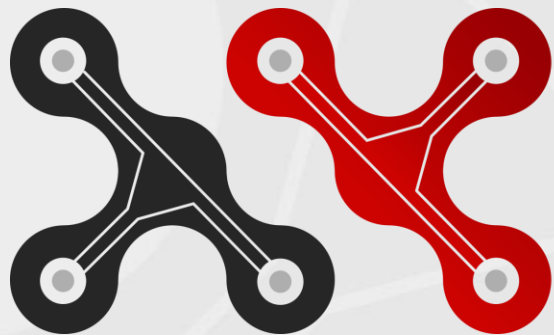
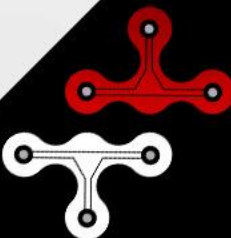


Website presentation



ITHardware.PL

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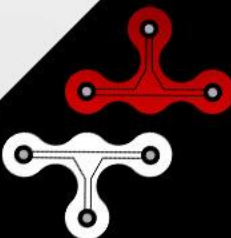




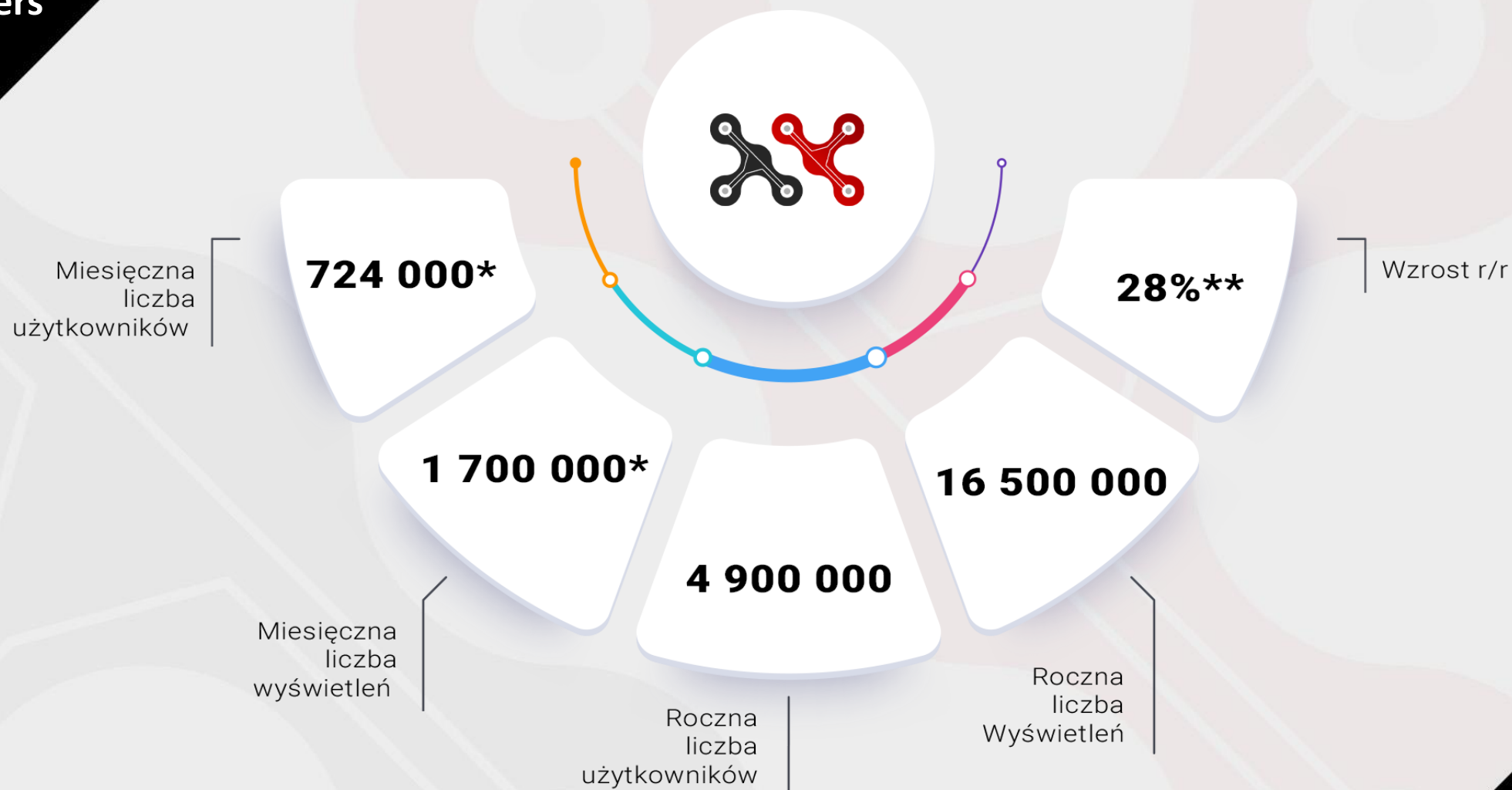
ITHARDWARE.PL

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ITHARDWARE IN STATISTICS

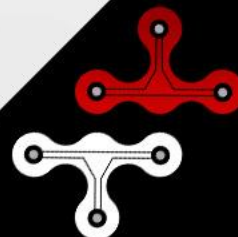


ITHardware in numbers



**dane dotyczą najnowszego, ubiegłego miesiąca*

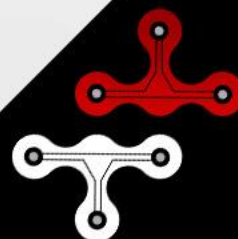
***dane dotyczą porównania r/r miesiąca październik 2023 i październik 2022*



77,8%
użytkowników
to mężczyźni

35,9%
użytkowników
w wieku 25-34

78,5%
użytkowników
na urządzeniach
mobilnych



**Selected interests
readers**

Graphic cards

Rankings

Games

Mechanical keyboards

Computer cases

Motherboards

Reviews

Smartphones

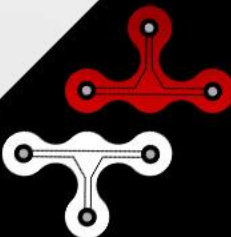
Gaming mice

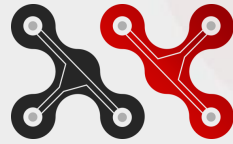
Tests

Computer sets

Monitors

Processors

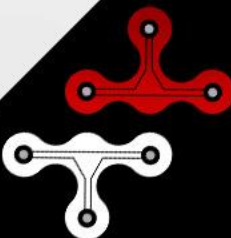




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SOCIAL MEDIA



social media



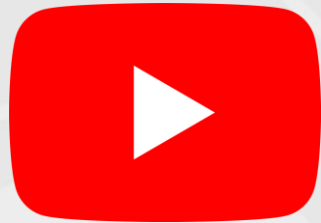
2,800,000 – reach on Facebook
this is an increase of 36.1% y/y
23,800 followers



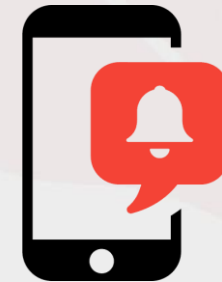
36,100 – reach on Instagram
this is an increase of 138.3% y/y
6570 followers



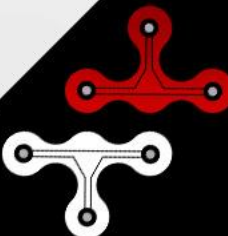
6,500 – likes on TikTok
1,700 – followers on TikTok

