



**MICHAEL
KUMMER**



MK
SUPPLEMENTS

**PRIMAL
SHIFT**

MK Media Group

Partnership Opportunities



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Newsletter Sponsorship

- Mention of sponsor at the beginning of the monthly newsletter, with a reference to more information at the bottom of the email.
- Blurb explaining the benefits of the product, how Michael uses it, discount codes and links to further information (if applicable).
- **Audience:** 18,000+ confirmed subscribers.
- **Fee:** \$500

Editorial Product Review

- Hands-on, SEO-optimized product review to be published on Michael's blog.
- Not a sponsored post (MK Media Group retains full editorial control).
- Promotion of article via Michael's newsletter is included.
- **Audience:** 50,000 to 70,000 monthly visitors.
- **Fee:** \$700
- **Example:** [Ice Barrel Review](#)

Educational Blog Post

- In-depth article covering the technology behind the reviewed product, including its benefits.
- Links to scientific research backing up the claims and benefits of the technology behind the product.
- Links to and from the product review.
- Promotion of article via Michael's newsletter is included.
- **Audience:** 50,000 to 70,000 monthly visitors.
- **Fee:** \$1,000
- **Example:** [Health Benefits Cold Plunging](#)

Editorial Video Review

- Hands-on product review to be published on Michael's YouTube channel.
- Not a sponsored video (MK Media Group retains full editorial control).
- Promotion of video via Michael's newsletter is included.
- **Audience:** 60,000+ subscribers.
- **Fee:** \$650
- **Example:** [Eight Sleep Pod 3 Review: The Best Bed Cooling Solution on the Market?](#)

Instagram Reel

- 60 or 90-second video clip presenting the product's benefits (and how Michael uses the product).
- Brand is added as a collaborator when the Reel is published.
- Video content is based on sponsor's guidelines.
- **Audience:** 17,000+ followers.
- **Fee:** \$450
- **Example:** [When Is the Best Time to Cold Plunge? \(Michael + Cold Plunge\)](#)

Podcast Sponsorship

- 30 to 45-second host-read ad roll.
- Shoutout to sponsor at the end of the episode.
- Mention of sponsor in the email blast announcing the episode.
- **Audience:** 18,000+ subscribers.
- **Fee:** \$450

Pre-Roll Ad (YouTube)

- 60 or 90-second ad appearing in the first third of one of Michael's YouTube videos.
- Video will be marked as sponsored.
- Ad content is based on sponsor's guidelines.
- **Audience:** 60,000+ subscribers.
- **Fee:** \$450
- **Example:** [14 Reasons Why You're Not Losing Weight \(Sponsored by LMNT\)](#)

Display Ads

- Static ad placement on michaelkummer.com.
- **Available ad slots:**
 - Three in-content ads per article.
 - One skyscraper ad in the sidebar (desktop only).
- **Available inventory (all figures per month):**
 - Ads are sold in 50,000 impression blocks.
 - For Q1 2025, we have eight 50K blocks available.
 - Current cost is \$750 per 50K block.
- Sponsor provides ad artwork.
- **Examples:** [Sidebar ad](#), [in-content ad](#).
- **Results:** In 2024, our partners' average CPC was 22.5 cents.