

## How to Make a Media Kit (Everything You Need)

Media kits can be interactive and over-the-top or static and basic—there’s no right or wrong way to do it. How you make your media kit will mostly depend on your audience, industry, and bandwidth.

Below are the most important components of a media kit:

### **Branding**

Reporters will likely want to use your company’s logo in the hero image or somewhere in the article. Provide a few different sizes and qualities to ensure they don’t have to stretch your files.

Include a PNG version of your logo with a transparent background. This gives graphic designers a bit more freedom if they place it on different images.

Along with your branding, include a condensed style guide. This might include how your logo can (and can’t be used). Provide examples of appropriate and inappropriate use cases. Attach your HTML and hex color codes in case a designer needs to add any on-brand elements to an image or video.

## **Executive Headshots and Bios**

Everyone likes a backstory, and the press frequently uses snippets from your executives' bios to add depth to their articles. They want to know each key player's role in the company and how they ended up there.

You can also drop a few quotes from your executives here, especially if it's something they frequently say. This lets reporters add quotable elements to their stories without necessarily having a private interview with an executive.

Attach high-quality headshots of each of your executives to your media kit. If you don't have them, get them. It'll take less than 5 minutes for you to grab a phone, stage an executive in front of a solid background, and take a decent picture.

## **Stock Images and Videos**

Reporters might want to include images or video elements of your product in use. Consider getting some b-roll of your office and day-to-day operations. Add product images of your goods, and include action shots, too.

If you have a digital product, include screenshots of it. This might consist of dashboards and features. If you have a video product demo, add that to your media kit, as well.

### **Contact Information**

Provide the contact information for who the press should contact. This is not the place to put the name, email, phone number, and address of all your executives—please don't do that.

Instead, add the point of contact who'll be handling press relations. If you're a solopreneur, that'll be yourself. If you have a public relations manager or someone who manages the media relationships, add their contact information.

Make sure this is an accessible email address that gets checked often. And when we say often, we mean daily. Many press inquiries are time-sensitive, and they might not wait around more than 24 hours for a response if they have a pressing deadline.

### **Statistics and Research**

Reporters love to use numbers, so give them anything you have. If you have revenue, customer totals, or social followers you can share, add it here.

For example, take a look at The New York Times' media kit.



It includes:

- News ranking
- Global digital readership
- Reader demographics
- Audience buying power

That's not only convincing information for would-be advertisers to look at, but it's compelling data points writers can include in their stories.

### Brief Company History

Give writers everything they need to know to tell your brand's short history—but keep it simple. This is not an eBook or blog post about your brand. Your company history section in your media kit should be a paragraph or two about your origin story, mission, and vision. Add any huge milestones in bullet-point fashion to make it more digestible.

If you have a more comprehensive company history you want to share, add a link to it—don't include the full thing here.

### **Testimonials**

Include case studies, reviews, and customer testimonials here. Short one-sentence quotes work well here—anything for writers to copy/paste into their articles. If you have more comprehensive case studies on your website, condense them to a short paragraph and add a link for readers to learn more—they likely don't have time to read the entire 1,000-word version.

Feature awards, partnership logos, and previous press coverage in this section.

Remember to update your media kit regularly. Add your new testimonials, case studies, and product information, as well as replace outdated information such as followers and customer counts.