



**MICHAEL
KUMMER**



MK
SUPPLEMENTS

**PRIMAL
SHIFT**

MK Media Group

Partnership Opportunities



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Product Review (Blog)

- Hands-on, SEO-optimized product review to be published on one of Michael's blogs: MichaelKummer.com or KummerHomestead.com.
- Not a sponsored post (MK Media Group retains full editorial control).
- Promotion of article via the relevant newsletter is included.
- MichaelKummer.com:
 - **Audience:** 50,000 to 70,000 monthly visitors
 - **Fee:** \$700
 - **Example:** [Sunlighten mPulse Smart Infrared Sauna Review](#)
- KummerHomestead.com:
 - **Fee:** \$450
 - **Example:** [Freeze Miser Hands-On Review](#)



Educational Blog Article

- 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.
- MichaelKummer.com:
 - **Audience:** 50,000 to 70,000 monthly visitors
 - **Fee:** \$1,000
 - **Example:** [10 Key Health Benefits of Ice Baths and Cold Plunging](#)
- KummerHomestead.com:
 - **Fee:** \$750
 - **Example:** [Why You Should Stop Raising Cornish Cross Chickens for Meat](#)



Product Review (YouTube)

- Hands-on product review to be published on one of Michael's YouTube channels.
- Not a sponsored video (MK Media Group retains full editorial control).
- Promotion of video via the relevant newsletter is included.
- @MichaelKummer:
 - **Audience:** 96,000+ subscribers
 - **Fee:** \$650
 - **Example:** [Eight Sleep Pod 3 Review: The Best Bed Cooling Solution on the Market?](#)
- @KummerHomestead:
 - **Audience:** 45,000+ subscribers
 - **Fee:** \$650
 - **Example:** [Why We Love the American Coop by Carolina Coops](#)



YouTube Pre-Roll Ad

- 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.
- @MichaelKummer:
 - **Audience:** 96,000+ subscribers
 - **Fee:** \$450
 - **Example:** [14 Reasons Why You're Not Losing Weight \(Sponsored by LMNT\)](#)
- @KummerHomestead:
 - **Audience:** 45,000+ subscribers
 - **Fee:** \$450



Sponsored IG Reel / YT Short

- 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.
- @MichaelKummer:
 - **Audience:** 96,000+ YT subscribers + 17,000+ Instagram followers
 - **Fee:** \$450
 - **Example:** [When Is the Best Time to Cold Plunge? \(Michael + Cold Plunge\)](#)
- @KummerHomestead:
 - **Audience:** 45,000+ YT subscribers + 1,500+ Instagram followers
 - **Fee:** \$450
 - **Example:** [No more frozen water hoses! \(Kummer Homestead + Freeze Miser\)](#)



Display Advertising

- Static ad placement on michaelkummer.com.
- Sold in blocks of 50,000 impressions per month, with limited availability.
- Provide your own ad artwork or have us create ads for you (free of charge).
- **Available ad slots:**
 - Three in-content ads per article ([example](#))
 - One skyscraper ad in the sidebar, desktop only ([example](#)).
- **Results:** In 2024, our partners' average CPC was 22.5 cents.
- Availability and cost are evaluated quarterly, please inquire for the most current information.



BEAT
STRESS

WITH
NEUROSCIENCE!

DR. DAVE RABIN



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
- **Example:** [Episode 77 - The Truth About the Carnivore Diet: Why Nose-to-Tail Is Essential! \(Sponsored by Peluva\)](#)
- **Note:** Not available for Homesteading-related sponsorships.



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
- **Note:** Not available for Homesteading-related sponsorships.