







# Partnership Opportunities



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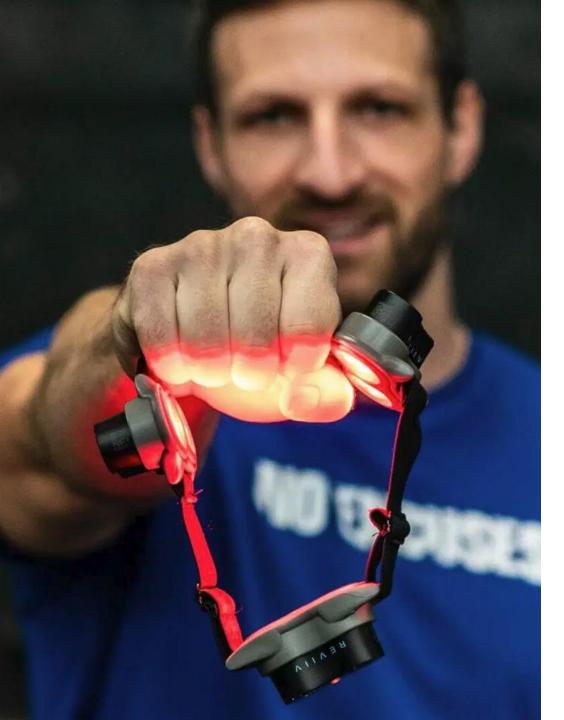
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# Product Review (Blog)

- 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: <u>10 Key Health Benefits of Ice Baths and Cold Plunging</u>
- 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: <u>Eight Sleep Pod 3 Review: The Best Bed Cooling Solution</u> 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: <u>14 Reasons Why You're Not Losing Weight (Sponsored by</u> <u>LMNT)</u>
- @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: <u>When Is the Best Time to Cold Plunge?</u> (Michael + Cold <u>Plunge</u>)
- @KummerHomestead:
  - Audience: 45,000+ YT subscribers + 1,500+ Instagram followers
  - **Fee:** \$450
  - Example: <u>No more frozen water hoses!</u> (Kummer Homestead + <u>Freeze Miser</u>)



# **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 (<u>example</u>)
  - One skyscraper ad in the sidebar, desktop only (<u>example</u>).
- **Results**: In 2024, our partners' average CPC was 22.5 cents.
- Availability and cost are evaluated quarterly, please inquire for the most current information.



### 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.