

Media Kit

MK Media Group

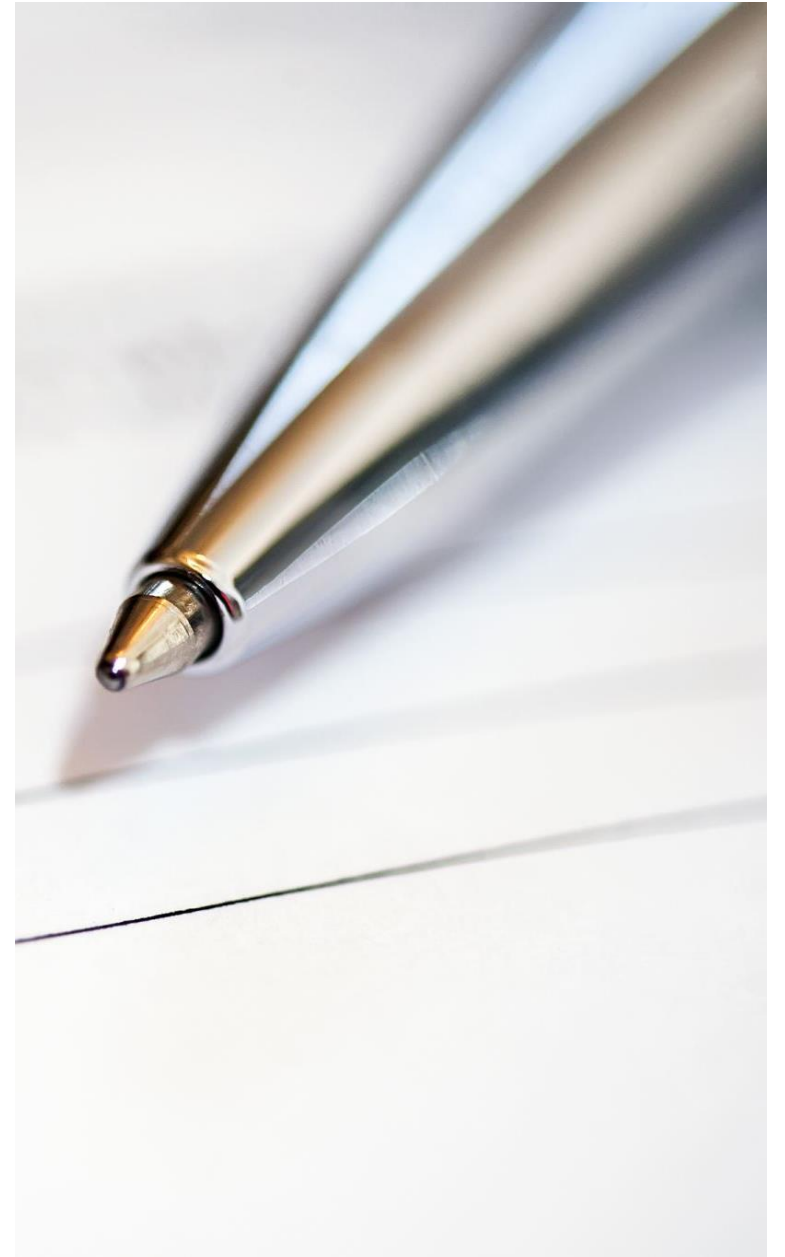


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About Michael

Michael Kummer is the founder of [MK Supplements](#), a dietary supplement brand that offers freeze-dried organ meat sourced from 100% pasture-raised cattle. He is also the principal writer of the popular healthy living blog [michaelkummer.com](#), which has reached more than 6 million readers since its inception in 2012.

Michael is a former professional 100-meter sprinter and an avid CrossFitter who follows an animal-based diet. Born and raised in Austria, he speaks German, English and Spanish. Since moving to the United States, he has lived and worked in the greater Atlanta area with his wife Kathy and their children Isabella and Lucas. The family operates a suburban homestead that features three beehives and a flock of egg-laying chickens.

Blog Audience

1+ million unique users (last 12 months)

1.5+ million page views (last 12 months)

70% U.S.-based visitors (followed by UK, CA and AU)

Gender: 60% male, 40% female

Ages: 18-24 (17%), 25-34 (28%), 35-44 (24%), 45-54 (16%)

Average time on page: 5 minutes

Traffic sources: organic search (87%), direct (11%)

YouTube Channel Audience

180K+ views (last 30 days)

47K+ subscribers (1,000+ growth per month)

Gender: 77% male, 23% female,

Ages: 18-24 (12%), 25-34 (36%), 35-44 (25%), 45-54 (14%)

Instagram Audience

18K+ followers

Reach: 61K+ accounts

Countries: U.S. (70%), CA (9%), UK (3%)

Ages: 18-24 (10%), 25-34 (45%), 35-44 (28%), 45-54 (11%)

Newsletter Audience

18K+ subscribers

Open rate: ~36%

CTR: ~5%

Unsubscribe rate: 0.36%