



PR Media Kit Template

What are the contents of a media kit? That depends on your company and the media kit's purpose. Here are some ideas for items to include and their general purpose.

+ A PRESS RELEASE

The most critical piece of information in a press kit is a press release explaining the newsworthy event for which you are seeking coverage. In this press release, you should include all pertinent facts to make the case that your story deserves valuable press coverage and time.

+ YOUR COMPANY'S INFORMATION

One of the first considerations for a media kit is providing company information. This ensures anything written about your company outside of the newsworthy event (launch, event, etc.) is covered accurately. It also helps give journalists context for what they're writing.

+ CONTACT INFORMATION

Before releasing it to the media, ensure your press kit contains accurate contact information. Whether you have a designated press contact to handle or schedule interviews or that responsibility falls to someone in a different role, always make sure it's clear who the journalist should email or call with additional questions or get an exclusive quote.

+ COMPANY STORY & MISSION STATEMENT

A backgrounder containing essential company information allows journalists to include snippets of your company's history and values in their work. To keep things simple, always have a backgrounder on file, and update it every six months to a year so you can easily include it in media kits when the need arises.

+ COMPANY FACTS

A fact sheet containing statistics and key bite-sized information about your company can be a crucial reference for journalists. Fact sheets can include company size, location, essential industry information, mission statements, leadership information, and more. Like the backgrounder, keeping a fact sheet current with updated information can make assembling a media kit that much easier.

+ FOUNDER BIO

As the old saying goes, people buy from people, not companies. When profiling or writing about your business, journalists will often want to include information on the founder and their story to give the coverage a human element.

+ BRAND ASSETS

Media coverage often utilizes a company's brand assets. To ensure your logos, colors, and fonts are shown accurately, provide a streamlined brand guide for reporters to use, including high-quality, downloadable assets. Include various file types for brand assets, including JPEGs, PNGs, and SVGs, so journalists and their designers can select the ones they need.

+ DESCRIBE YOUR PRODUCTS & SERVICES

Product and service descriptions are critical for press kits assembled for launches. However, even if you're not releasing a new product, including this information can give reporters context into what your business offers. If you're not in a launch cycle, include a list of your flagship products or services and their key features and benefits.

+ YOUR UNIQUE SELLING PROPOSITION

Every business is unique. Including your unique selling proposition as part of your media kit ensures the reporter understands what makes your company different from others in your industry. This can be its own document or included in the fact sheet or backgrounder, depending on how much information you must provide on your differentiating factors.

+ INTRODUCE YOUR TEAM

Even if you're including your founder's bio, building a document with headshots and brief biographies of key team members is essential to provide context and ensure team members are recognized for their work wherever possible. Keeping an up-to-date team member fact sheet is another great way of making future press kits easy to assemble.

+ PROVIDE COMPANY'S MEDIA ASSETS WITH PROFESSIONAL & HIGH-QUALITY PHOTOS

Having media assets and high-quality photos ready for journalists to utilize is an excellent way of ensuring the visuals accompanying your coverage are top-notch. This applies to product and service photos, headshots, and standard company photography.

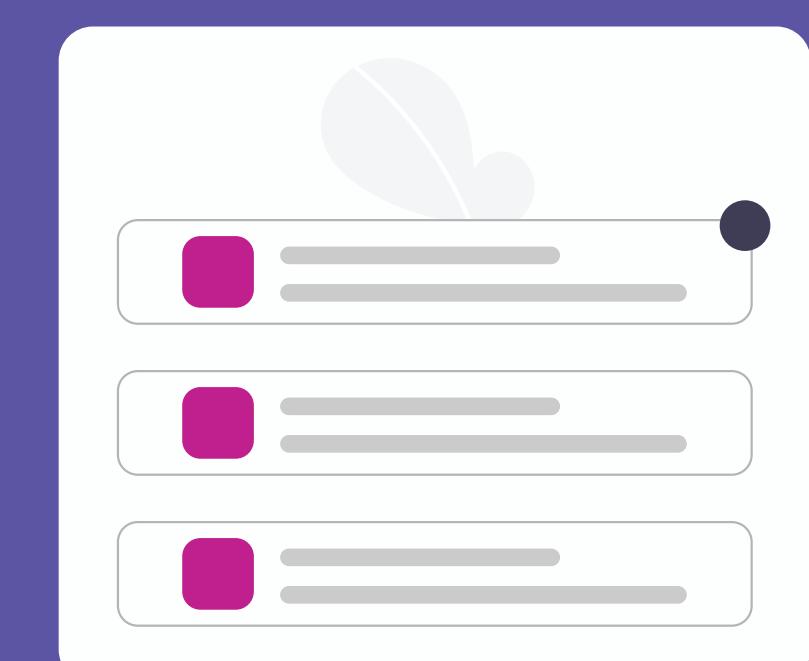
+ INCLUDE LINKS TO PAST PRESS RELEASES

Including previous press releases provides reporters with background content of earlier events and launches, making it easy to track your successes and growth. Provide links to past press releases to provide additional information and for transparency.