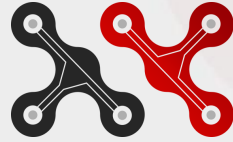


1,200,000 – views on the YouTube channel
12,600 – number of subscribers on the YouTube
channel
1000-5000 - number of views of a single video



10,000 – Web Push platform subscribers
16,000 – reach of the Web Push campaign

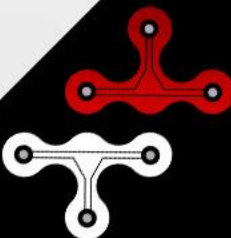




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ITHARDWARE TEAM

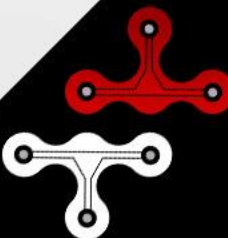


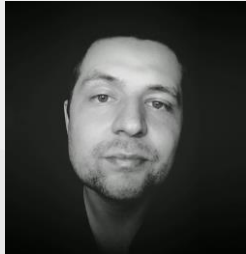
IHardware is a portal that experts and technology enthusiasts work on every day. Together they provide a huge dose of knowledge in the field of computer hardware, smartphones, laptops, gadgets and devices for the smart home. This is where you will find reliable tests of electronic equipment, all kinds of guides, lists and opinions.



Piotr Kała – Editor-in-chief

The head of IHardware and also the founder, whose vision of creating a real technology website was born at the beginning of the last decade. Consistent pursuit of the assumed goals allowed for significant growth and brand recognition. A brand that is a knowledge center for people with a passion for the world of technology. Piotr has 20 years of sales and marketing experience. This translates into understanding the needs and professional approach to each client.





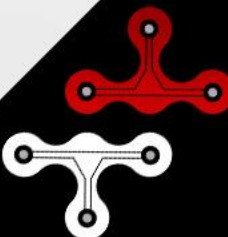
Jacek Winkler – editor

Associated with online media for over 10 years. He started by writing about computer games, but quickly realized that the most important thing in his professional life was his love for computer technology. Today, he uses his previously acquired experience in the field of SEO, supervises the work of the editorial staff and creates his own lists, guides and reviews. He gained experience on websites such as Gry-Online, Allegro and Media Expert.



Daniel Górecki - editor

Expert in the field of network equipment, monitors, SSD drives and peripherals. His trained eye will detect even the smallest defect of the tested product and if such a situation occurs, he shares this information with readers. He gained experience for 10 years and during this period he was associated with the cult FrazPC, where he served as editor-in-chief.





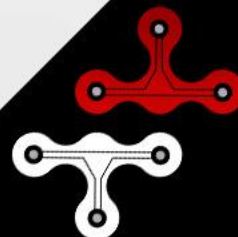
Tomasz Cugowski – editor

Tomasz Cugowski is our expert in the field of computer components. He is responsible for creating extensive tests for processors, graphics cards and motherboards. He started his career at a well-known overclock website, and over the dozen or so years in the industry, he has managed to share his opinion on many different PC components. Tomasz is the core of the IHardware website.



Łukasz Sierant – editor

Łukasz Sierant joined IHardware in 2016. His knowledge in engineering and electronics allows for detailed examination of the potential of computer power supplies and UPS as well as PC cooling. He knows exactly how the heart of each computer set is built and how it works, and when reviewing a given model, he shares his expert opinion on it with readers. He gained his experience on websites such as Overclock and PurePC.





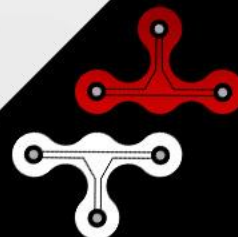
Karolina Majchrzak – editor

Karolina Majchrzak is the only representative of the fair sex in our editorial office. He shares his knowledge with our users about the mobile sphere, i.e. smartphones and wearable gadgets, although he also likes to test peripherals and office equipment.



Kacper Senderak – editor

Kacper Senderak is passionate about games and consumer electronics. At ITHardware, he creates extensive reviews about computer peripherals - for example keyboards and mice. He knows perfectly well what the differences are between proprietary mechanical keyboard switches, because he has already tested many products during his career. He witnessed the birth of the trend for gaming keyboards and mice.



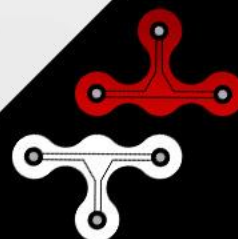


Arkadiusz Ogończyk – editor

Arkadiusz Ogończyk is our expert in the field of video games. He loves spending time carefully analyzing each advantage and disadvantage of a given title, and then sharing the acquired knowledge in journalistic texts and all kinds of reviews. He gained his experience, among others, as the editor of the cult website CD-Action.

Co-workers

IHardware also includes collaborators who supervise the daily creation of interesting content on technology and gaming topics. They include Krystian Ławniczak, Paweł Czajkowski and Marcin Jeżewski. Each of them contributes to the development of the brand when creating original articles.





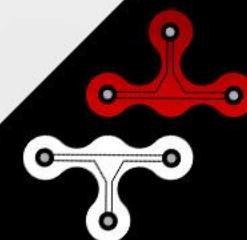
Influencers and YouTube channel

In addition to the editors and journalists of ITHardware.pl, influencers also supervise the creation of content.

Benjamin Jursa, known as **Technokrata**, creates extensive weekly summaries for us, where the most interesting reports from the last 7-day period gain visibility on the YouTube channel. Additionally, he can prepare video reviews of any equipment.

Karol Marcinkowski, known as **Chemik**, creates extensive reviews of computer hardware for ITHardware. This is a combination of an article published on ITHardware with a video review.

Łukasz Sierant, one of the main editors of **ITHardware**, creates monthly lists relating to recommended computer sets, i.e. text entries already published on the website and unboxings, where the partner is able to increase the visibility of the product introduced to the market. Łukasz also creates video reviews of products from his category.

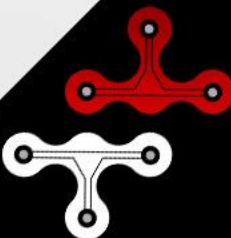




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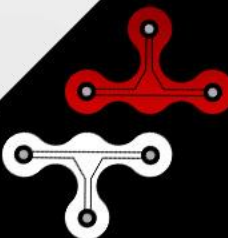
ADVERTISING OPPORTUNITIES



Advertising opportunities

Partners can benefit from a very extensive sales offer. ITHardware includes **banners, native ads, and tests and reviews of electronic equipment/software**. The possibilities are expanded **by SEO articles** with maximum reach potential with appropriately adjusted allocation and campaigns on **social network** sites (Facebook, Instagram, YouTube, TikTok, LinkedIn).

ITHardware - in addition to the above - offers **internal tests** of pre-production hardware. This helps partners better understand the end customer's needs, and after the tests, they receive a professional performance report and suggestions for changes in the design. Thanks to this, new models introduced to the Polish market are able to compete with the best competition products.



Advertising opportunities

Partners, if they decide to be allocated in expert articles, can choose from four types of entries.

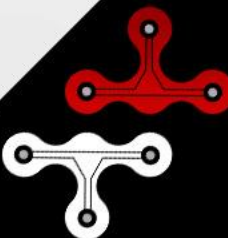
Evergreen SEO article – the greatest reach and visibility

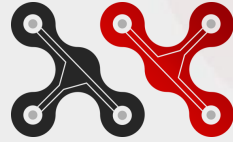
TOP rankings and lists – the greatest conversion potential

A news article about a promotion, a new product or an ongoing campaign

Product test and review

Each type of article contains a sales link, selected by the partner or editor.

