MEDIA KIT · 2026

TESTED ON THE TABLE. WORN ON THE ROAD.



DR. MICHAEL MCPHERSON

Chiropractor. Product reviews and a health-product store for back, neck, sleep, recovery and travel.

WHO I AM

A CHIROPRACTOR WHO TESTS THE GEAR.

I treat patients every day and travel with athletes and performers. I see what people put on their backs, necks and feet, and what they sleep and travel with — and how much of it does not do what the box says. drmcpherson.store is where I test that gear and sell only what earns it.

WHERE REVIEWS APPEAR

DRMCPHERSON.STORE

Full written review with score sheet, product page and shop link. Indexed for search.

INSTAGRAM

@drmichaelmcpherson — reels, feed posts and stories, saved to the Reviews highlight.

MEMBERS

Free member program with tiered perks; new picks go to members first.

AUDIENCE

People managing back and neck pain, desk workers, active adults and frequent travelers looking for gear a clinician has actually used. Current audience numbers are available on request.

CATEGORIES I REVIEW

BACK · NECK · SLEEP · RECOVERY · TRAVEL · DESK · SUPPLEMENTS

HOW EVERY PRODUCT IS SCORED

FIVE MEASURES. OUT OF 100. PUBLISHED EITHER WAY.

Clinical fit	Does it do what it claims for the body?
Build quality	Materials, stitching, durability.
Comfort	Can you wear or use it for real?
Value	Price against what you get.
Travel-ready	Does it pack and survive the road?

WAYS TO WORK TOGETHER

PARTNERSHIP OPTIONS

PRODUCT REVIEW

Send the product. If accepted, it is tested and scored, with a written review on drmcpherson.store and an Instagram feature. Standard for every brand.

STORE LISTING

Products that score well can be stocked in the store at wholesale, with member pricing, points and early-access launches.

AFFILIATE LINK

Already sold on Amazon or your own site? Reviewed products can carry an affiliate link, always labeled as one.

LAUNCH FEATURE

Time a review to your launch, with early access for Gold and Platinum members.

HOW IT WORKS

1. Submit the product at drmcpherson.store/brands.
2. If it fits, I ask for samples. Submitting does not guarantee a review.
3. It is used in clinic, at a desk and on the road during the test period.
4. The score is published either way — good or bad.
5. You get the review link and may share it with credit.

THE RULES

No paid scores. Free samples and affiliate links are disclosed on every review. Brands do not approve reviews before they publish. Rates for features beyond the standard review are on request.

SEND IT IN.

drmcpherson.store/brands · Instagram @drmichaelmcpherson