Media Kit Template

A comprehensive media kit template for journalists, influencers, and partners. Customize with your brand information.

Company Overview

About Us:

Company Name: [Your Company Name]

Tagline: [Your compelling tagline]

Founded: [Year]

Headquarters: [City, Country]

Website: [www.yourcompany.com]

Company Description:

[Write a 2-3 paragraph company description that includes: mission, what you do, target market, key differentiators, and vision. Keep it concise and compelling.]

Key Facts:

Metric	Value
Customers/Users	**[e.g., 10,000+]**
Employees	**[e.g., 50]**
Locations	**[e.g., 3 countries]**

Annual Revenue	[if public, or 'Bootstrapped/VC-backed']
Growth Rate	[e.g., 150% YoY]

Leadership Team

Template for each leader:

[Name] - [Title]

[Professional headshot]

[Brief bio: 2-3 sentences covering background, expertise, and notable achievements. Tailor length to overall media kit format.]

Leadership Tips:

- bullet Include 2-4 key leaders for smaller companies
- bullet Include C-suite and key VPs for larger organizations
- bullet Keep bios concise and relevant
- bullet Include diverse representation

Products & Services

Flagship Offering:

[Product/Service Name] - [Brief description including key features, benefits, and target users. 2-3 sentences.]

Additional Offerings:

- bullet [Product 2] - [One-line description]
- bullet [Product 3] - [One-line description]
- bullet [Service] - [One-line description]

Visual Assets

Logo Files:

Asset	Format	Usage
Primary Logo	PNG, SVG, EPS	General use
Logo Mark/Icon	PNG, SVG	Small applications
Horizontal Logo	PNG, SVG	Wide formats
Dark Background Logo	PNG	Dark backgrounds

Brand Colors:

Color	Hex Code	Pantone
Primary	[#000000]	[PMS XXX]
Secondary	[#000000]	[PMS XXX]
Accent	[#000000]	[PMS XXX]

Additional Assets:

- bullet Product images (high-resolution)
- bullet Team photos
- bullet Office/workspace photos
- bullet Lifestyle/brand imagery
- bullet Product screenshots/demos

Press Coverage

Include logos or mentions from media outlets that have covered your company:

Sample Coverage:

"[Quote from article]" - [Publication], [Date]

Media Contact

Contact	Information
Name	[PR Contact Name]
Title	[PR Contact Title]
Email	press@yourcompany.com
Phone	[+1 XXX XXX XXXX]
Website	www.yourcompany.com/newsroom

Quick Links

bullet Newsroom/Press Releases: [URL]

bullet Blog: [URL]

bullet Company LinkedIn: [URL]

bullet Executive Headshots: [URL]

bullet Brand Assets: [URL]