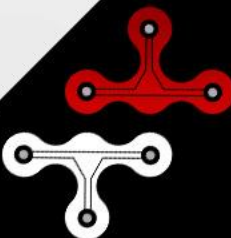




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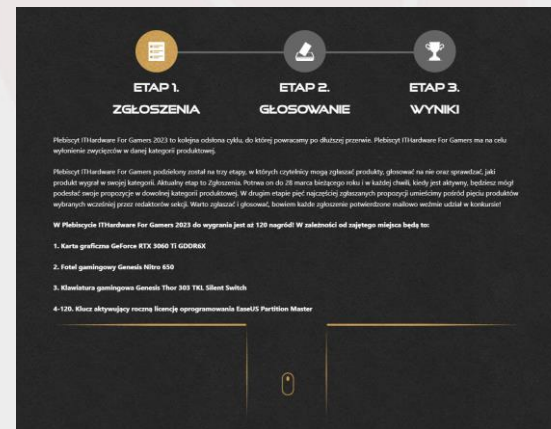
ITHARDWARE CAMPAIGNS



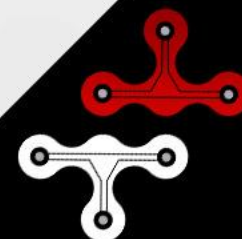
ITHARDWARE CAMPAIGNS

ITHardware experts are more and more willing to create extensive sales campaigns. These, in turn, are a great place for our partners who want to build a brand and use the numerical and demographic potential of our readers. In the past, we created extensive holiday campaigns - **Black Friday, Christmas, First Communion, Back to School**. However, there were also other events.

The ITHardware **For Gamers Plebiscite** campaign conducted at the beginning of **2023**, in which many partners and users took part, turned out to be a great success. This was the third edition of this cyclical event, in which we selected the best products of the year preceding the plebiscite, tested on our website.



In the future, additional campaigns will appear on ITHardware for Valentine's Day, Grandma's Day, Boy's Day, Women's Day, Mother's and Father's Day, and for the 2024 holidays.

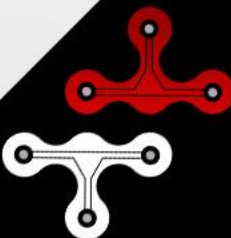




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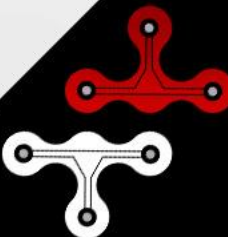
CASE STUDIES



Case study – ITHardware plebiscite

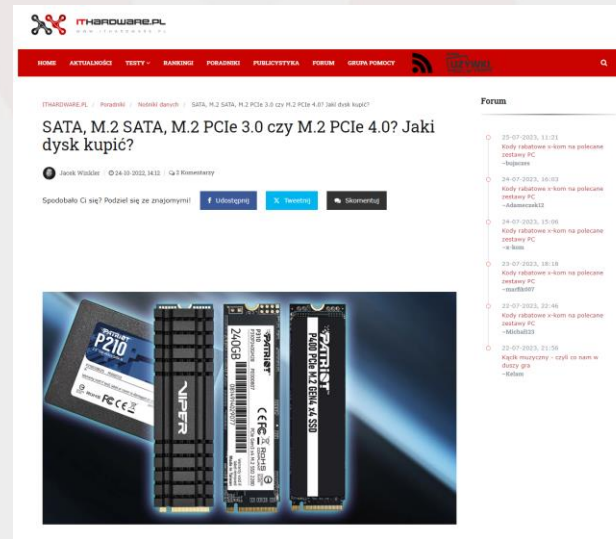
Many partners benefited from **ITHardware For Gamers 2023**. The website of the Plebiscite itself was visited by **15,000 people. users** (result directly from GA) who voted for the product submitted by the partner or added by the editor. Each product or brand that won in its assigned category received a statuette confirming first place. The statuette is direct proof of the quality of the equipment or service offered, because the winner was the partner voted for by the most users. The plebiscite is also a competition for readers, in which we awarded prizes and software dedicated to over a hundred people.

The plebiscite was promoted on all social media channels of the ITHardware brand (Facebook, Instagram, TikTok, YouTube) and partner channels - including separate websites such as Scroll Morele. The reach of the entire campaign significantly exceeds the number presented in GA.



Case study – Article Evergreen SEO

Case study – Evergreen SEO article

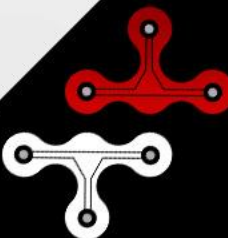


Partner: Patriot

Goal: Allocation, Conversion, building brand visibility, a glance at the portfolio

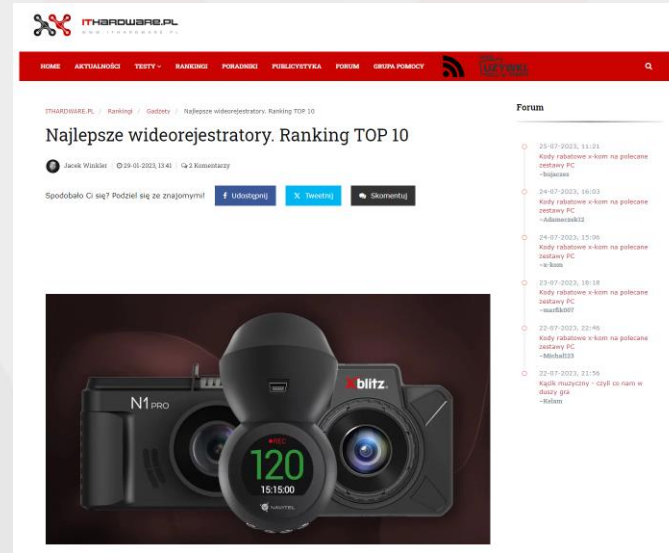
Publisher's goal: Reach, use of keywords increasing visibility in Google, year-round traffic, potential future update

Views (GA): 13,500



Case study – ranking video recorders TOP 10

Case study – TOP10 ranking of video recorders



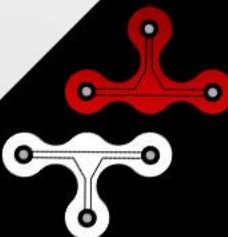
Partner: Xblitz

Goal: Allocation, Conversion, building brand visibility, a glance at the manufacturer's offer

Publisher's goal: SEO, organic traffic, conversion from Ceneo sales partnership, potential for future updates

