

PUBLIC REPORT BY PROMTPRESS

Channel audit

Hot Corn - Truth about Travel.



@hotkuk

Hottest (like corn) and sweetest (like cotton candy) reviews of countries and warm resorts. Collab tg @bure2003 or bure2003@mail.ru

SUBS

23 135

+929 per month

ERR (% SEE POSTS)

54.0%

per day **19.2%**

REACH/POST

11.8K

ad reach **4.4K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in Travel category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it was calculated for.

 SUBS 23 135 —	 SUBSCRIBER REACH 51.1% avg % of subs see post	 VIEWS/POST 11.8K median 13.7K · 22 days	 POSTS/WEEK 3.8 over period
 7D TREND — no data for period	 REACTIONS/POST 282.5 only 3,390 reactions, 506 reposts, 328 comments	 POST LENGTH 268 chars median 284 · 22 days	 POSTS ANALYZED 12 22 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +929 last month	 CITATION RATE 6 citation index · 29 channels mentioned ever	 CHANNEL AGE 4 years 5 days created 11.07.2022

AI EDITOR SUMMARY

Channel «Hot Corn - Truth about Travel.» — 23 135 subs. Each post averages 11.8K people (51% from subs), this is wide reach for a channel of this size. Publishes 4 posts per week (~1 per day) — rare publications.

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 12 posts over 22 days.
- 02 Dominant format – Video (7/12 posts).
- 03 Avg post length – 268 chars (median 284).
- 04 Peak audience activity – Tuesday, 21:00 MSK.
- 05 Top posts get 3x more views than the weakest (16.5K avg for top vs 6K for worst) – among 12 posts over 22 days. Worth analyzing what the top have in common – topic, format, timing.

TOP 5 POSTS

№123.06 · 18:07VIDEO	Sochi beaches today. Despite daily sirens, tons of tourists	VIEWS	REACTIONS
		17 289	271
		REPOSTS	ER
		100	74.7%
№224.06 · 05:34PHOTO	A quick look at airport prices 🤪. This is what a thousand rubles (\$13) looks like at Vnukovo.	VIEWS	REACTIONS
		16 553	336
		REPOSTS	ER
		51	71.5%
№322.06 · 11:13VIDEO	You've never seen this on a plane! On a Chinese airline flight, instead of movies, screens showed...	VIEWS	REACTIONS
		15 586	305
		REPOSTS	ER
		35	67.4%

Nº4

20.06 · 11:18

VIDEO

Why people moving to Vietnam are disliked? Why does Nha Trang repel people? Can a train driver afford a vacation here...

VIEWS

14 285

REACTIONS

357

REPOSTS

18

ER

61.7%

Nº5

28.06 · 19:17

VIDEO

Due to constant sirens in Sochi, there are more people in Abkhazia than usual this year. This is what the Gagra embankment looks like in the evening.

