

PUBLIC REPORT BY PROMTPRESS

Channel audit

Rogers' Kitchen



@rogers_kitchen

What stays behind the scenes RKN <https://www.gosuslugi.ru/snet/676cad8b8e552d6b54264c4b>

SUBSCRIBERS

50 254

+700 per month

ERR (% SEE POSTS)

52.0%

daily **35.9%**

REACH/POST

25.9K

ad reach **18K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 50 254 —	 SUBSCRIBER REACH 51.46% avg % subs see post	 VIEWS/POST 25.9K median 25.7K · 29 days	 POSTS/DAY 7.8 ~54 per week
 7D TREND +4.7% vs previous week	 REACTIONS/POST 1782.7 total 415 377 reactions, 26 152 reposts, 0 comments	 POST LENGTH 296 chars median 189 · 29 days	 POSTS ANALYZED 233 29 days
 AD REACH 18K 24h avg	 CHURN / MONTH +700 last month	 CITATIONS 738 citation index · 2 127 channels mentioned ever	 CHANNEL AGE 6 years 7 months created 12.12.2019

AI EDITOR SUMMARY

Channel «Rogers' Kitchen» — 50 254 subs. Each post averages 25.9K people (51% of subs), wide reach for a channel this size. Publishes 54 posts per week (~8/day) — active posting. Week of Jun 29 – Jul 5 reach stable (+4.7% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **233** posts over 29 days.
- 02 Dominant format – **Text** (177/233 posts).
- 03 Avg post length – **296** chars (median 189).
- 04 Audience peak activity – **Friday, 09:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (41K avg top vs 21.1K worst) – across 233 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

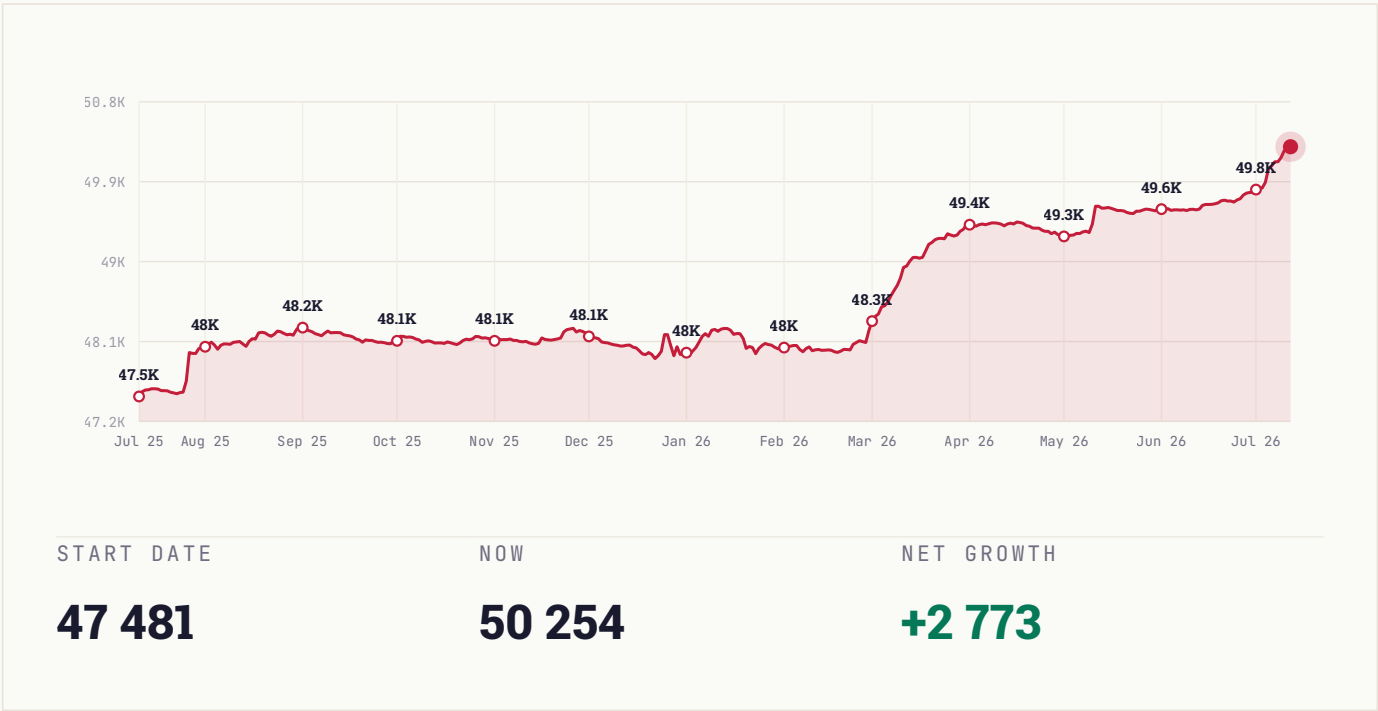
Nº1 03.07 · 06:37 VIDEO Sorry, this is hilarious	VIEWS 42 388 REP. 501	REACTIONS 2 315 ER 84.3%
Nº2 04.07 · 19:37 TEXT Trump on Khamenei's funeral: 'I was surprised by the tears on some Iranians' faces. I thought people couldn't stand Khamenei. Maybe those were...	VIEWS 40 758 REP. 171	REACTIONS 2 487 ER 81.1%
Nº3 02.07 · 06:51 TEXT Object! https://alexandr-rogers.livejournal.com/1975918.html	VIEWS 39 777 REP. 314	REACTIONS 1 547 ER 79.2%