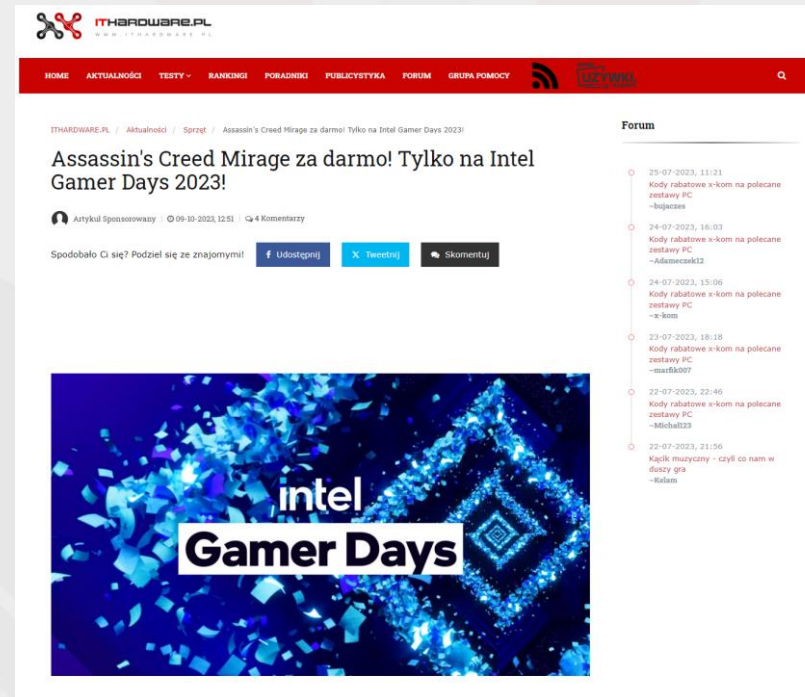
Views (GA): 33000

Ceneo conversion: approx. 450 clicks on the creative for each listed model (4,500 clicks in total) per month



Case study – article news

Case study – news article

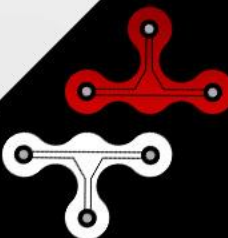


Partner: Intel

Goal: Conversion, promotion, affiliate action

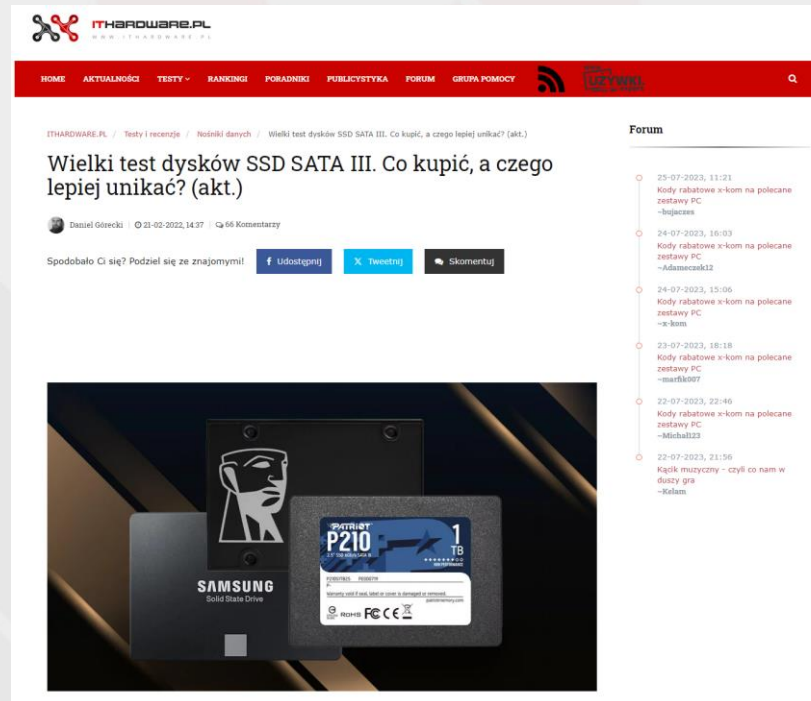
Publisher's goal: SEO, reach

Views (GA): 5,300



Case study – test/review

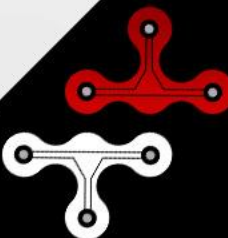
Case study – test/review

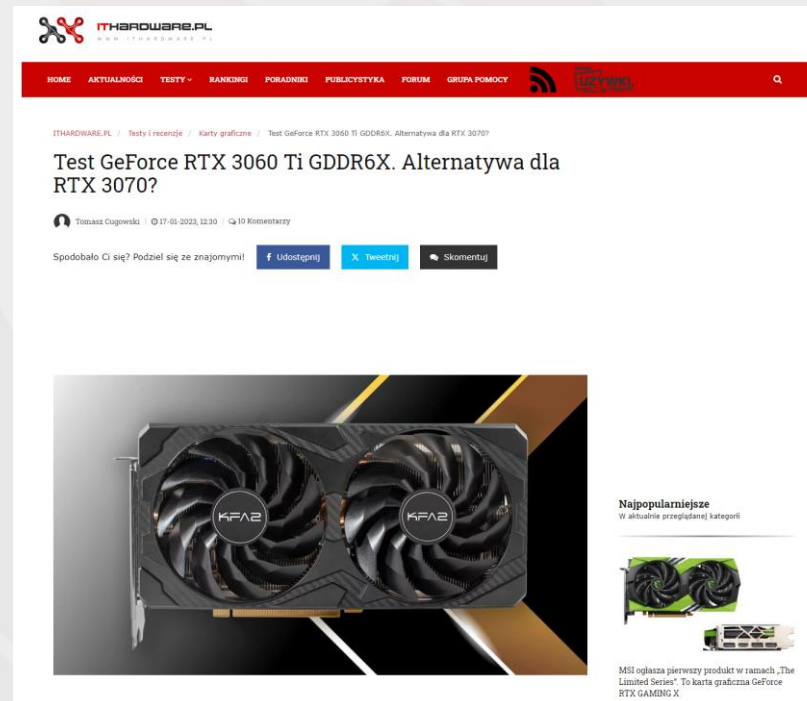


Partner: Many

Publisher's goal: Honest product reviews, evergreen SEO

Views (GA): 130,000



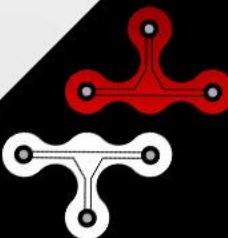


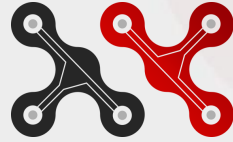
Partner: KFA2

Goal: Building brand visibility, conversion, segment promotion

Publisher's goal: Honest product review, evergreen SEO

Views (GA): 25,500

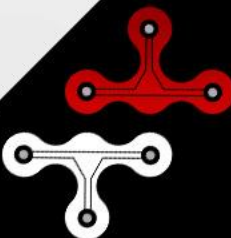




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PRICE LIST FOR PARTNERS



Price list for partners

ITHardware has a very flexible approach to cooperation. We create both one-off campaigns with a partner, as well as the most extensive ones, containing many different formats. Regular partners can benefit from attractive discounts. Below is a detailed price list.

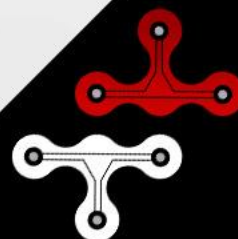
Product reviews from the category: Computers, Laptops, Smartphones, Processors, Motherboards, DRAM memories, Graphics cards, SSD/HDD drives, Monitors, Network products, Housings, Coolers, Printers.

