

Is Your Company Fingertip Ready?

Anatomy of a Media Kit

The purpose of a media kit (whether web version or print ready) is to provide high level information about the company, management team, market positioning and core offerings (whether product based, serviced based or a combination).

The main difference between a media kit and a press kit is in whether you are providing supportive information, or are pitching a concept to a media professional. Most companies should have a fingertip ready “mini” version of a media kit available for prospective clients, partners, etc to review.

In contrast, an unsolicited press kit is usually sent as a preemptive pitch for coverage or publicity – compared to being submitted by direct request. In this instance, the press kit would serve to help support a story that is angle specific.

A media kit (or press kit) might contain a number of items of interest, which include, but are not limited to the following common pieces:

- ❖ Business card
- ❖ Promotional item/prop
- ❖ Brochures
- ❖ Pricing sheets
- ❖ One sheets
- ❖ Ads
- ❖ Screen shots
- ❖ Head shots (management)
- ❖ Biographies (management)
- ❖ Backgrounder
- ❖ Press releases
- ❖ Announcements
- ❖ Write ups
- ❖ Clippings
- ❖ Photo ops/Candids
- ❖ Bylines
- ❖ Articles
- ❖ Talking points

Who We Are: Since 2002 MKTG Consulting has been helping companies drive results through their marketing efforts. Our consortium of marketing and business professionals offer clients in-depth expertise and best practices from a number of industries and disciplines. Contact us today about your company’s media kit and press release needs.