

NATURAL WELLNESS • FITNESS • LIFESTYLE

MADÉLINE KOPP

MEDIA KIT

#MKONTHERUN

MADLINEKOPP.COM

ABOUT MADDIE



Maddie is a professional track runner who wants to create content that inspires healthy, happy lives and encourages giving back to the world around us.

The blog was born in the Fall of 2019 as MK On the Run when Maddie realized she wanted to readjust her athletic mentality and start sharing her fitness journey. Her interests quickly expanded beyond track & field content and into healthy lifestyle inspiration including style, productivity, natural foods, and giving back in fitness and sport.

Maddie graduated from Duke University, runs with a professional team based in Washington D.C., and likes working for nonprofit organizations. "Dog mom" just might be her favorite out of many titles. Her fantasy dream jobs are talk show host and comedy show writer, but ultimately aspires to be a lawyer or work in a position of influence that helps others.

BLOG TOPICS



FITNESS

Where and how to fit fitness into your daily routine- whether you're busy, on a budget, or both. Motivation and ideas for getting after it.

LIFE

Tips and inspiration for living a productive, mindful, and fun life. Natural hair and body care, things to do, and more.

DECOR & STYLE

How to create a healthy and organized home through creating your sanctuary, practicing healthy living habits, and doing it all with style!

FOOD

Sharing nutrition tips and recipes for a healthy body and mind. A focus on natural ingredients, Paleo recipes, and fueling correctly with yummy, yet simple, meals.

COMMUNITY

Ways to give back to and through sport/fitness, inspiring the next generation, creating sustainable habits, and getting social!

MK ON THE RUN

This page is for all things track- from training trips to mental preparation. Experiences and stories about training as a professional athlete and being a part of the running community.

AUDIENCE DEMOGRAPHICS



54%
Women

180
Unique
Blog Views

94%
US Based

79%
age 18-34

STATISTICS



211 likes
@mkontherun



@maddddddd
3,918 followers
av engagement rate: 12%



19 followers
@mkontherun
982 Engagements
29k Audience

COLLABORATION REQUIREMENTS

I would love to work together to create inspiration for healthy living, but I do have some basic requirements to ensure a happy, successful partnership. In general, I ask that:

1. Shared photos must include my tag @maddddddd and my website, madelinekopp.com (if relevant).
2. I assume all rights to my photos.



3. There is an effort to share with me the content analytics if placed on your page/website.

CONTACT

Please contact Maddie for sponsorship or partnership opportunities, or custom packages.

Email: hello.mkontherun@gmail.com

Instagram DM: @maddddddd

Fill out the form: www.madelinekopp.com/contact



OFFERS & RATES

Collaboration opportunities are not exclusive to the following categories. Suggestions for ideas and partnership opportunities are always welcome! Prices will vary by project, however, a general pricing guideline is shown below. Prices are negotiable based on a series of factors, which can gladly be discussed further.

SOCIAL PROMOTION \$10

Includes posts to social media channels, primarily Instagram, but others can be discussed. Price is dependent on format of content and number of posts.

SPONSORED BLOG POST \$20

A blog post created to showcase your product in an authentic and creative way. Maybe a day in my life, a tutorial, a recipe, or a variety of other fun ideas!

BRAND AMBASSADOR- NEG.

Includes a series of social promotions and blog posts. Price is dependent on expected deliverables and may be negotiated in exchange for gift product/service or discounts.

GUEST BLOG \$20

Includes unique content created for your blog or website. This could be paired with social content. The post may also be on my blog page as well!

PRODUCT REVIEW \$25

Includes a full post dedicated to your brand. Honest reviews include a product/service, descriptions, pros and cons and custom photos. Price can be negotiated for gifted product.





**THROUGH
THIS TOGETHER.**

MADLINEKOPP.COM

RECENT COLLABORATIONS

I have had the opportunity to work with a number of great people and companies lately in the health and wellness space. Some of those partnerships include Under Armour, Fre Skincare, Nuun Hydration,

LYFEFuel, Map My Run, Andis At Home, Athia Skincare and Vital Proteins. The collabs have been so fun- I've loved writing about and sharing the great things these companies are doing!