

Press Kit Guide

A comprehensive guide to creating a professional press kit that makes journalists' jobs easier.

What is a Press Kit?

A press kit (or media kit) is a collection of promotional materials that provides journalists with everything they need to write about your company, product, or event. A well-organized press kit saves journalists time and increases your chances of media coverage.

Essential Components

1. Company Overview

- Brief company description (2-3 paragraphs)
- Mission statement and values
- Key milestones and achievements
- Founding story and history

2. Press Releases

- Recent press releases (last 6-12 months)
- Organized by date or category
- Include both PDF and text versions

3. Executive Bios

- CEO and key executives
- Professional headshots (high-resolution)
- Background, expertise, and notable achievements
- Social media handles

4. Product/Service Information

- Detailed descriptions of offerings
- Key features and benefits
- Pricing information (if public)
- Use cases and customer success stories

5. Visual Assets

- Company logo (multiple formats: PNG, SVG, EPS)
- Product images (high-resolution, 300 DPI minimum)
- Infographics and data visualizations
- Video content or demo links

6. Media Coverage

UpsurgeIQ

- Links to recent articles and features
- Awards and recognition
- Industry rankings or certifications
- Testimonials from credible sources

7. Contact Information

- Media contact name, title, email, phone
- Social media profiles
- Website and newsroom links
- Best times to reach for urgent inquiries

Distribution Tips

- Host your press kit on your website (/press or /media)
- Make it easily downloadable (ZIP file option)
- Update regularly with latest information
- Optimize for mobile viewing
- Include a clear call-to-action for media inquiries