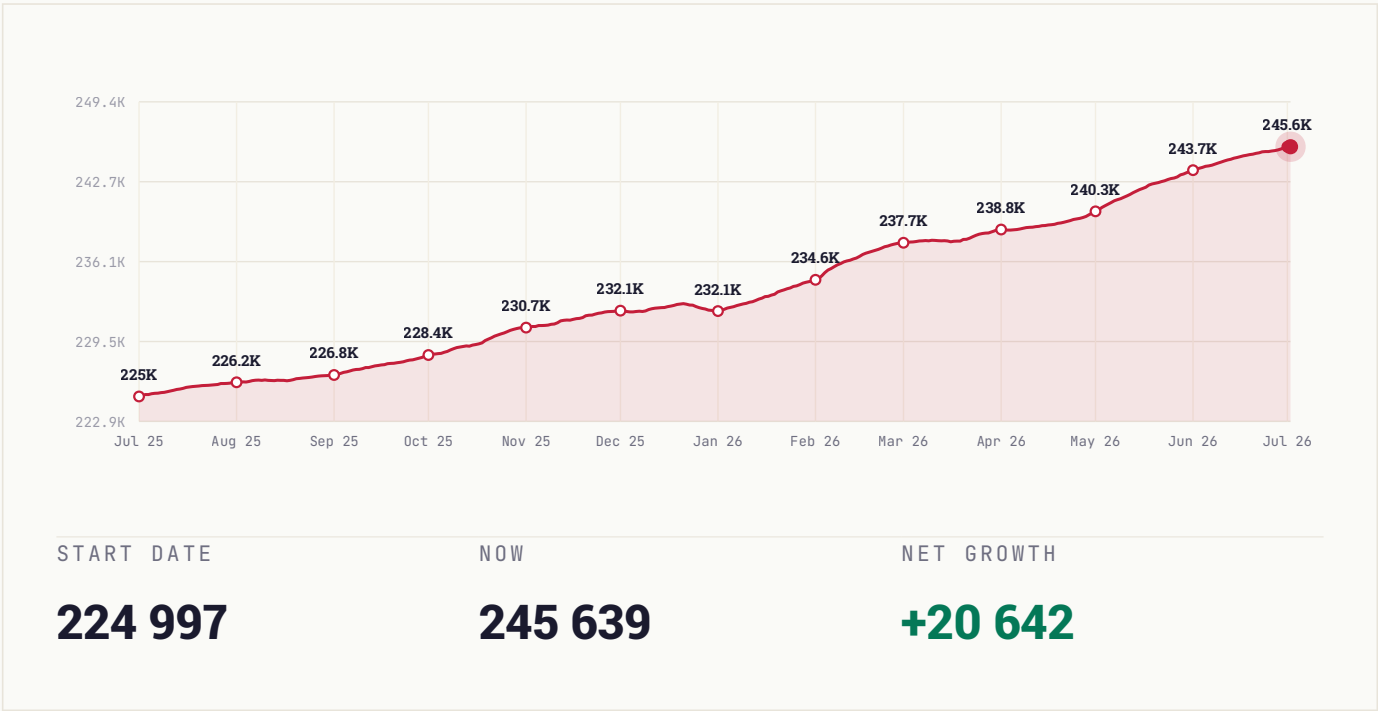
Nº1 24.06 · 15:02 TEXT Russia was forced and managed to fully import-substitute all aviation equipment – Russian President.	VIEWS 26 788 REPOSTS 205	REACTIONS 405 ER 10.9%
Nº2 09.06 · 19:16 TEXT A Russian woman pretended to be the wife of that St. Petersburg resident who pretended to be an Israeli consulate employee at the embassy in Thailand and...	VIEWS 18 887 REPOSTS 40	REACTIONS 72 ER 7.7%
Nº3 09.06 · 18:29 PHOTO From Volgograd straight to the Turkish coast on June 15 one-way: Antalya for 4800₽. Likely to sell out soon. «Ural...	VIEWS 16 675 REPOSTS 21	REACTIONS 21 ER 6.8%