Additional Things to Include in a Press Kit:



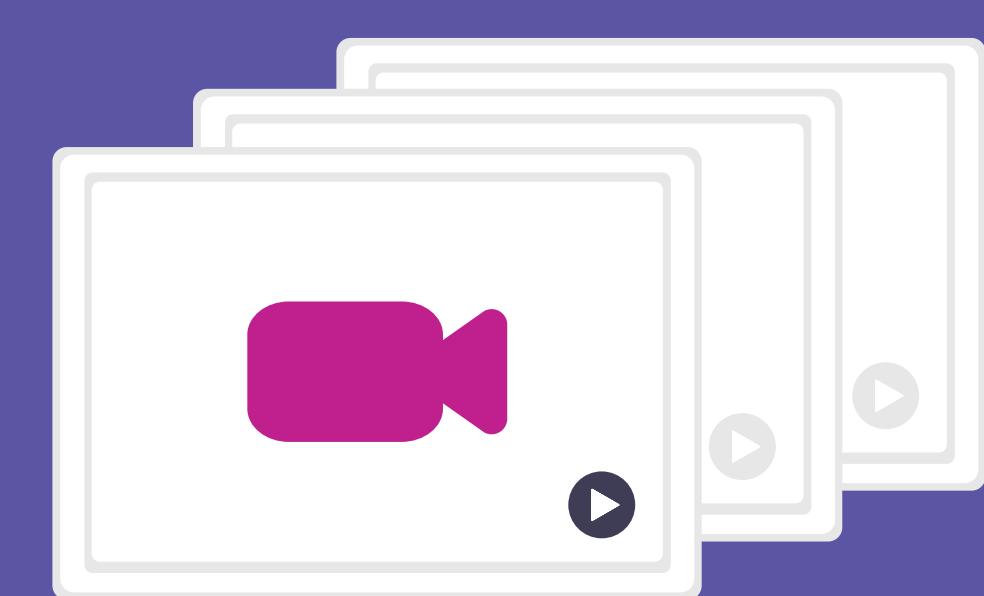
Company Awards



Testimonials from Clients



Case Studies



Videos



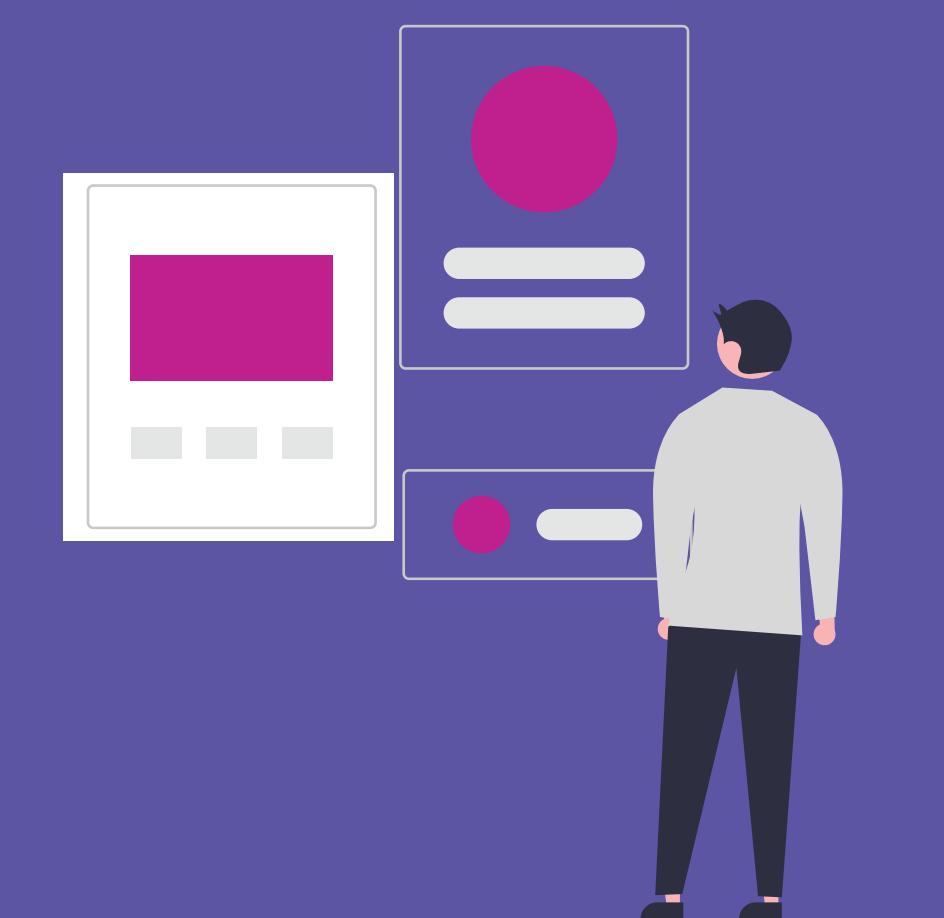
Social Media Accounts



Separate Email for Press and Media



Community Involvements



Product Samples