- 1 review per quarter – **USD/EURO 900 net**
- 2 reviews per quarter - **USD/EURO -800 net**
- 3 reviews per quarter - **USD/EURO -700 net**

Product reviews from the category:

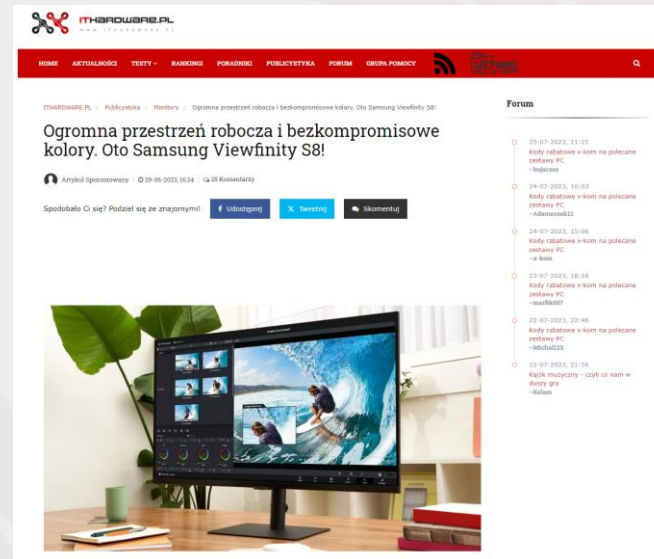
Peripherals, mice, keyboards, headphones, speakers, wearables, vacuum cleaners, recorders, gadgets and more..

- 1 review per quarter - **USD/EURO -800 net**
- 2 reviews per quarter - **USD/EURO -700 net**
- 3 reviews per quarter - **USD/EURO -600 net**

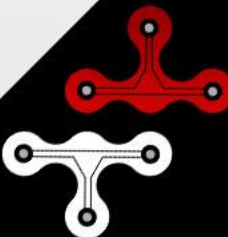


Price list for partners - advertorial

Advertising tests prepared on the basis of the client's materials sent, marked as art.
sponsored link to example



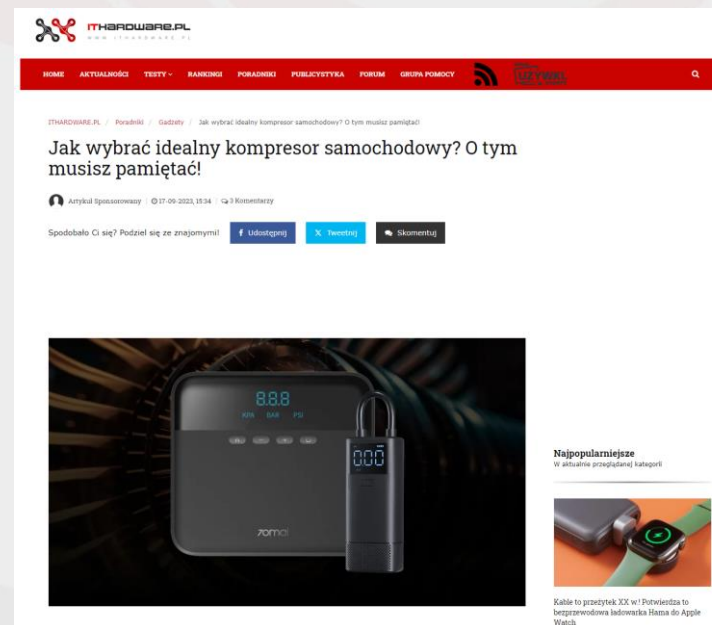
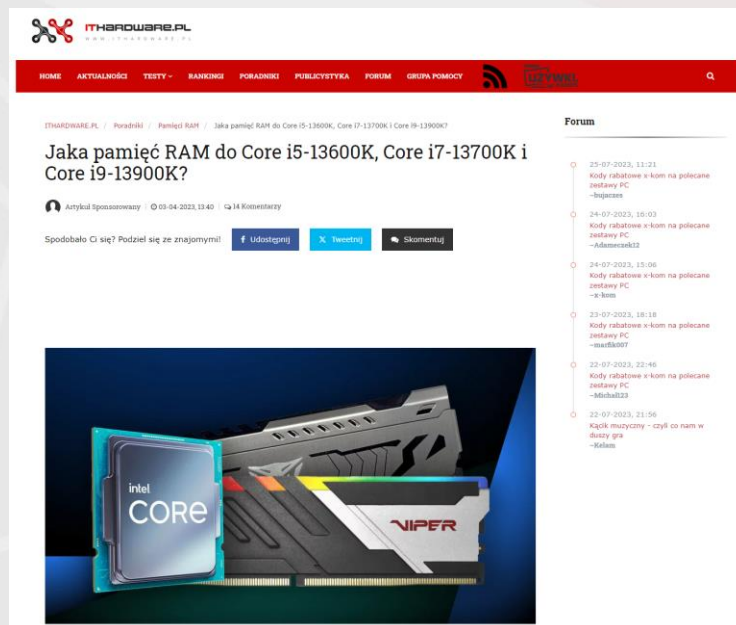
- 1 advertorial per quarter - **USD/EURO -750 net**
- 2 advertorial per quarter - **USD/EURO -650 net**
- 3 advertorial per quarter - **USD/EURO -550 net**



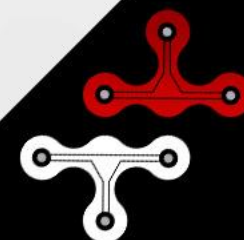
Price list for partners Guide

Price list for partners - guide

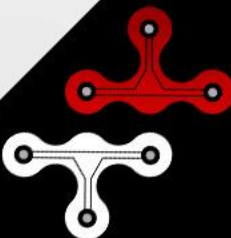
Guide material based on partner's products

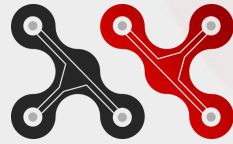


- 1 guide per quarter - **USD/EURO -750 net**
- 2 guide per quarter - **USD/EURO -650 net**
- 3 guide per quarter - **USD/EURO -550 net**



Product allocation in the ranking, cost to be determined, starting from **USD/EURO 400 net**