Nº4 10.06 • 04:46 PHOTO 🇹🇷 Kemer, Movenpick Resort Antalya Tekirova (Ex Royal Diwa Tekirova) 5★ – Ultra All Inclusive • 6 nights • meals – Ultra All Inclusive •...	VIEWS 16 282 REACTIONS 26 REPOSTS 34 ER 6.6%
Nº5 05.06 • 19:33 TEXT 70x60 Russian travel agent allegedly scammed ~70 bloggers for ~60M RUB Woman promised nearly free vacation in the most...	VIEWS 16 243 REACTIONS 98 REPOSTS 36 ER 6.6%
WORST 3	
↓ 04.06 • 06:17 PHOTO Phuket (Thailand) – Yekaterinburg for 16800R one way, direct flight, not charter, departure June 05, no luggage, carry-on only...	VIEWS 9 525 REACTIONS 7 REPOSTS 13 ER 3.9%
↓ 20.06 • 03:36 PHOTO 🇹🇷 Kusadasi, Green Gold Hotel 4★ – All Inclusive • 7 nights • meals – All Inclusive • ~105,600 RUB for two • departure 21.06.2026 • from...	VIEWS 9 325 REACTIONS 9 REPOSTS 23 ER 3.8%
↓ 20.06 • 03:33 PHOTO 🇹🇷 Alanya, Senza Sunset Beach Hotel 4★ – Ultra All Inclusive • 7 nights • meals – Ultra All Inclusive • ~125,000 RUB for two • departure...	VIEWS 8 867 REACTIONS 4 REPOSTS 27 ER 3.6%

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.

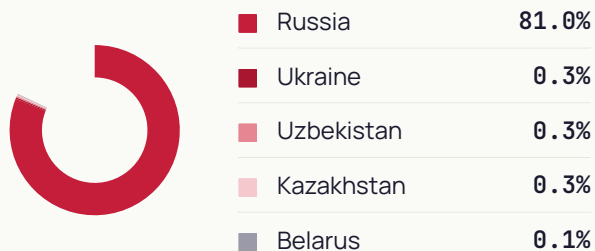


SECTION 04 • CITATIONS

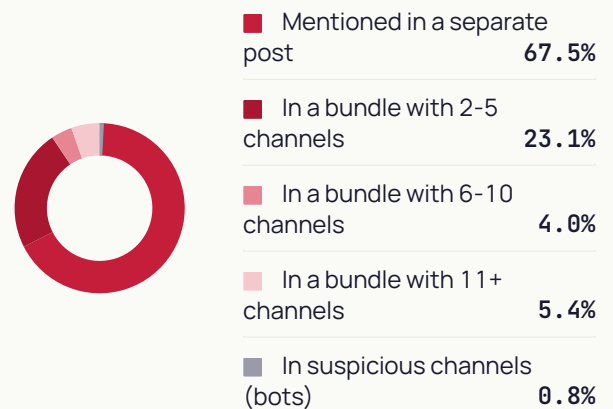
Who mentions the channel and how

Citation index **66** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **517** different channels.

COUNTRIES MENTIONING



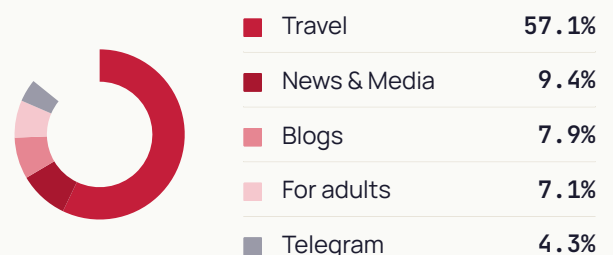
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