VIEWS

13 946

REACTIONS

225

REPOSTS

82

ER

60.3%

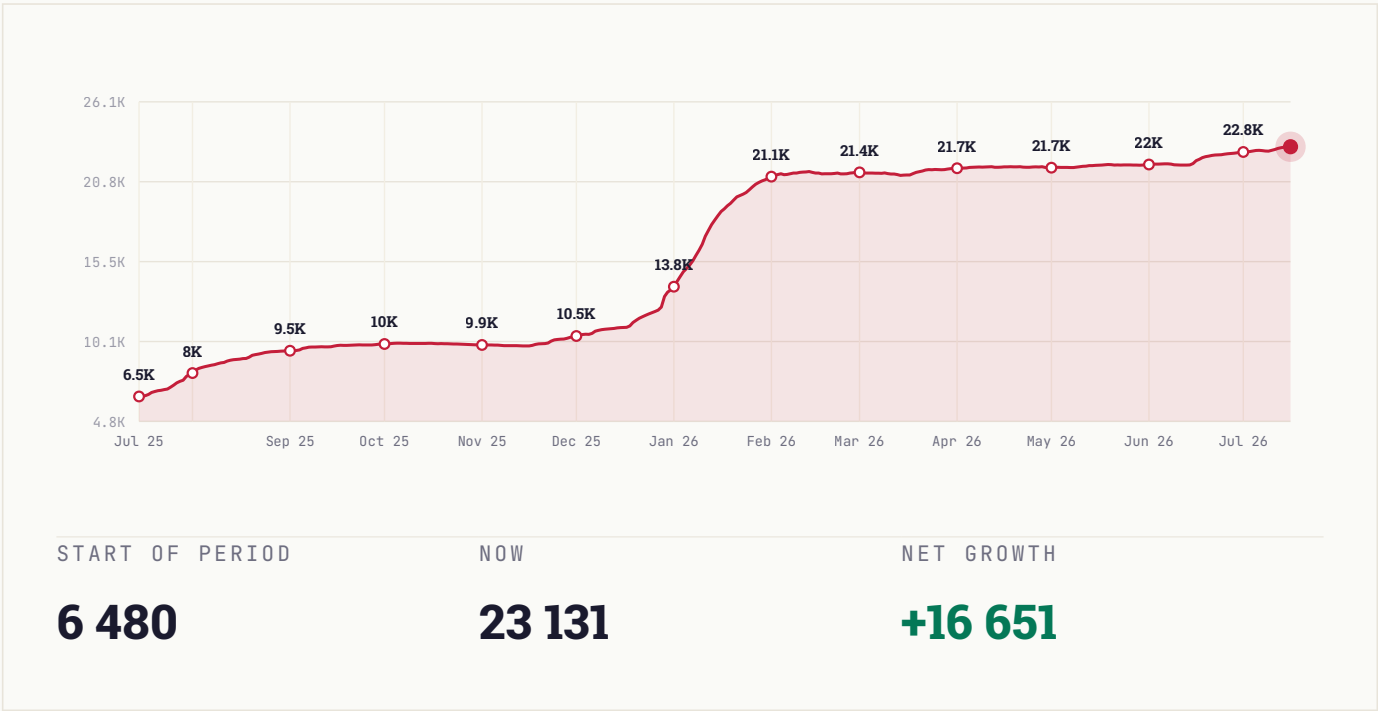
WORST 3

↓ 10.07 · 15:24 VIDEO Comparing vacations in Sochi and Vietnamese resorts Main tourist problems in Nha Trang and other topics not in the main video...	VIEWS 6 865 REACTIONS 269 REPOSTS 10 ER 29.7%
↓ 12.07 · 17:50 VIDEO In Japan a passenger got a new suitcase at the airport to replace a broken one. As the traveler shared on social media, he flew to Tokyo...	VIEWS 5 515 REACTIONS 233 REPOSTS 42 ER 23.8%
↓ 12.07 · 18:20 PHOTO In Krasnodar drivers found a gas station with no queues, but there's a catch. Gas there costs more than double the usual price. A liter of AI 100...	VIEWS 5 487 REACTIONS 220 REPOSTS 30 ER 23.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

