

PUBLIC REPORT BY PROMTPRESS

Channel audit

Zaryadye Park



@zaryadye_official

Zaryadye – Park of Parks: Landscapes & photo zones Hi-tech attractions Museums & exhibitions Botanical collection Science & education center Robots, cafes, restaurants Welcome, always glad to see you! Contact:...

SUBSCRIBERS

14 787

+12 per month

ERR (% SEE POSTS)

8.0%

per day 4.5%

REACH/POST

1.2K

ad reach 664/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 14 787 —	 SUBSCRIBER REACH 7.99% avg % subs see post	 VIEWS/POST 1.2K median 910 · 29 days	 POSTS/WEEK 38.8 for the period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 12.9 total 2,096 reactions, 971 reposts, 25 comments	 POST LENGTH 470 chars. median 436 · 29 days	 POSTS ANALYZED 163 29 days
 AD REACH 664 24h avg	 CHURN / MONTH +12 last month	 CITATION RATE 355 citation index · 1,303 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «Park Zaryadye» — 14 787 subs. Each post averages 1.2K people (8% from subs), reach is low — consider expanding audience. Publishes 39 posts per week (~6/day) — active posting. Week of Jun 29 — Jul 5 reach stable (-4.2% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **163** posts in 29 days.
- 02 Dominant format – **Photo** (114/163 posts).
- 03 Avg post length – **470** chars (median 436).
- 04 Peak audience activity – **Sunday**, 19:00 MSK.
- 05 Top posts get **6x** more views than the weakest (4.3K avg for top vs 668 for worst) – among 163 posts in 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 28.06 · 16:19 VIDEO Here it is – MEDICFEST at Zaryadye Two days at the Reserve Embassy talking about medicine – from cell tech to practical skills...	VIEWS 4 677 REP. 16	REACTIONS 18 ER 31.6%
Nº2 06.07 · 13:22 PHOTO For Family, Love & Fidelity Day – «KinoLeto» at Zaryadye shows movies about what matters 📍 Small Amphitheater July 10, 19:30 – «Doctor»...	VIEWS 4 140 REP. 30	REACTIONS 16 ER 28.0%
Nº3 25.06 · 11:01 PHOTO Tomorrow – outdoor cinema Reminder of the 'KinoLeto' program this weekend: 📍 Small Amphitheater June 26, 9:45 PM – 'White...	VIEWS 4 075 REP. 19	REACTIONS 17 ER 27.6%

Nº4 22.06 · 15:35 PHOTO KinoLeto at Zaryadye continues — this week we watch classics, feel nostalgic, and root for the heroes 📍 Small Amphitheater June 26, 9:45 PM...	VIEWS	REACTIONS
	3 906	13
	REP. 25	ER 26.4%

Nº5 02.07 · 15:04 PHOTO From music & poetry evenings to lectures by leading film critics: announcing the program of the exhibition project 'Vertical of Life...'	VIEWS	REACTIONS
	3 805	7
	REP. 6	ER 25.7%

|

WORST 3

↓ 12.06 · 09:02 PHOTO Happy Russia Day! At every step — landscapes familiar from classical paintings, as if seen from a car or train window on family...	VIEWS	REACTIONS
	685	21
	REP. 6	ER 4.6%

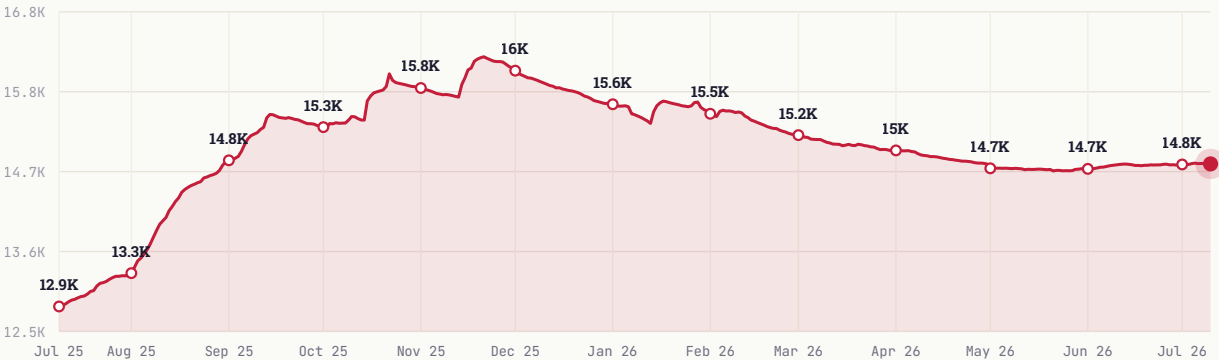
↓ 20.06 · 12:28 VIDEO (post without caption — video)	VIEWS	REACTIONS
	682	8
	REP. 1	ER 4.6%

