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)

Mario Aguilar, Staff Writer @ Gizmodo, [mario@gizmodo.com](mailto:mario@gizmodo.com)

Sarah Perez, Writer @TechCrunch, [sarap@techcrunch.com](mailto:sarap@techcrunch.com)

Stuart Dredge, Contributing Editor @ The Guardian, [stuart.dredge@theguardian.com](mailto:stuart.dredge@theguardian.com)

Edgar Alvarez, Associate Editor @ Engadget, [edgar@engadget.com](mailto:edgar@engadget.com)

Alyssa Newcomb, Digital Reporter @ ABC News, [alyssa.newcomb@abc.com](mailto:alyssa.newcomb@abc.com)

Brain Mastroianni, Sci/Tech @ Fox News, [brian.mastroianni@gmail.com](mailto:brian.mastroianni@gmail.com)

Hope King, Tech Reporter @ CNN, [hope.king@cnn.com](mailto:hope.king@cnn.com)

Steven Tweedie, Tech Editor @ Business Insider, [stweedie@businessinsider.com](mailto:stweedie@businessinsider.com)

Hayley Tsukayama, Consumer Tech @ Washington Post, [hayley.tsukayama@washpost.com](mailto:hayley.tsukayama@washpost.com)

Arjun Kharpal, Tech Reporter @ CNBC, [akharp91@gmail.com](mailto:akharp91@gmail.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)+'?')

Tech/Internet News

Huffington Post

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/>

Guardian

Engadget

BuzzFeed

Cnet

Huffington Post (again!)

Lifehacker

Slate

General News

Wall Street Journal

New York Times

USA Today

ABC News

Fox News

CNN

Business Insider

Washington Post

NBC

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)

iMore

Other Ideas

Advertise on Spotify/Pandora/YouTube