Components

Well-written summary paragraph

* Compelling description of application
* What differentiates app from others like it

Screenshots

Link to YouTube/Vimeo video

Offer to provide promo code

* “Here is a link to go and download the app (with the promo code TA6…): …”

Contact information

Media/Press Kit

Full press release

App icon in .png and .jpg format (multiple sizes, from 56x56 to 512x512)

Screenshots

Other marketing images – photo(s) of development team

Optional – short bio of you/your team

Tips and Tricks

Pitch to appropriate writer/journalist, instead of sending media kit to generic email

* Can find this information on Google, LinkedIn, Twitter

Distribute promo codes

* Version status must be Ready for Sale or Pending Developer Release
* <https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/ProvidingPromoCodes.html>

Specific Writers/Journalists/Bloggers

Geoffrey Fowler, Personal Tech Columnist @ Wall Street Journal, [Geoffrey.Fowler@wsj.com](mailto:Geoffrey.Fowler@wsj.com)

Farhad Manjoo, Tech Columnist @ New York Times, [farhad.manjoo@nytimes.com](mailto:farhad.manjoo@nytimes.com)

Damon Beres, Editor of HuffPost Tech, [damon.beres@huffingtonpost.com](mailto:damon.beres@huffingtonpost.com)

Edward Baig, Personal Tech Columnist @ USA Today, [ebaig@usatoday.com](mailto:ebaig@usatoday.com)

Owen Williams, Editor @ The Next Web, [owen@thenextweb.com](mailto:owen@thenextweb.com)

Christina Warren, Senior Tech Correspondent @ Mashable, [christina@mashable.com](mailto:christina@mashable.com)

Dan Seifert, Mobile Tech @ The Verge, [dan.seifert@theverge.com](mailto:dan.seifert@theverge.com)

Dave Lee, Technology Reporter @ BBC News, [dave.lee@bbc.co.uk](mailto:dave.lee@bbc.co.uk)

Christina Bonnington, Tech Editor @ Wired, [Christina\_Bonnington@wired.com](mailto:Christina_Bonnington@wired.com)

Dana Wollman, Managing Editor @ Engadget, [dana@engadget.com](mailto:dana@engadget.com)

Brain Chen, Tech Writer @ New York Times, [brianxchen@gmail.com](mailto:brianxchen@gmail.com)

Nilay Patel, Editor in Chief @ The Verge, [nilay@theverge.com](mailto:nilay@theverge.com)

Martin Bryant, Editor in Chief @ TheNextWeb, [martin@thenextweb.com](mailto:martin@thenextweb.com)

Joanna Stern, Personal Tech Columnist @ Wall Street Journal, [joanna.stern@wsj.com](javascript:location.href='mailto:'+String.fromCharCode(106,111,97,110,110,97,46,115,116,101,114,110,64,119,115,106,46,99,111,109)+'?')

News/Magazines

TheNextWeb

Mashable <http://mashable.com/submit/>

Verge <http://www.theverge.com/contact-the-verge>

Wired [submit@wired.com](mailto:submit@wired.com) editorial@wired.co.uk

Gizmodo <http://gizmodo.com/5906425/the-tip-box-is-back-give-us-your-dirt>

TechCrunch <http://techcrunch.com/got-a-tip/>

Gigaom [news@gigaom.com](mailto:news@gigaom.com)

Guardian

ReadWrite

App Reviewers

148apps <http://www.148apps.com/about/submit-app-review/>

AppStoreApps <http://www.appstoreapps.com/contact/>

AppAdvice [devcontact@appadvice.com](mailto:devcontact@appadvice.com)

MacLife [chrish@maclife.com](mailto:chrish@maclife.com)

PCMag [appscout@pcmag.com](mailto:appscout@pcmag.com)

Top Ten Reviews <http://purch.com/about/#contact>

MacWorld [reviews@macworld.com](mailto:reviews@macworld.com)

Other Ideas

Advertise on Spotify/Pandora/YouTube