

Do you need a media kit?

If you want to save time and shipping costs, and provide reporters with the information they need fast, you need a media kit.

What is it? A media kit is a package of information about your business designed specifically for the press. It includes the key points you want media members to know about your business.

With this in mind, most media kits include the following information:

- Business Facts

Include a brief synopsis about what your company does and why you are unique. Offer information about the company's mission statement, goals, work environment, and other pertinent data.

- Products and Services

Here, you'll want to list all of the products and services you have to offer. But instead of emphasizing the features, focus on the benefits.

- Background

This page includes the data regarding the history of your business. Provide the date the business was founded, who was involved and why you started the business.

Also offer personal thoughts and stories about the development of the business from start to present day.

- Bios

This section offers a brief, reader-friendly bio of the top three or four leaders in your organization. In addition to relative business information, offer some personal tidbits. This will help readers relate to company executives and keep the information interesting.

In addition, include a high-resolution, downloadable photo of each business leader. This way, media members can simply click on the photos and use them in their stories.

- News

Here, you want to let reporters and customers know you are current. List your press releases, media clippings, quotes from satisfied customers, videos, webinars, case studies, speaking engagements, articles, upcoming events, and other newsworthy activities.

And if possible, you'll want to include downloadable brochures, logos, photos, style/identity standards, and story ideas for potential stories.

Once you have all of this information together in your media kit, create a few, high-quality print versions for important conferences, tradeshows and media mailings. But also offer an online version so that reporters can access the information at all times to meet tight deadlines. Plus, you can simply send out a link to the kit when requested instead of spending time and money on shipping.