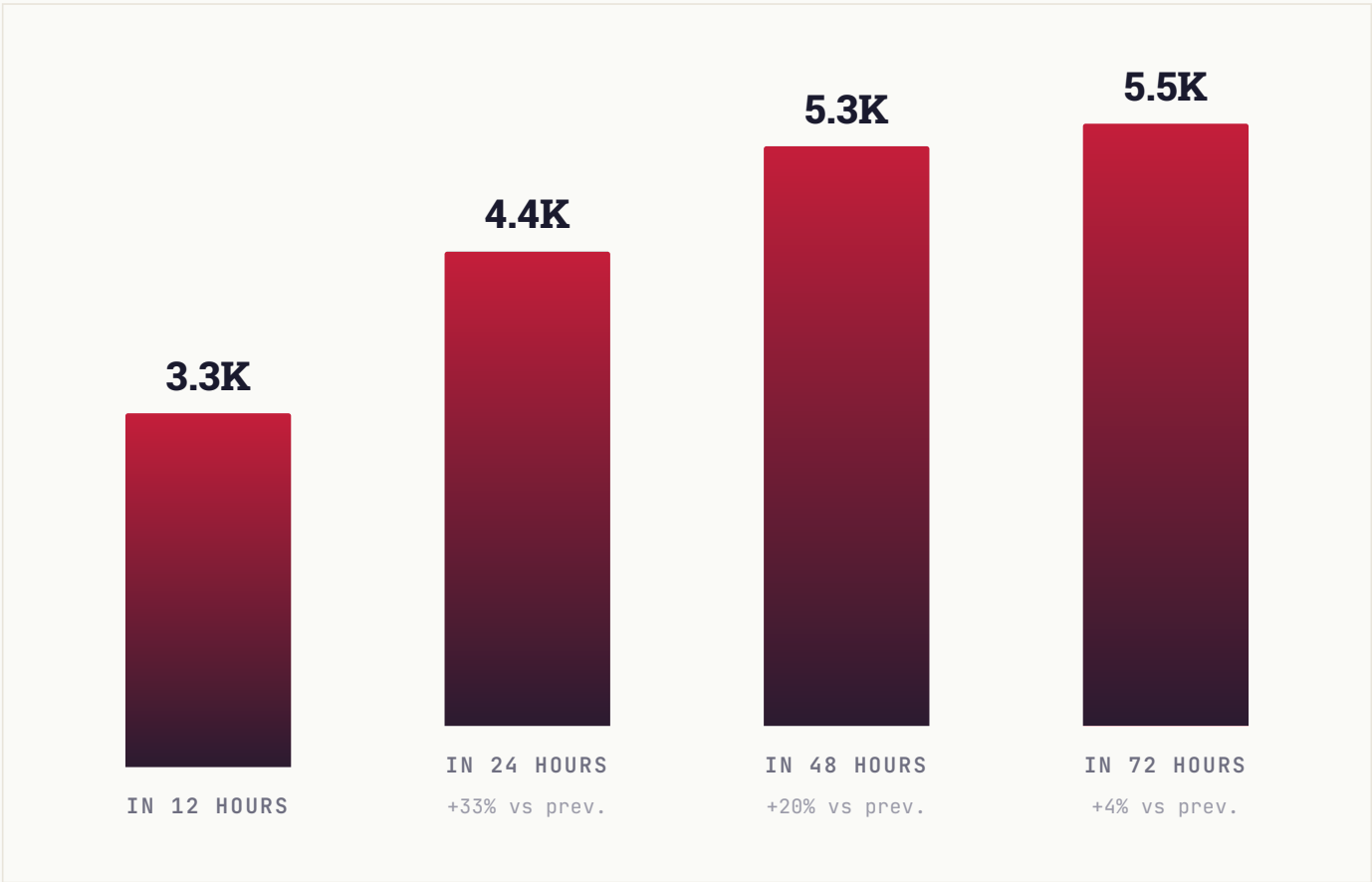
Subscriber growth chart for the year. Key months show exact sub count. See which months gained subs and which lost them.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CP How to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.7K
GK Hot Corn - Truth about Travel. YOU	23.1K

COMPARATIVE CONCLUSION

Channel is still outside top 95 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **13 323** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	7 447
December 2025	3	3	3 115
November 2025	1	1	635
October 2025	0	0	78
September 2025	0	0	472
August 2025	0	0	1 576

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
4	6	13 323

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.8 posts/week. Active channels do 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 and at 21:00 MSK.

EFFECT

**Best window
for an
important post**

03

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**

04

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.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **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 hit your growth plan in a month.

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

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