↓ 12.06 · 08:35 PHOTO Happy Russia Day! Our country has a rich cultural heritage — it holds the memory of generations, the power of traditions, and room for...	VIEWS	REACTIONS
	638	13
	REP. —	ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

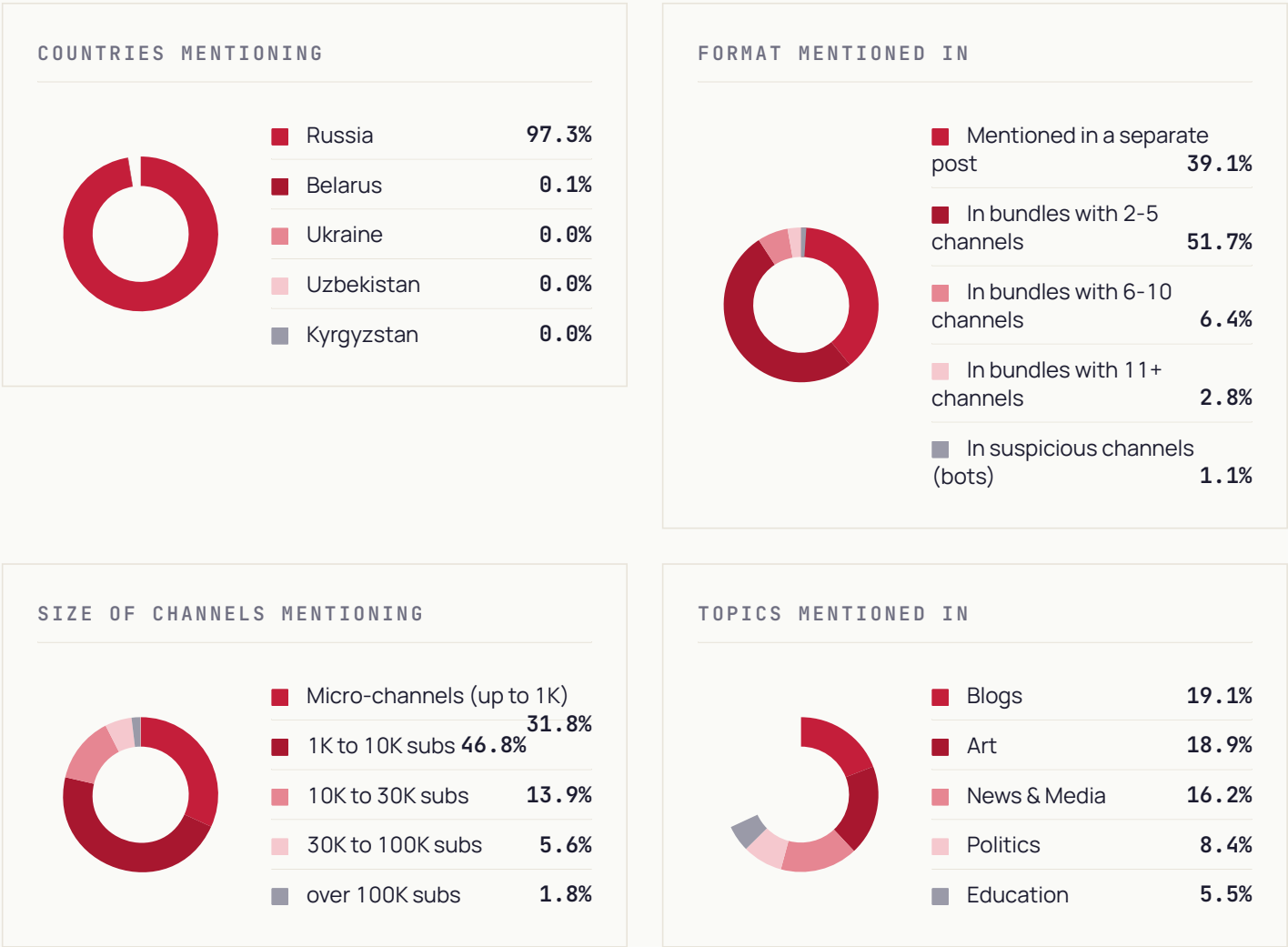


START DATE	NOW	NET GROWTH
12 878	14 787	+1 909

SECTION 04 · MENTIONS

Who mentions the channel and how

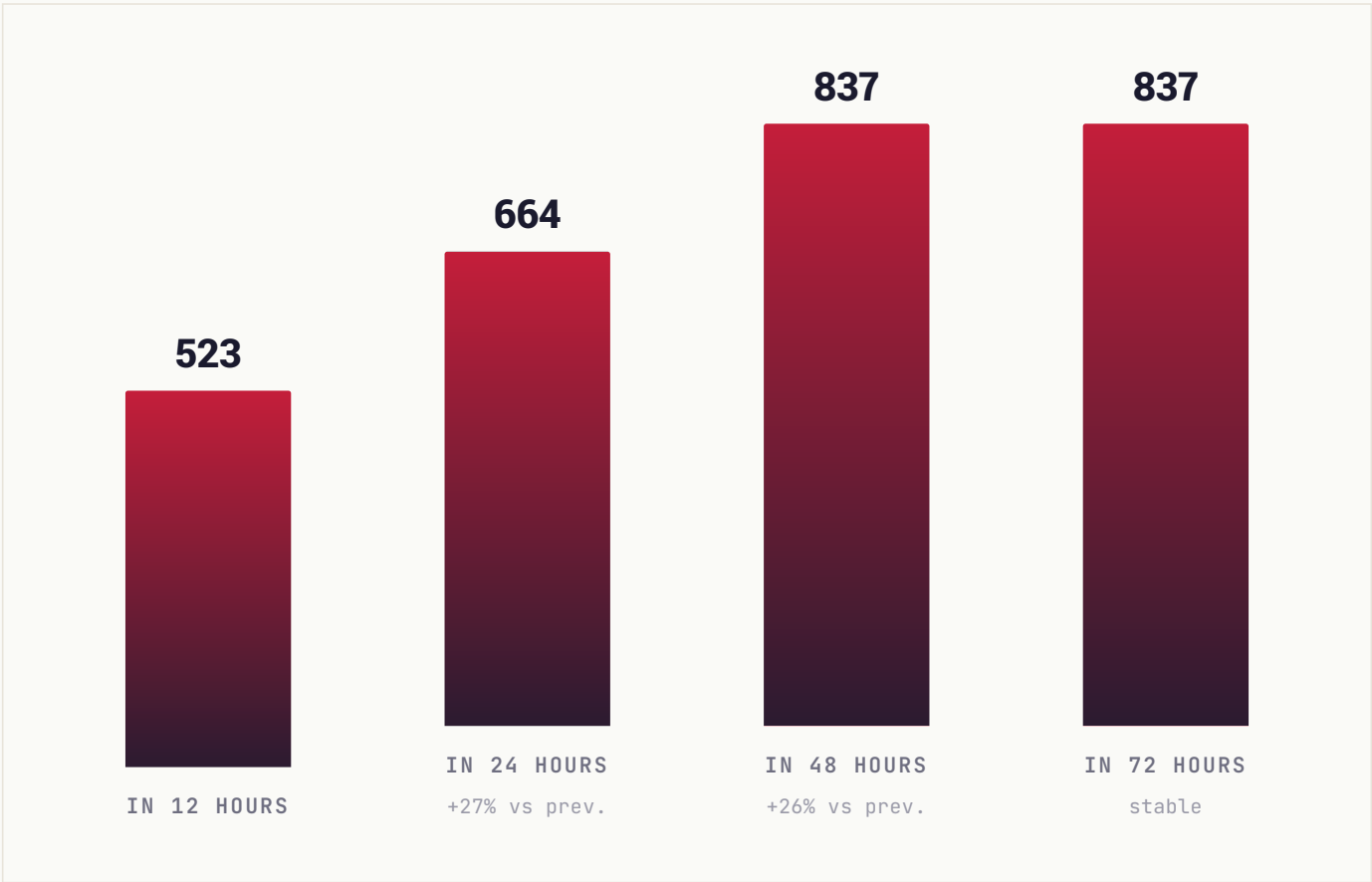
Citation index **355** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 303** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
P« Zaryadye Park YOU	14.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 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 were **565**, they brought **3 879** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	35	22	368
December 2025	72	35	14
November 2025	112	75	545
October 2025	124	80	781
September 2025	111	70	644
August 2025	111	56	1 527

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
565	6	3 879

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the 'your channel' value, and a red dot marks the 'median' value. The charts are as follows:

- SUBSCRIBERS:** The median is 149.8K. The 'your channel' value is 14,787. The range is from 48.1K to 427.5K. The text 'worse than median by 90%' is displayed in red.
- AVG REACH / POST:** The median is 12.5K. The 'your channel' value is 1,181. The range is from 1.7K to 112.3K. The text 'worse than median by 91%' is displayed in red.
- CITATION INDEX:** The median is 128. The 'your channel' value is 355. The range is from 0 to 1.6K. The text 'better than 58% of niche' is displayed in green.

Metric	Median	Your Channel Value	Range (Min-Max)	Performance Comparison
SUBSCRIBERS	149.8K	14,787	48.1K - 427.5K	worse than median by 90%
AVG REACH / POST	12.5K	1,181	1.7K - 112.3K	worse than median by 91%
CITATION INDEX	128	355	0 - 1.6K	better than 58% of niche

— SECTION 09 · 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 — on Sunday**

Audience most active on this day at 19:00 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 picks sources for your niche.

EFFECT

**+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 is an easy growth lever.

EFFECT

+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.

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 us to do this **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
