FOR POTENTIAL PARTNERS

PoLKoR Media Kit

Version 1 · June 2026

4	8	6	20–50
OWN PRODUCTS	FREE TOOLS	COLLABORATION FORMATS	TARGET AGE GROUP

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ABOUT THE PROJECT

Who I am and what PoLKoR does

My name is Michal Kortus, I'm 30 years old, and I live in Polanka nad Odrou, just outside Ostrava. PoLKoR is a project born out of personal experience — not a marketing brief.

> *"Obesity held me back for a long time — until my girlfriend gave me the push to change it. I dove into expert literature, lost 15 kg, and rethought my whole approach to health, food, and movement. PoLKoR grew out of that journey."*

The site runs on two tracks. I create my own digital products — guides, atlases, materials — which I sell directly here. Alongside that, I carefully select and recommend products from trusted stores, where I earn a commission through affiliate links.

In both cases, one rule applies: only things I'd personally stand behind make it onto the site.

BASIC INFORMATION

OPERATOR
Michal Kortus

BUSINESS FORM
Sole trader (OSVČ) · Company ID (IČO) 29506981

REGISTERED ADDRESS
Ostrava · Polanka nad Odrou

TOPIC
Healthy lifestyle
Fitness · Nutrition · Health · Wellness

WEBSITE
polkor.cz

PROJECT TYPE
Affiliate website + own digital products

CONTACT
spoluprace@polkor.cz

SOCIAL MEDIA
@polkorcz — FB · IG · YT · TikTok

CONTENT

Website categories

Areas where I review, recommend, and create.

F

Fitness & Training

Training plans, gear, literature, tips from trainers.

H

Healthy Nutrition

Healthy food, supplements, everything that benefits the body from within.

P

Physical & Mental Health

Science-based guides to sleep and caring for mind and body.

W

Wellness & Services

Relaxation, recovery, overall wellbeing.

P

PoLKoR's Own Products

Digital guides, atlases, bundles, and the Herbarium app with paid access — sold directly on the site.

W

Web Tools & Calculators

8 free apps — BMR/TDEE, macros, fitness plan builder, sleep tracker, and more. Engagement without a price tag.

PRODUCTS

What I sell under the PoLKoR brand

My own digital products and the Herbarium app — PDF guides, atlases, bundles, and paid access. Everything I wrote, designed, and tested myself.

PRODUCT	PRICE	FORMAT
Herbarium	from 4.90 €/month lifetime 99.90 €	Web app (PWA) — database of 100+ herbs, favorites, offline access
Sleep Guide	19.90 €	PDF · 56 pages · 68+ expert sources
Be Your Own Guide	39.90 €	8-part bundle — nutrition, weight loss, self-discovery
Top 150 Superfoods Atlas	15.90 €	PDF — nutrients, benefits, practical tips

WHO I WRITE FOR

Target audience

Ages 20–50. Two main personas — the primary one mirrors where the project's author stood before his own transformation.

PRIMARY PERSONA

At the start of the journey

- Wants to change their lifestyle but doesn't know where to start
- Looking for concrete advice, not motivational fluff
- Mainly reached through Google — SEO reviews and guides

SECONDARY PERSONA

Already familiar with the topic

- Has a basic understanding, looking for quality sources
- Wants to know what actually works
- Mainly reached through social media and recommendations

PROJECT VALUES

Six principles the site is built on

These principles apply to everything published on the site — including every collaboration.

1 **Careful selection**
Only things I'd buy myself without hesitation make it onto the site.

2 **Direct communication**
No fairy tales. Either it makes sense, or I won't say it.

3 **Transparency**
Affiliate links are always clearly marked.

4 **Consistency**
Small steps every day beat big plans.

5 **Original creation**
Beyond curating, I create PoLKoR's own products myself.

6 **Trusted stores**
Better a few fewer partnerships than linking to a store that vanishes in a week.

CHANNELS

Where PoLKoR lives

The site is live and growing steadily — reviews, the Herbarium app, free tools and calculators.

W **Website**
polkor.cz — reviews, own digital products, and the Herbarium app

D **Discord**
My own community server for readers and clients

S **Social Media**
@polkorcz — Facebook, Instagram, YouTube, TikTok

N **Newsletter**
A regular roundup of news, tips, and recommendations

Note: Exact traffic, reach, and engagement numbers available on request at spoluprace@polkor.cz.

COLLABORATION

What I specifically offer partners

The collaboration format always depends on the specific partner and what makes sense for both sides.

A **Affiliate links with a personal review**
A review based on real use, a direct link to the seller, clearly marked. Standard affiliate model with CPS commission.

B **Discount code for the PoLKoR audience**
A personal code that works as an extra incentive for readers while tracking conversions for the partner.

C **Review + content collaboration**
An in-depth review of a specific product, photo/video content, tied in with social media and the Discord community.

D **Bundle & cross-promo**
Pairing PoLKoR's products with a partner's offering. Especially suited to products/services that naturally complement each other (e.g. an herbal e-shop + the Herbarium app).

E **Placement in digital products**
A mention or recommendation of the partner directly inside PoLKoR's PDF guides — long-term reach to paying customers.

F **Local collaboration (Ostrava area)**
Personal visits, talks, joint events, mutual recommendations between services. Especially for fitness centers, yoga studios, wellness, and cafés.

COLLABORATION TERMS

What I expect from a partner

If it's not a company I'd recommend even without a commission, the partnership doesn't make sense for either side.

- ✓ A quality product or service I can stand behind.
- ✓ Fair terms for affiliate partners.
- ✓ Open communication.
- ✓ No aggressive sales tactics, no hidden fees for the end customer.

CONTACT

Get in touch

I usually reply within 2–3 business days. If the collaboration makes sense, I'll get back to you.

C

COLLABORATION & PARTNERS

spoluprace@polkor.cz

The best way to reach me about affiliate deals, partnerships, cross-promo.

W

WEBSITE & SOCIALS

polkor.cz

@polkorcz on Facebook, Instagram, YouTube, TikTok + Discord

G

GENERAL INQUIRIES

info@polkor.cz

For everything else.

COMPANY DETAILS

Michal Kortus, Sole Trader

Company ID (IČO) 29506981 · Za Podjezdem 1024/5, 725 25 Ostrava – Polanka nad Odrou, Czech Republic

Thanks for reading. If the collaboration makes sense, let me know — I'll get back to you.