

 **MICHAEL
KUMMER**

 **PRIMAL
SHIFT
PODCAST**

 **MK
SUPPLEMENTS**



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 Q2 2025, we have six blocks per month available, at a rate of \$500 per block.

2024 Performance:

- ✈️ 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.



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

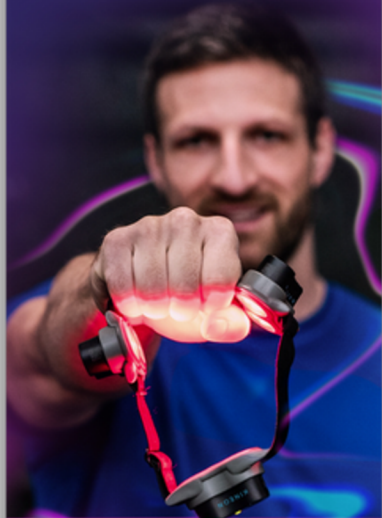
ADJUSTABLE, DURABLE FEED PORTS

★★★★★

"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