Nº4 02.07 • 09:49 PHOTO Continuation of yesterday's story. Vitkov and Zyatkov in Qatar. Iranians didn't show. Americans called it "indirect talks". And...	VIEWS 36 711 REP. 243 REACTIONS 2 438 ER 73.1%
Nº5 24.06 • 18:35 TEXT Zelensky stated that repeaters in Belarus stopped working. 1. You invent non-existent repeaters. 2...	VIEWS 35 275 REP. 262 REACTIONS 2 239 ER 70.2%
WORST 3	
↓ 05.07 • 13:25 TEXT > Russia maintains contacts with the US through existing channels now, after a long period without visits from Witkoff and Kushner, said...	VIEWS 21 703 REP. 161 REACTIONS 2 315 ER 43.2%
↓ 07.07 • 04:29 PHOTO 😊😊😊 "Everyone has enemies in the world. But save us, God, from friends!" We never cease to admire the unbridled patriotism and outstanding...	VIEWS 20 867 REP. 242 REACTIONS 2 275 ER 41.5%
↓ 06.07 • 13:47 PHOTO Good initiative, the more widespread the better. The main thing is to promote it in Russian media, emphasizing that here it is...	VIEWS 20 720 REP. 32 REACTIONS 942 ER 41.2%

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 grew and which lost subs.



— SECTION 04 · CITATIONS

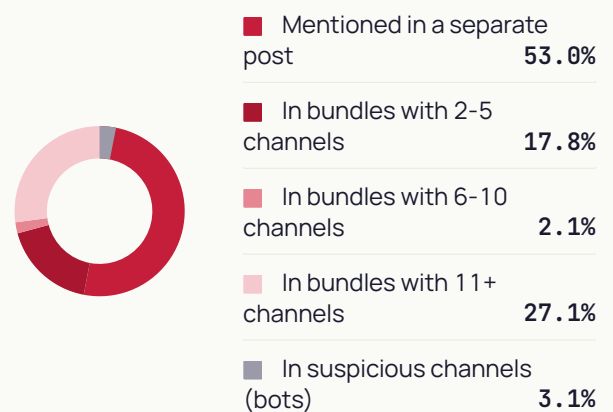
Who mentions the channel and how

Citation index **738** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 127** different channels.

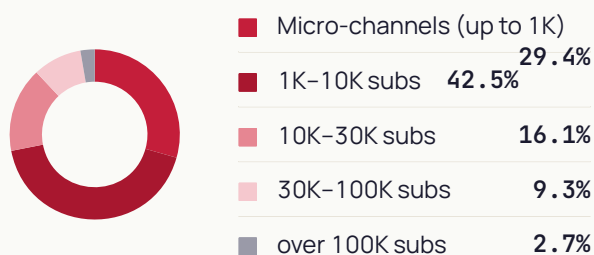
COUNTRIES MENTIONING



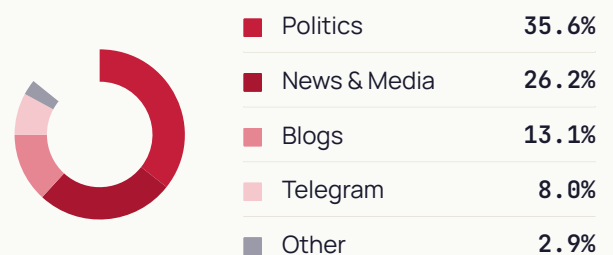
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