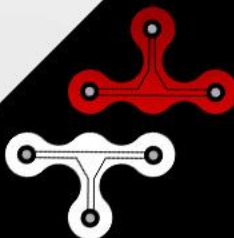




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SPECIAL OFFER



Special offer

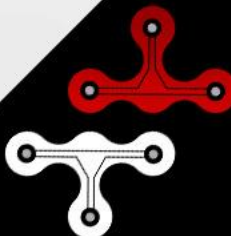
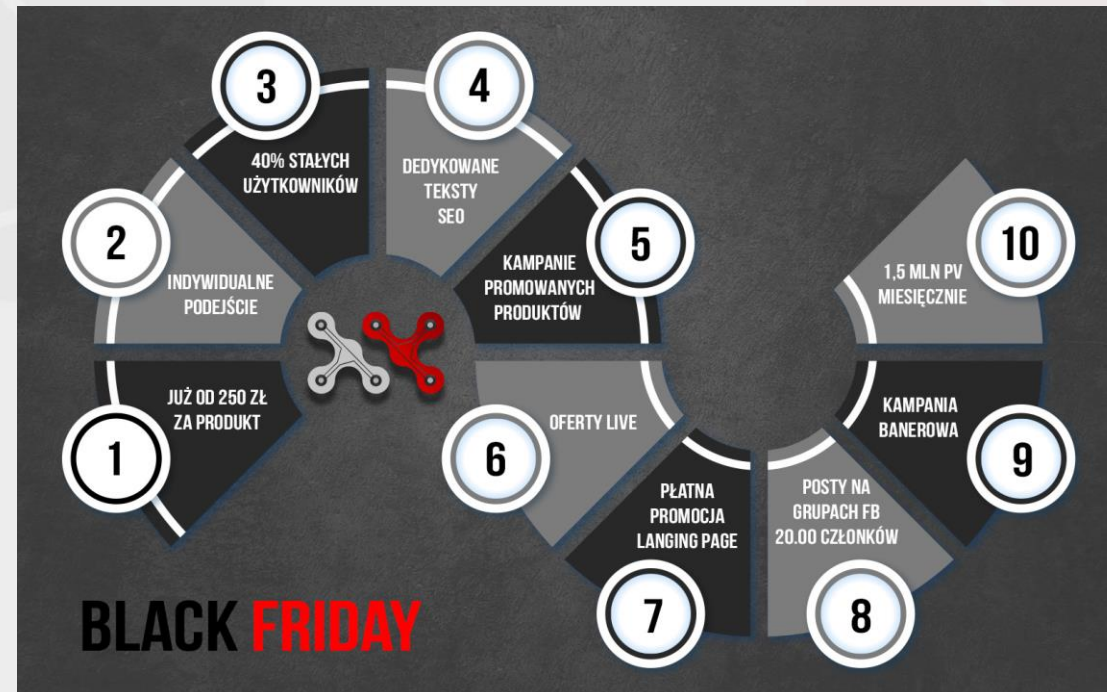
Black Friday / Cyber Monday

Special offer – Black Friday / Cyber Monday

The guaranteed reach of the publication is a minimum of **15,000** users (based on last year's statistics), promoted by us in all channels. Along with an advertising and banner campaign on the main page of the website.

Additional links on our FB support groups (**20K users**), and social media posts.

<https://ithardware.pl/black-friday>

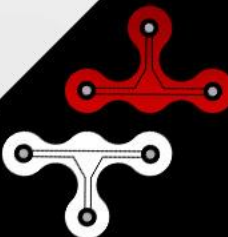


Special offer

Black Friday / Cyber Monday

Special offer – Black Friday / Cyber Monday

- Reporting one product – **USD/EURO 200 net, two - 150, three – 100 net per product**. In the package you receive a short description, a photo and links to stores (X-kom, or another store of your choice, or Ceneo).
- **Manufacturer/store offer** - constantly highlighted and visible a week before Black Friday, Allocation of 5 products on the Black Friday website, and dedicated news about the promotion on the website: **USD/EURO 500 net**
- It is possible to combine the guide with tests at a promotional price. In this case, please contact me individually for a package valuation.
- I encourage you to become a **partner of the month**. The package **includes a banner** in the content and on the home page for **14 days** with a minimum of **500,000 views!** . Dedicated partner entry and allocation of at least **5 products and manufacturer/store categories** in the collective guide. **USD/EURO 1300 net – perfect for Black Weeks**
- Dedicated post on FB/Instagram + **WebPush** for phones (10,000 subscribers) + **USD/EURO 150 net**

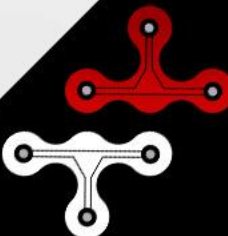


Special offer– Christmas guide

The guaranteed reach of the publication is a minimum of **30,000 users** (based on last year's statistics), promoted by us in all channels. Along with an advertising and banner campaign on the main page of the website.

Additional links on our FB support groups (**20K users**) and social media posts.

<https://ithardware.pl/prezenty-na-swieta>

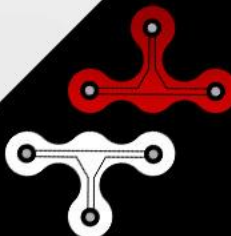


Special offer

Christmas guide

Special offer– Christmas guide

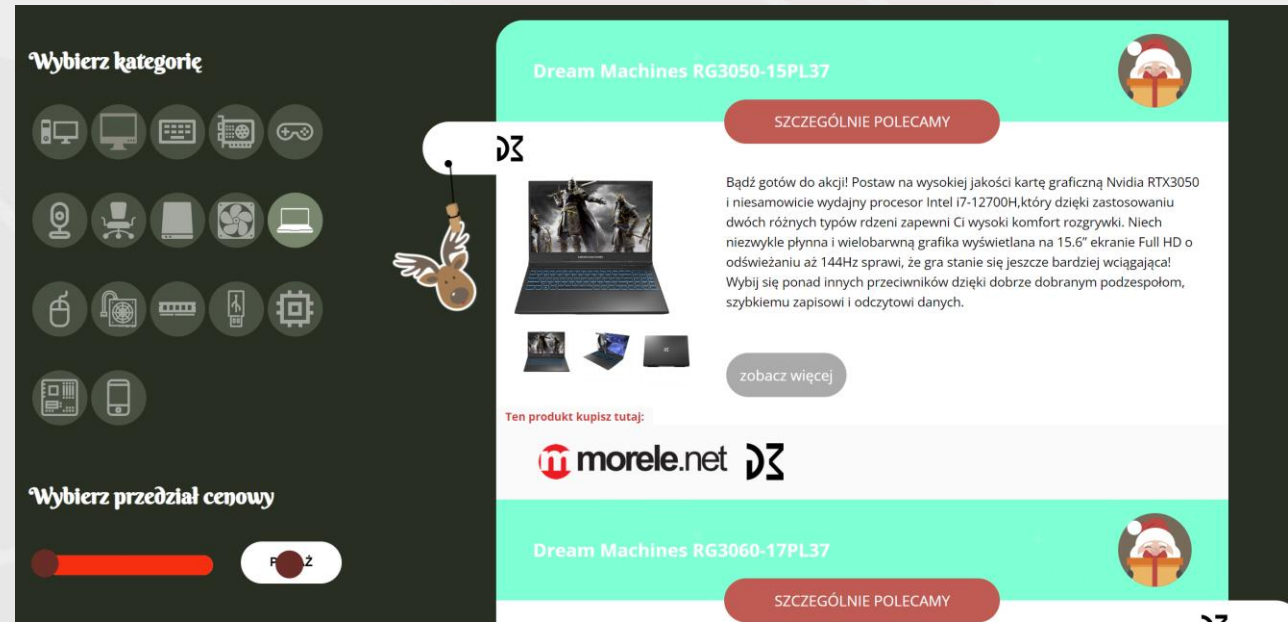
- Reporting one product is **USD/EURO 250 net**, two is **350 net**, three is **450 net**, four is **500 net**. In the package you receive a short description, a photo and links to the stores you indicate. I also invite you to take part in the Advent competition, the entry cost is a prize + **USD/EURO 150 net**. From 4 products allocated in the guide, we add a place in the Advent competition for free.
- It is also possible to combine the guide with tests on preferential terms agreed individually.
- Additional possibilities
- **Category page:** Become a sponsor of the entire category (e.g. laptops, smartphones), all products in the category will have a visualization based on your brand's products, you will receive 4 products in a given category - **USD/EURO 650 net**



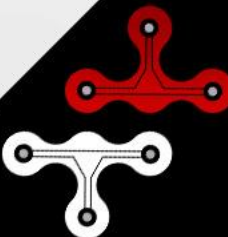
Special offer

Christmas guide

Category page: Become a sponsor of the entire category (e.g. laptops, smartphones), all products in the category will have a visualization based on your brand's products, you will receive 4 products in a given category - **USD/EURO 650 net**



