DomotikPro.it

Smart home & Home Assistant, tested in a real Italian home.

Media Kit
Updated 16 November 2026

ABOUT US

DomotikPro.it is an independent Italian publication, launched in August 2026, about smart home devices and Home Assistant. It is founded and run by Luca, founder and technical editor, who tests every product in his own home, where more than 70 devices already run on Home Assistant. We publish practical, hands-on guides and reviews in Italian, with a clear focus on how each device works day to day and how it integrates with Home Assistant.

PUBLISHED SO FAR

23	20	9
setup & integration guides	hands-on product reviews	free Home Assistant projects

Recent reviews: INKBIRD IBS-TH2 · Zemismart dimmer · Zemismart Zigbee valve · Athom CO2 Sensor · Athom Dual Plug V3 · SMLIGHT SLZB-Ultima · SMLIGHT SMHUB Nano · SMLIGHT SLZB-07p7 · Apollo MSR-2 · Apollo MTR-1 · EZVIZ CP4 · EZVIZ DP1C · SwitchBot Lock Pro · Reolink Argus 4 Pro · Ring Alarm · JIMMY BX8 Pro · PlantsIO Ivy Gen 2 · OBDLink MX+ · EIGHTREE Wi-Fi power strip · Roborock F25 GT

VIDEO REACH · YouTube Studio and Meta Business Suite, 13 November 2026

97K+	26K+	10.9K
views on YouTube, Facebook and Instagram	YouTube views since the channel opened (13 Sep 2026)	views on our best reel (Reolink, boosted)

- **Best YouTube Shorts:** Roborock F25 GT 2.9K (boosted) · SwitchBot Lock Pro, Reolink and Ring Alarm 1.5K each.
- **Best long video:** Aurora Glass, our open-source Home Assistant dashboard: 11K views, mostly from a paid promotion.
- **Facebook and Instagram:** 63K+ and 7.7K+ views of our posts, reels and stories in 2026.

Early-stage publication: these view counters include small paid promotions on some videos and reels.

AUDIENCE

- Italian-speaking smart home enthusiasts and DIYers
- Home Assistant users looking for local, reliable integrations
- People choosing their first smart devices and looking for an honest opinion before buying

WHAT A REVIEW INCLUDES

- Hands-on testing in a real home, with the article updated after longer-term use
- Original photos (no stock or renders)
- Pros & cons and a verdict scored by category
- A dedicated Home Assistant integration section
- Short videos and reels for YouTube, Facebook and Instagram
- Photos and clips you may reuse, with credit and a link

HOW WE WORK

- Every review follows our usual editorial format (text, photos and, where useful, video), with an honest and independent verdict: we choose format and content ourselves.
- Products received for testing are always disclosed to readers, at the top of the article.
- Typical turnaround: 1–5 weeks from delivery, depending on the product.

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Recent collaborations

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Nine brands sent us products to test between September and November 2026; these are the six most recent. Every article says so at the top, with our own photos and an independent verdict: the cons stay in the article.



SMLIGHT SLZB-07p7, SLZB-Ultima, SMHUB Nano

8.2/10 SLZB-07p7 · published 19–23 October 2026

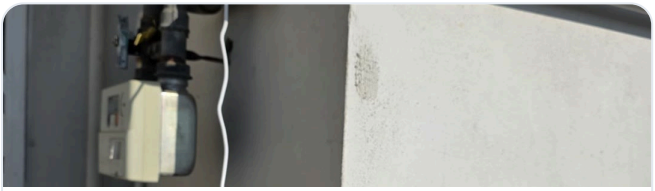
- Review of the SLZB-07p7: it replaced our 2022 Sonoff dongle without re-pairing any device
- Step-by-step guides for the SLZB-Ultima and the SMHUB Nano, plus a video and two Shorts



Apollo Automation MSR-2 and MTR-1

8.0 · 8.5 published 16–20 October 2026

- Reviews of the MSR-2 and the MTR-1, tested in our living room and hallway
- Home Assistant guide with ESPHome zones and automations, unboxing video and a Short



Reolink Argus 4 Pro + Solar Panel 2

8.6/10 published 4 October 2026

- Hands-on review: a week on our balcony without the cable, battery data read in Home Assistant
- Guide to use it in Home Assistant; Facebook reel and YouTube Shorts (best: 1.5K views)



INKBIRD IBS-TH2

8.4/10 published 14 November 2026 · accuracy test to follow

- Hands-on review of the Bluetooth temperature and humidity sensor: paired in about 15 seconds, no account needed
- Range, accuracy and battery life are not measured yet: until then they are stated as INKBIRD claims



Zemismart Zigbee water valve PF-PM02D

8.0/10 published 10 November 2026 · pipe test to follow

- Bench review: paired with Zigbee2MQTT, 8 commands out of 8 from Home Assistant
- Simulated leak: the valve closed by itself; review and score will be updated after the test on a real pipe



Athom Dual Plug V3 and CO2 Sensor

8.4 · 8.1 published 2–3 November 2026

- Dual Plug V3: ESPHome plug tested with a real hair dryer, 3% off the rated power
- CO2 Sensor: 37 hours in a bedroom, with a peak at 4,791 ppm

REUSING OUR PHOTOS AND VIDEOS

Brands whose products we review may reuse our original photos and short clips on their website, social channels or marketplace listings, free of charge, as long as they credit DomotikPro.it with a link to the article. Full-resolution files are available on request.

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