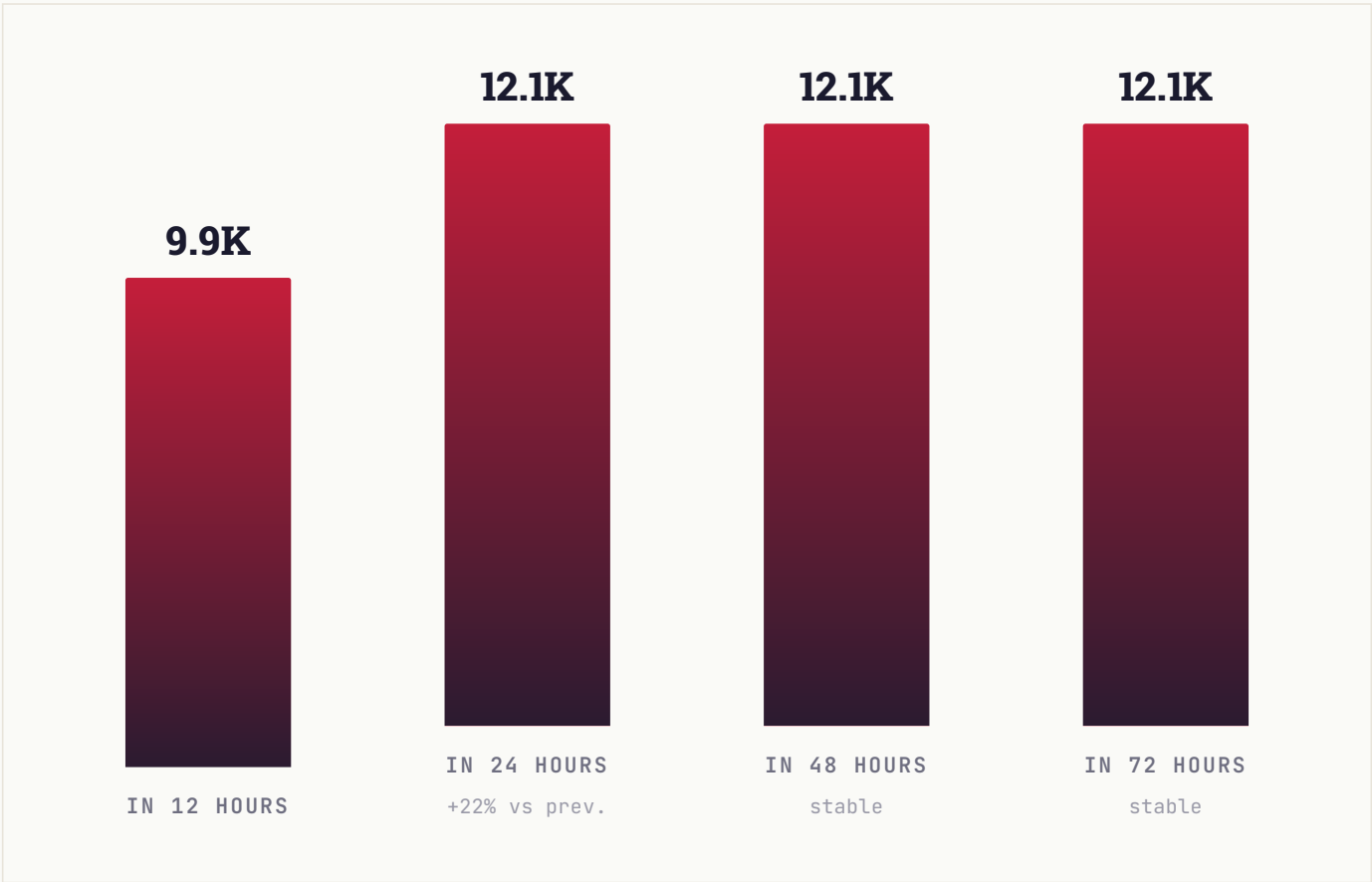
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
T- TravelRadar — cheap flights, tours, travel YOU	245.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#22 of 97). Leader — Moscow - Where to Go | Events (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 **47**, they brought **9 335** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	2 486
December 2025	13	9	734
Nov 2025	20	20	1 409
Oct 2025	6	5	2 340
Sep 2025	3	3	1 608
August 2025	3	3	758

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
47	6	9 335

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#22

/100

RANK IN NICHE

Channel in top 22% — strong position

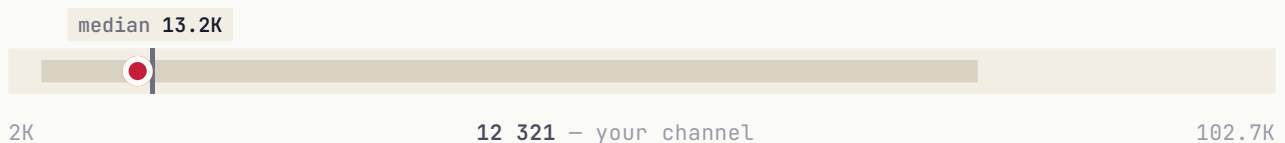
SUBSCRIBERS

better than 64% of niche



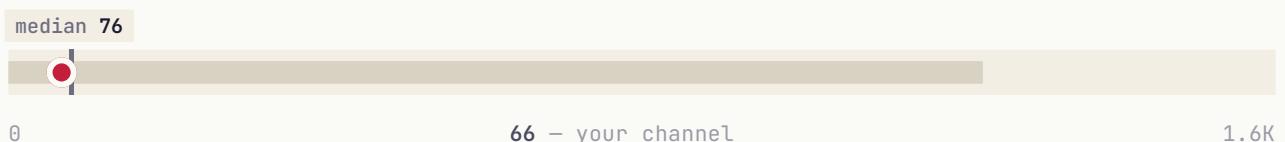
AVG REACH / POST

7% below median



CITATION INDEX

14% below median



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.02% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.5pp ER

04

System traffic buy

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 — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