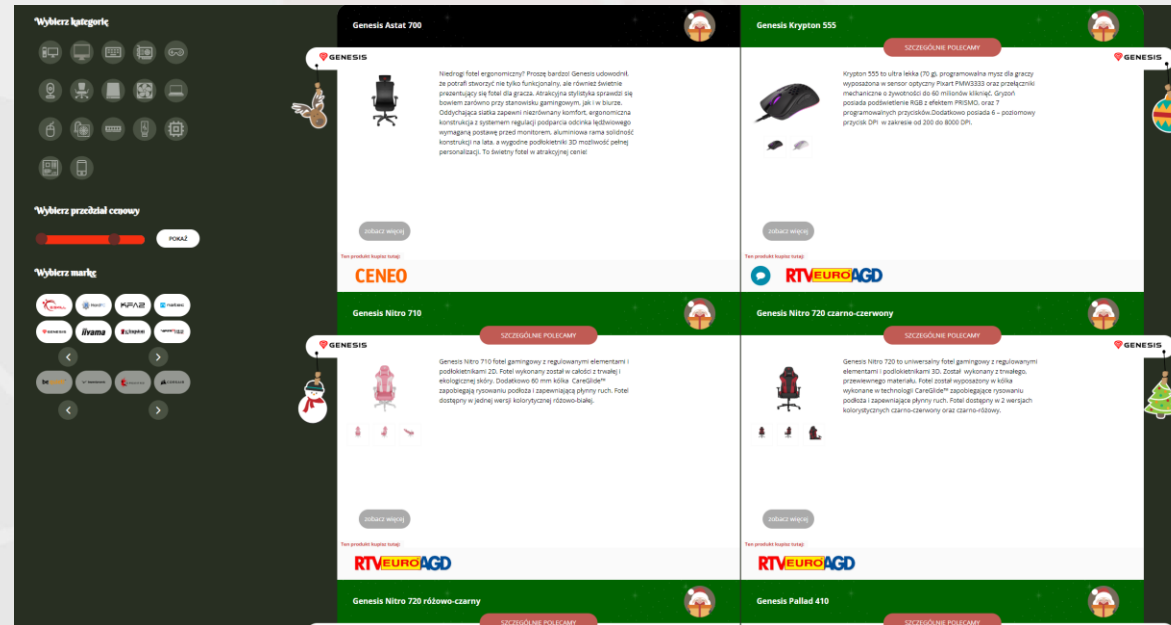
- filter and selection blocks on the left
- on the right there is a list of products from a given category
- each product has short information, photo gallery, link to reviews, video material, and stores where it can be purchased



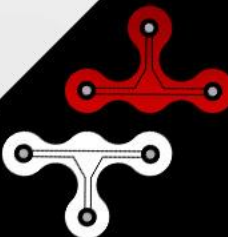
Special offer

Christmas guide

Brand website: Create your own brand website, receive an individual graphic design and be recognized on the manufacturer's list. The package of 6 promoted products - **USD/EURO 650 net**



- logo, brand description
- brand slider
- links to promotions
- link to FB

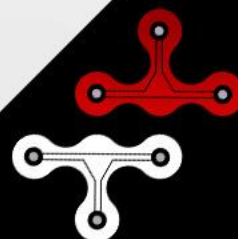


Special offer

Christmas guide

Christmas campaign partner: here is a 30-day banner campaign, home page and subpages with links to the partner's offer + brand and category website package included in the price - **USD/EURO 2500 net**

For a 30-day banner campaign, an average of **1 million views and** a minimum of **1,000 clicks** from the banners alone to the offer.

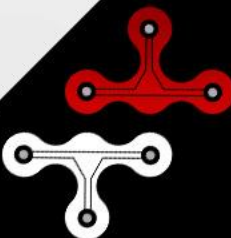




ITHARDWARE.PL

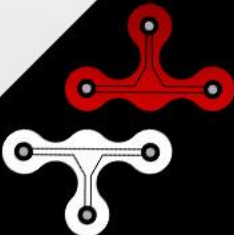
WWW.ITHARDWARE.PL

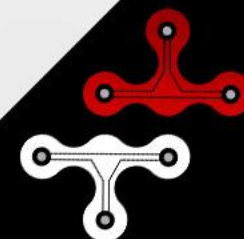
BANNER PRICE LIST

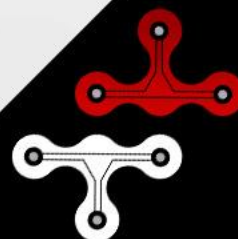


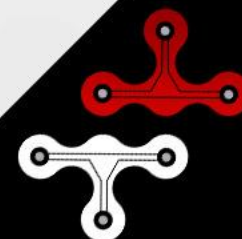
Cennik banerów

| Formaty reklamowe | Desktop | Mobile | 7 display days | Price | 14 display days | Price | 21 display days | Price | 30 display days | Price |
|--------------------------------|----------|----------|----------------|-------------|-----------------|-------------|-----------------|--------------|-----------------|--------------|
| Banner in content | 925x100 | 925x300 | 80.000 | 180.00 EURO | 150.000 | 330.00 EURO | 230.000 | 450.00 EURO | 320.000 | 550.00 EURO |
| Banner background (screening) | 1920x969 | | 90.000 | 380.00 EURO | 180.000 | 700.00 EURO | 270.000 | 1000.00 EURO | 350.000 | 1300.00 EURO |
| Top for background (screening) | 1920x323 | | 90.000 | | 180.000 | | 270.000 | | 350.000 | |
| Home page news | 640x140 | | 90.000 | 110.00 EURO | 180.000 | 200.00 EURO | 270.000 | 280.00 EURO | 350.000 | 350.00 EURO |
| Home page under the slider | 1300x100 | 1300x300 | 90.000 | 250.00 EURO | 180.000 | 450.00 EURO | 270.000 | 600.00 EURO | 350.000 | 750.00 EURO |
| Home page TOP | 1300x100 | 1300x300 | 90.000 | 250.00 EURO | 180.000 | 450.00 EURO | 270.000 | 600.00 EURO | 350.000 | 750.00 EURO |
| Home right slider top | 300x230 | | 90.000 | 110.00 EURO | 180.000 | 200.00 EURO | 270.000 | 280.00 EURO | 350.000 | 350.00 EURO |









Baner tło + top - screening (1920x323 + 1920x969)

miejsce na twoją reklamę
(1920x323)

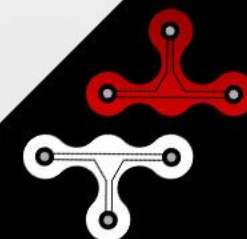


The screenshot shows the IT360WARS.PL website with a red header containing navigation links: HOME, AKTUALNOŚCI, TESTY, RANKINGI, FORA, PUBLIKACJA, FORUM, GRUPA POMOCY. Below the header is a 'Wyróżnione' (Featured) section with several article thumbnails. The first article is about WD Red Pro NAS HDDs. Other articles mention AMD Ryzen 9 7945HX3D, ASUS ROG Swift PG40QP, and AMD Ryzen 9 7945HX3D. Below the featured section are three more article thumbnails. At the bottom of the screenshot, there are four sections: 'Aktualności' (News), 'Topowa piątka' (Top 5), 'Społecznościowe' (Social), and 'Forum'. The 'Aktualności' section has a large banner for 'Call of Duty: Modern Warfare 3'. The 'Topowa piątka' section has a banner for 'Telefony do 3000 zł'. The 'Społecznościowe' section has a banner for 'Facebook, Twitter, YouTube, Instagram'. The 'Forum' section has a banner for 'Jaki laptop w październiku?'. The website also features a search bar and a RSS feed icon.

