

# About Kovalik Digital

*Standard boilerplate for press materials and partner communications*

Kovalik Digital L.L.C. is an independent reference publisher based in the Twin Cities of Minneapolis and Saint Paul, Minnesota. Founded by licensed electrician Matt Kovalik, the company operates three properties: NailThePrice (home improvement costs), TradePrepped (trade licensing), and PromoNight (professional sports promotions). Each property publishes with disclosed data sources, dated updates, and named editorial responsibility. Learn more at [kovalikdigital.com](http://kovalikdigital.com).

## Key Facts

- **Legal Entity:** Kovalik Digital L.L.C., a Minnesota limited liability company
- **Founded:** 2026
- **Founder:** Matt Kovalik — licensed Minnesota electrician, Journeyworker A, #AJ703617
- **Headquarters:** Twin Cities (Minneapolis and Saint Paul), Minnesota
- **Banking:** Mercury
- **Properties:** NailThePrice ([nailtheprice.com](http://nailtheprice.com)), TradePrepped ([tradeprepped.com](http://tradeprepped.com)), PromoNight ([getpromonight.com](http://getpromonight.com))
- **Editorial Philosophy:** Disclosed sources, named accountability, bounded scope — reference operations for high-intent verticals