TechPOV

MEDIA KIT 2026

# Tech from a first-person point of view.

TechPOV.pl is an independent Polish site about computer hardware, gaming and new technology. Guides, reviews, rankings and trade-show coverage, written by a hardware practitioner and read by people who are choosing what to buy.

- Sponsored articles
- Reviews
- Guide mentions
- Rankings and comparisons
- IFA, CES and trade-show coverage
- Discount codes

**15k**
visits per month

**Google + Bing**
most traffic comes from search: readers with buying intent

**360+**
articles: guides, reviews, rankings and news

**240+**
news stories from IFA 2026, ShowStoppers and IBC 2026

**techpov.pl** · Poland

Partnerships: **kontakt@techpov.pl**

WHO READS US

# Polish readers looking for specific gear

Most people reach TechPOV through search, asking “which one should I buy”, “how do I set it up” or “is it worth it”. That is traffic with intent, not random clicks from social media.

MONTHLY TRAFFIC

**15,000**

visits to the site

TRAFFIC SOURCE

**Google and Bing**

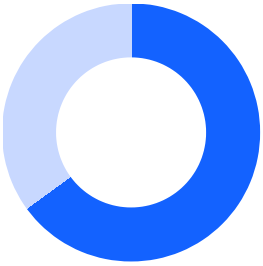
most visits come from search results

MARKET

**Poland**

all content is published in Polish

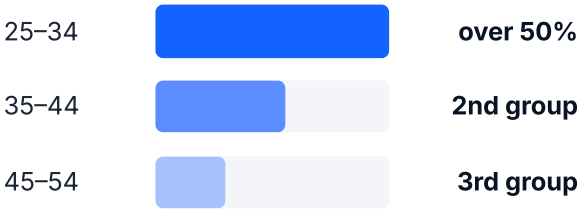
GENDER



**65%** men

**35%** women

AGE: THREE LARGEST GROUPS




More than half of our readers are 25–34: working adults buying electronics for themselves and their homes.

WHAT WE COVER

- PC guides
- Components and CPUs
- Graphics cards
- Gaming gear
- Consoles and controllers
- Networking and NAS
- Photo and video
- Audio
- Smart home
- Wearables and smart rings
- Robot vacuums and mowers
- 3D printing
- Buying rankings
- Discount codes
- Trade-show coverage

## Content that keeps working

Guides and rankings are kept up to date and collect search traffic long after publication, so your product doesn't vanish from a feed after one day.

## Readers at the moment of decision

People come to us while comparing specific models. An honest review or a place in a ranking reaches them exactly when they are choosing.

WAYS TO WORK TOGETHER

# How we can present your product

Every partnership is tailored to the product and the campaign goal. Sponsored content is always labelled, because that builds reader trust and makes it work better.

### Sponsored article 01

An article about your product or brand in the TechPOV style, optimised for search.

- topic and keywords chosen from data
- photos, FAQ and a product link
- labelled as a sponsored article

### Product review 02

We test the product in real use and say how it is, pros and cons included.

- rating, specifications and verdict
- our own test photos
- no guaranteed positive verdict, which is why readers trust us

### Product mention 03

Your product in an existing guide or ranking that already has traffic.

- an article already getting Google traffic
- quick publication, description with a link

### Trade-show and launch coverage 04

IFA Berlin, ShowStoppers, CES, Tokyo Game Show and other events.

- news from a launch or a booth
- press release publication
- a content package from one event

### Ranking and comparison 05

Your product in a “best … for …” list or compared with competitors.

- comparison table and buying criteria
- a format people read before they buy

### Discount code and affiliate 06

A dedicated reader code, featured in articles and on our codes page.

- measurable sales (code or link)
- commission-based deals possible

### Other ideas

Reader contest or giveaway · article package for a product launch · “how to set up / how to use” guide · a content series as an ongoing partnership · posts on TechPOV social media (Facebook, Instagram).

**1. Brief**
You tell us what you want to show and when.

**2. Proposal**
We choose the format, topic and keywords, and send a quote and a date.

**3. Publication**
We write, prepare the images and publish.

**4. Link and report**
You receive the link and a publication summary.

WHO WRITES

# A hardware practitioner, not just an editor

## Michał Stasiak

**Founder and editor of TechPOV**

- 2 years on the editorial team of Komputer Świat, a Polish tech title
- 4 years running his own computer and phone repair business
- regular at IFA Berlin, ShowStoppers and Tokyo Game Show
- PC and Steam Deck gamer who tests gear the way readers use it

### EVENTS WE COVER

**IFA Berlin** · **ShowStoppers** · **CES Las Vegas** · **Tokyo Game Show** · **IBC Amsterdam**

From ShowStoppers @ IFA 2026 alone, we published more than 120 stories.

### EDITORIAL RULES

- sponsored content is clearly labelled
- reviews are independent, and we describe the flaws too
- manufacturer data is presented as claims, with price and availability in Poland
- our rules are public on our “How our articles are made” page

### BRANDS WE'VE COVERED

**Anker** · **Insta360** · **iRobot** · **Narwal** · **Jackery** · **Govee** · **EDIFIER** · **beyerdynamic** · **Belkin** · **UGREEN** · **Laifen** · **EZVIZ** · **NETGEAR** · **MAMMOTION** · **Segway Navimow** · **Blackview** · **CASETiFY** · **Kodak** · **AgfaPhoto** · **JLab** · **ReSound** · **Anycubic** · **Viltrox** · **Saramonic** · **Ultrahuman** · **Blockstream**

## Let's talk about working together

Tell us which product you want to show and when, and we'll prepare a proposal and a quote.

techpov.pl/kontakt

**kontakt@techpov.pl**