



Observing. Questioning. Occasionally liking stuff.

—Mikey



MIKEY LIKES IT

— A PORTAL TO THE MUSINGS OF A CULTURAL ICON —

MEDIA KIT

2026 Edition

What is MikeyLikesIt?

MikeyLikesIt is an independent online publication that explores the world through humor, curiosity, nostalgia, and common sense.

Some stories make readers laugh. Others encourage them to think. Still others remind us of the quiet goodness that still exists in the world.

Rather than chasing headlines or taking sides, MikeyLikesIt looks for the moments that often go unnoticed—interesting people, curious ideas, cultural oddities, forgotten history, enduring music, unexpected kindness, and the little things that make life worth appreciating.

Observe. Question. Smile when appropriate.

Whether exploring technology, timeless music, everyday absurdities, or extraordinary people, every article shares one goal:

Leave the reader a little better off than when they arrived.

Editorial Philosophy

At MikeyLikesIt, humor and compassion are not opposing forces.

One article may gently poke fun at restaurant menus or reaction videos. The next may introduce readers to an animal rescuer in wartime Ukraine. Both belong here because they are part of the human experience.

Curiosity is encouraged. Cynicism is not.

The MLI Difference

MikeyLikesIt isn't driven by algorithms, outrage, or clickbait.

It is intentionally independent, personally written, and designed to reward readers who appreciate thoughtful observations, intelligent humor, and genuine human stories.

Leave readers smiling, thinking, or caring a little more than before.

What Mikey Writes About

Culture & Curiosities

The peculiar habits, trends, and little absurdities of modern life.

Music

From endearing favorites to the moments that make us stop and listen.

Nostalgia

Things worth remembering — and occasionally wondering why we ever let them disappear.

Technology & Modern Life

Innovation, questionable progress, and the occasional solution in search of a problem.

People & Places

Interesting people, unexpected kindness, remarkable places and stories worth telling.

Food & Everyday Life

Menus, culinary curiosities, and other matters of disproportionate importance.



Selected Stories



An Intercessor for the Dogs and Cats of War

A human story from wartime Ukraine about Svetlana and the hundreds of animals in her care.



The Great Tech Regurgitation?

A skeptical — and occasionally amused — look at whether tomorrow's technology threatens to sever our ties to the past.



Culinary Curiosities — Menu Inflation

An investigation into shrinking portions, expanding descriptions, and the mysterious proliferation of aioli.



RUSH's Fifty Something Tour

Music, memory, change, and what happens when a beloved band finds a way forward.

Who Is Mikey?

Someone recently asked us a very simple question:

“Just who is this Mikey?”

Our answer:

Mikey is a cultural icon, called forth in the '70s, who comes of age decades later to offer his observations on contemporary society—and what he has encountered along the way.

Mikey isn't a political commentator, critic, influencer or conventional blogger. He's an eternally young cultural observer who wanders through modern life noticing the funny, curious, touching and occasionally ridiculous things the rest of us sometimes walk past.

The subjects may change—from music and technology to menus, nostalgia, animals, cultural oddities and whatever happens to wander onto Mikey's radar—but the perspective remains recognizable: **observe first, judge second, laugh often.**



The MikeyLikesIt Audience

MikeyLikesIt is written for readers who haven't lost their curiosity—or their sense of humor.

- People who remember enough of the past to recognize when something has changed.
- Readers interested in music, technology, culture, nostalgia and the occasional absurdity of modern life.
- People who appreciate humor without needing someone else to be its victim.
- Readers willing to question conventional wisdom without turning every question into an argument.
- And perhaps most importantly, people who still enjoy **reading**.

For people who haven't lost their curiosity—or their sense of humor.

MikeyLikesIt is an independent publication building its readership organically—one article, one reader and one genuine connection at a time.



Partner with Mikey, You Say?

MikeyLikesIt isn't interested in becoming a billboard with articles squeezed between the advertisements. We believe the best partnerships are the ones that make sense—for the partner, for the publication and, most importantly, for the people reading it.

That means we're interested in working with businesses, products and organizations that fit naturally within the world of MikeyLikesIt. Sometimes that may mean a traditional sponsorship. Sometimes it might be something a little less traditional. We rather like those.

What matters to us:

- A natural fit with MikeyLikesIt and its readers.
- Products, services or causes we can comfortably stand beside.
- Creative possibilities beyond simply placing an advertisement.
- A willingness to have a little fun.

And above all, Mikey has to like it. That particular endorsement isn't for sale.

Some of our current sponsors are, shall we say, unorthodox. And while we do not openly elaborate on this, we do encourage speculation.

Conventional companies, still in business, are also encouraged to inquire.

So, What Might We Do Together?

- Sponsorships
- Sidebar presence
- Sponsored features where appropriate
- Product collaborations
- Giveaways
- Creative and custom partnerships
- Various causes and nonprofit collaborations where they fit

Creative flexibility — we're especially open to new and unique ideas.

Transparency — sponsorship can buy space, exposure or collaboration; it cannot buy Mikey's opinion. Paid relationships will always be identified as such.

No One-Size-Fits-All Packages

We don't believe every partnership should look the same. A good idea may begin with something as simple as a sidebar presence—or with something neither of us has thought of yet.

Tell us what you're trying to accomplish. We'll tell you honestly whether we think MikeyLikesIt can help, and if so, we'll see what we can create together.

One Small Requirement

Whatever we do together should be interesting enough that neither of us feels like we're merely creating an advertisement.

Still Interested? Good.

If something you've seen here has sparked an idea, we'd like to hear it.

Tell us a little about your company or organization, what you have in mind and what you're hoping to accomplish. If it feels like a good fit for MikeyLikesIt, we'll take it from there.

Start a Conversation

MikeyLikesIt.com

Email: mikey@mikeylikesit.com

Contact: mikeylikesit.com/contact-mikey/



If Mikey likes it, there's no telling where it might lead.