

Media kit *template*

Replace everything in [brackets] and delete the grey notes. A media kit, also called a press kit, gives a journalist everything they need to write about you without asking. Publish it as one page that opens without a login.

01 Overview

Who you are in one line, then one paragraph a journalist could paste in: what you do, for whom, since when, where.

[Company or name]: [one line on what you do]

[One-paragraph overview, 50 to 100 words]

02 Key facts

The numbers a journalist would otherwise email to ask for. Date every figure, and only include what you are happy to see in print.

Founded: [year]

Headquarters: [city]

Founders: [names]

Team: [number] people ([month year])

[Customers, users or audience]: [number] ([month year])

03 Story angles

Two or three stories you could help a journalist write, each in one sentence. This is the part most media kits leave out.

1. [Angle and why it matters now]

2. [Angle]

3. [Angle]

04 People

Short bios of the people a journalist may quote, each with a high-resolution headshot link and the topics they can speak on.

[Name], [title]: [50-word bio]. Speaks on: [topics]. Headshot: [link]

05 Products or services

What you sell, in plain words, with prices if they are public.

[Product]: [what it does, for whom, price]

06 Recent news

Your two or three latest press releases, newest first, with dates and links.

[Date]: [headline]: [link]

07 Coverage and awards

Your strongest coverage and any awards, each with the publication, date and link. List sponsored features as sponsored.

[Publication], [date]: [headline]: [link]

[Award], [year]

08 Brand assets

Logos (colour and one-colour, PNG and SVG), product screenshots and photos, all high resolution, in a folder that needs no login. Add one line on how to use them.

Logos: [link]

Product images: [link]

Photos: [link]

Usage: [one line]

09 Audience and partnerships

Optional, for creators and publications that sell sponsorships: audience size and make-up with the date and source, and how to enquire about partnerships. Leave it out if you do not sell advertising.

Audience: [figures, date, source]

Partnerships: [what you offer, how to enquire]

10 Media contact

One named person with a direct email and phone number, and when they answer.

[Name], [title], [email], [phone]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/media-kit-template/