



19:58



MichaelKummer.com helps people live healthier lives through better nutrition and the blending of modern technology with ancestral principles. Our new direct advertising program offers like-minded brands a unique opportunity to reach more than 50,000 motivated readers per month.

## Key Facts

- Our decision not to run programmatic ads gives you guaranteed access to our audience with no bidding and low CPMs.
- Average CPC during Q4 2024 was just \$0.20.
- Limited ad saturation means your ads actually get noticed.

## Ad Inventory

- Sold in blocks of 50,000 impressions per month, with limited availability
- Availability and cost are evaluated quarterly
- For Q1 2025 we have four blocks per month available, at a rate of \$500 per block

## 2024 numbers:

-  605,000 unique readers
-  783,000 total pageviews
-  391,000 clicks to our affiliates and advertising partners
-  \$1.5 million in sauna sales
-  \$500,000+ in cold plunge sales
-  We drove millions in revenue to products like protein powders, meal replacement shakes, exogenous ketone supplements, red light therapy devices, stress relief tools and more

## Demographics

**54% male, 46% female**

25-34: 25.69%  
35-44: 18.51%  
45-54: 18.44%  
18-24: 16.46%  
55-64: 11.94%  
65+: 7.49%

## Core topics



Nutrition



Cold  
Plunging



Biohacking



Physical  
Fitness



Dietary  
Supplements



Sauna  
Bathing




Red Light Therapy



# Run your own creative or have your ads designed by our in-house team.

**PERFECT BALANCE:  
1:1  
FAT TO PROTEIN RATIO!**

"Finally, healthy meets convenient!"  
★★★★★ **Michael K.**



**HLTH CODE**  
**COMPLETE MEAL**  
CREAMY VANILLA

27g Protein  
Non-GMO  
2g Net Carbs

- ✓ **IMPROVED DIGESTIVE HEALTH**
- ✓ **SUSTAINED ENERGY**
- ✓ **TIME-SAVING NUTRITION**
- ✓ **HIGH IN HEALTHY FATS AND PROTEIN**

Unlock healthy eating fast, balanced meals in minutes!

**Save 15% with code MK**

**SAVE TIME & REDUCE  
FEED WASTE:  
COOPWORX FEED SILO**



- ✓ **MINIMIZES DAILY FEED LOSS**
- ✓ **RODENT-PROOF AND WEATHER-RESISTANT**
- ✓ **ADJUSTABLE, DURABLE FEED PORTS**

★★★★★

**"With CoopWorx, I spend less time refilling and more time enjoying our homestead."**

**Michael Kummer**

**MOVE  
PAIN-FREE**

- ✓ LED & laser technology
- ✓ Portable & hands-free
- ✓ Backed by 6000+ studies
- ✓ 30-day risk-free trial



*"The MOVE+ has become an essential part of my recovery toolkit."*

- Michael Kummer

 **KINEON**  
**MOVE+  
PRO**

**The shortest, most effective workouts—backed by science.**

Just 2x20-second sprints create the most powerful training stimulus to achieve superior health and fitness benefits of regular exercise—in 90% less time.

**Get Fitter**  
Improve your cardio fitness by 12% in the first 8 week

**Live Healthier**  
Reduce your risk of type 2 diabetes by 62% – and your blood pressure by 5%.

**Maximize Metabolism**  
You'll burn more calories on a 15-minute CAROL ride, than a 30-minute run.

**Save Time**  
Workouts from just 5 minutes. Short, effective—easy to fit into your life.



- ✓ **Relieves stress and tension.**
- ✓ **Improves skin health.**
- ✓ **Mimics a cardiovascular workout.**
- ✓ **Improves recovery and circulation.**



**"THE BEST SAUNA SESSIONS OF MY LIFE"**

★★★★★ **Michael Kummer**