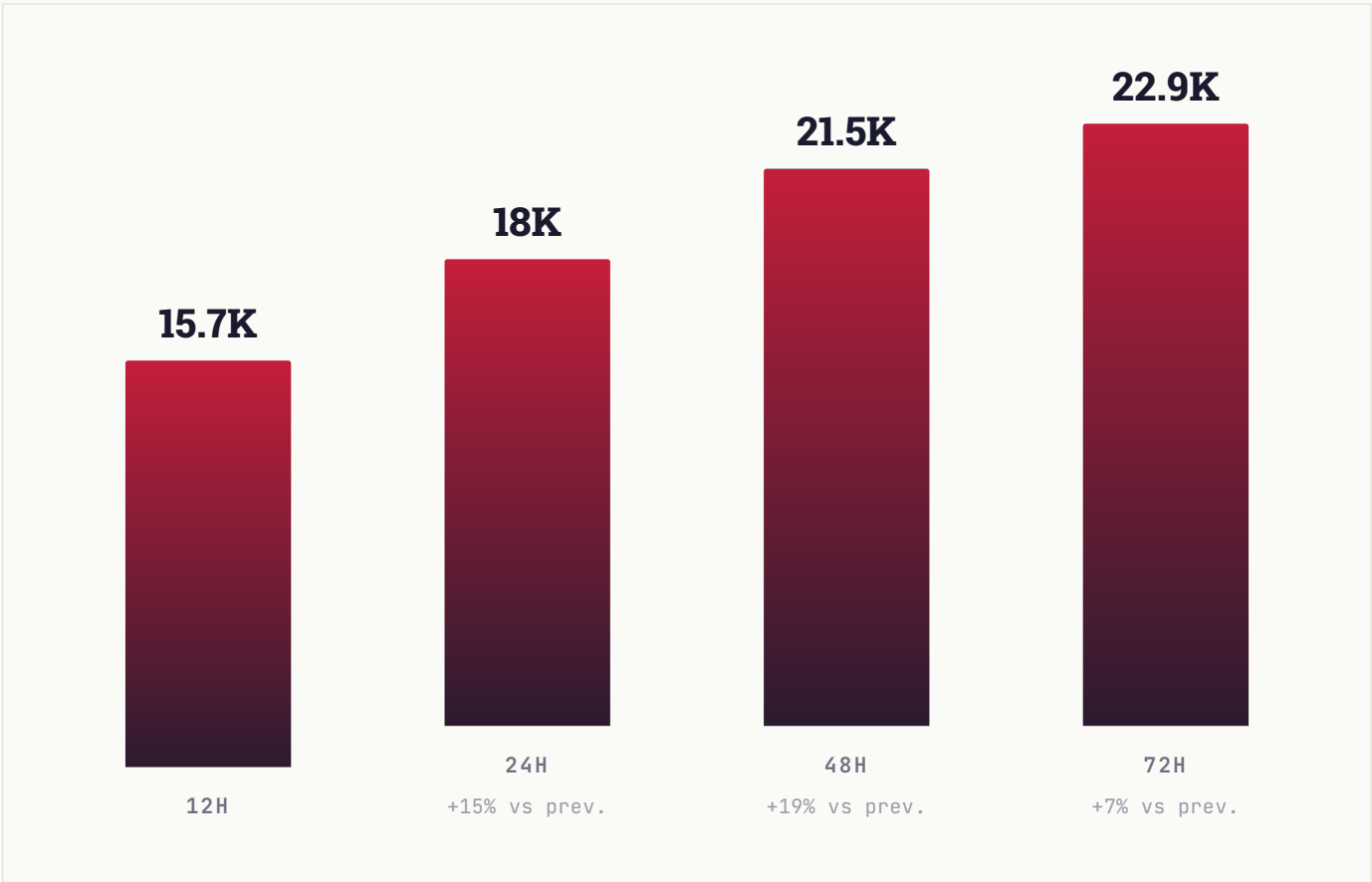
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives брoeh	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
KR Rogers' Kitchen YOU	50.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **597**, they brought **1 952** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
January 2026	134	63	492	
December 2025	102	56	414	
Nov 2025	157	124	258	
Oct 2025	49	26	188	
September 2025	66	34	125	
August 2025	89	42	475	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
597	6	1 952

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— 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 09:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 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 is an easy win.

EFFECT
+5-15% ER
- 05

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

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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