miejsce na twoją reklamę (1300x100)

miejsce na twoją reklamę (640x140)

miejsce na twoją reklamę (773x300)



Strona główna aktualności (640x140)

miejsce na twoją reklamę
(1920x323)

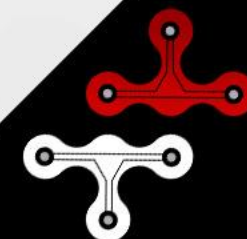


The screenshot shows the IT360WARS.PL website with a red header containing navigation links: HOME, AKTUALNOŚCI, TESTY, RANKINGI, FORA, PUBLIKYSTYKA, FORUM, GRUPA POMOCY. Below the header is a 'Wyróżnione' section with four featured articles: 'WD Red - zobacz dlaczego warto postawić na sprawdzone dyski dla systemów NAS', 'Test AMD Ryzen 9 7945HX3D. Jedynokomputerowy procesor dla laptopów', 'Test ASUS ROG Swift Pro PG40QP. Oto monitor z matrycą OLED i macierzą z upartym', and 'Test ASUS ROG MAXIMUS Z790 DARK HERO. Nowa seria, nowa cena, a jakie zmiany?'. Below this is a 'Aktualności' section with a large article 'WD Red - zobacz dlaczego warto postawić na sprawdzone dyski dla systemów NAS' and a smaller article 'Call of Duty: Modern Warfare 3 powstało za szybko? Niektórzy deweloperzy są zawiedzeni'. To the right of the 'Aktualności' section is a 'Topowa piątka' section with an article 'Telefony do 3000 zł. Ranking na jesień 2023' and a 'Społecznościowe' section with social media links for Facebook, Twitter, YouTube, and Instagram. At the bottom right is a 'Forum' section with a list of recent posts.

miejsce na twoją reklamę (1300x100)

miejsce na twoją reklamę (640x140)

miejsce na twoją reklamę (773x300)



Strona główna pod sliderem (1300x100)

miejsce na twoją reklamę
(1920x323)

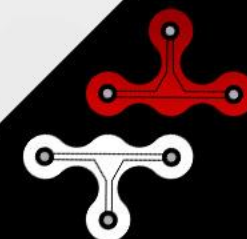


The screenshot shows the ITHardware.pl website layout. At the top is a red navigation bar with links: HOME, AKTUALNOŚCI, TESTY, RANKINGI, FORA, PUBLICYSTYKA, FORUM, GRUPA POMOCY. Below this is a 'Wyróżnione' (Featured) section with a large banner for 'WD Red Pro 3.5" NAS HDD' and several smaller article thumbnails. The main content area is divided into three columns: 'Aktualności' (News) with a 'Call of Duty: Modern Warfare 3' article, 'Topowa piątka' (Top 5) with a 'Telefony do 3000 zł' article, and 'Społecznościowe' (Community) with a list of forum posts. A 'Forum' section is also visible at the bottom right. The website has a clean, modern design with a white background and red accents.


miejsce na twoją reklamę (1300x100)

miejsce na twoją reklamę (640x140)

miejsce na twoją reklamę (773x300)




Baner w treści (925x100)



[HOME](#)
[AKTUALNOŚCI](#)
[TESTY](#)
[BANKING](#)
[PORADNIKI](#)
[PUBLCYSTYKA](#)
[FORUM](#)
[GRUPA POMOCY](#)


[ITHARDWARE.PL](#) / [Publcytyka](#) / [Techniki danych](#) / [WD Red – zobacz dlaczego warto postawić na sprawdzone dyski dla systemów NAS](#)

WD Red – zobacz dlaczego warto postawić na sprawdzone dyski dla systemów NAS


 Daniel Górecki @10-11-2023, 15:29 · 2 komentarze



Spodobało Ci się? Podziel się ze znajomymi!

[Udostępnij](#)
[Twetnij](#)
[Skomentuj](#)



miejsce na twoją reklamę (925x100)




ULTRALEKKA. NIEZRÓWNANĄ KONTROLĄ.

WYSOKA PRĘDKOŚĆ I NISZCZĄCY CIERNIOWY

[ZOBACZ TOWAR](#)

Producenci nośników danych często koncentrują się przede wszystkim na wydajności, chwając się imponującymi prędkościami zapisu i odczytu danych. Dla użytkowników istotniejsze bywają jednak inne czynniki niż osiągi, które przeznaczone i tak mają odzwierciedlenie jedynie w testach syntetycznych. To co w sytuacji, gdy zależy nam na dyskach do NAS-ów, gdzie istotniejsze niż same prędkości są stabilność i trwałość? W takim przypadku najlepiej sięgnąć po sprawdzone HDD i SSD od uznanego producenta, tworzone z myślą o takich zastosowaniach.

„ Seria dysków WD Red jest dostępna na rynku od ponad 10 lat i stworzona została właśnie z myślą o pracy w urządzeniach NAS.

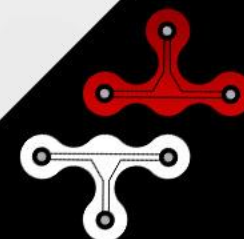


Najpopularniejsze

W aktualnie przeglądanej kategorii

Forum

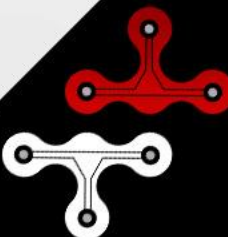
- 25-07-2023, 11:21
Kody rabatowe x-kom na polecane zestawy PC
+bojaces
- 24-07-2023, 16:03
Kody rabatowe x-kom na polecane zestawy PC
+Adamczak12
- 24-07-2023, 15:06
Kody rabatowe x-kom na polecane zestawy PC
+x-kom
- 23-07-2023, 18:18
Kody rabatowe x-kom na polecane zestawy PC
+marfik007
- 23-07-2023, 22:46
Kody rabatowe x-kom na polecane zestawy PC
+Michał133
- 23-07-2023, 21:36
Rapki muzyczne i czyli co nam w dniu dzisiejszym
+Nolan





The screenshot displays a webpage layout with several designated areas for advertising banners:

- Top Banner:** A large horizontal banner at the top of the page, currently showing an image of a circuit board.
- Text Line:** A line of text below the top banner: ** Artykuł powstał we współpracy z WD*.
- Product Carousel:** A horizontal carousel of product images, with the first one labeled "Only & Sons ONSREMY FULL ZIP - Kurt...". It includes a price tag of "125,00 zł" and a "zalando" logo.
- Google News Banner:** A dark banner with the text "Obserwuj ITHardware.pl w Google News!" and a Google News icon.
- Social Sharing:** A row of social media sharing buttons: "Udostępnij" (Facebook), "Tweetnij" (Twitter), and "Skomentuj" (Comment).
- Central Text:** Large text in the center of the page: "miejsce na twoją reklamę (773x300)".
- Footer Tags:** A row of tags at the bottom: "TAGI", "Komputery", "Podzespoły komputerowe", "Dyski twarde", "Dyski SSD", "NAS", and "Western Digital".

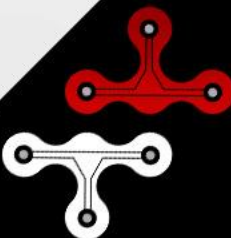




ITHARDWARE.PL

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