

# Items to include in a Press or Media Kit

A media kit (press kit) is an information packet about a business or product. Think of it as your company's resume. These kits are given to reporters for information on a story, potential investors, or anyone who wants an in-depth look at your business.

## The Basics:

1. Contact Information – Your contact info should be found on every other piece in the kit...but you may want to include a formal pitch letter that is summary of everything in the kit. Be sure to include your business card as well.
2. Press Releases – Typically, if you're giving out a media kit, it will be in conjunction with an event or news happening with your company. If you write the story for the media, they may include most of what you write.
3. Product Information – Everything about what you do or offer. This can be represented either in a summary sheet or with company brochures.
4. Recent Press Clippings - Copies of recent press coverage (within the past year) will show what other media have done
5. Photos – Appropriate photos that can illustrate an overall view of you company or specific photos to the event/item you're currently promoting
6. Calendar - Upcoming Company Events that are pertinent to the story
7. Your Logo - Camera ready art with appropriate Pantone colors
8. Statistics - Applicable to your industry/target demographic (include sources)

## Other Optional Items you may wish to include:

1. Audio and video files interviews or Video "B-roll" (you may offer online)
2. Financial Statements / Investor-related news if your company is public
3. Nonprofit and community projects
4. Recent awards
5. Missions, goals and objectives
6. Product Samples



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