

WINE
BLOGGERS
CONFERENCE



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5 THINGS TO INCLUDE IN YOUR MEDIA KIT

*and what to do with it to showcase your
big, bad authentic self*

WHO IS THIS GIRL?

- Blogger/Digital influencer
- Graphic designer/marketer
- 20 years of experience in PR, communications, and marketing for corporations, non-profits, and small businesses
- @Whiskynsunshine

WHAT IS A MEDIA KIT?

- “A media kit is a package of information specifically designed to capture the media’s attention.”
- What goes into the media kit is dependent on your objective
- 5 essential components to any blogger media kit

1. THE BASIC

- Blog name
- Your name
- URL
- Logo
- Headshot

The screenshot shows the homepage of the 'Whisky + Sunshine' blog. At the top is the logo with the text 'whisky + sunshine' and the website URL 'www.whiskysunshine.com'. Below the logo is an 'About Whisky + Sunshine' section with a brief description of the blog's content. This is followed by social media icons for Twitter, Facebook, Pinterest, and Instagram, each with a follower count. To the right of these icons are statistics: 'UPVs: 30,000+', 'Sessions: 22,000+', and 'Newsletter: 1,000+'. Below this is an 'About Jana Seitzer' section featuring a headshot of the author and a short bio. The bottom section is titled 'Brands Worked With' and lists various brands in three columns. To the right of this list is a 'Demographic' section with a bar chart showing the audience's age and gender distribution.

whisky + sunshine

www.whiskysunshine.com

About Whisky + Sunshine

WhiskySunshine.com is a PR-friendly travel and lifestyle blog. We feature stories and products related to travel, destinations, wine, beer, food, tech gear, entertainment news, home/smarthome, DIY, crafts, travel gear, fitness, health, and much more.

33,500+ 12,700+ 12,500+ 33,500+

UPVs: 30,000+
Sessions: 22,000+
Newsletter: 1,000+

About Jana Seitzer

Jana is a full-time mom, wife, writer, photographer, speaker, marketer, designer, and social media maven. She loves to travel all over the world—solo and with her family—and will share about her travel adventures, adventures that often involve a glass of whisky or wine.

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Brands Worked With

- Disney Motion Picture Studios
- Reef Bay (Ambassador)
- American Tourister (Ambassador)
- CK Mondavi (Ambassador)
- Groot (Blogger Team)
- HIP (Mom Select Team)
- Toy Insider (Twitter Panelist)
- Disney Parks (SMMCO)
- Carnival Cruise Line
- Universal Orlando Resort
- Pearuts
- Monster Products
- Papa Murphy's Pizza
- American Girl
- NETGAP
- LoloFrog
- Sous Vide Supreme
- Shark Cleaning/Kuttr Ninjas
- AT&T
- Seattle's Best Coffee
- Missouri State Tourism
- New York State Tourism
- Visit Phoenix
- Visit Central Florida
- Experience Kissimmee
- Northstar California Resort
- Sonoma County Wine Country
- Rodney Strong Vineyards
- Pedronco II Winery
- Mikora Mark
- Burns de Bourbon
- Target

Demographic

25- to 54-year-old women (78%) and men (22%) interested in travel, food, entertainment, and home

as of 9/18

2. ABOUT ME / MISSION STATEMENT

- About Me
- Mission Statement
- Summary Statement
- Manifesto
- Elevator Speech



3. STATISTICS

- UPVs (Pageviews)
- UMs (Sessions)
- Social followers
- Demographics
- Engagement rate (if high)



4. BRANDS REPRESENTED

- Partnerships
- Ambassadorships



5. CONTACT

- Email
- Phone number
- Address



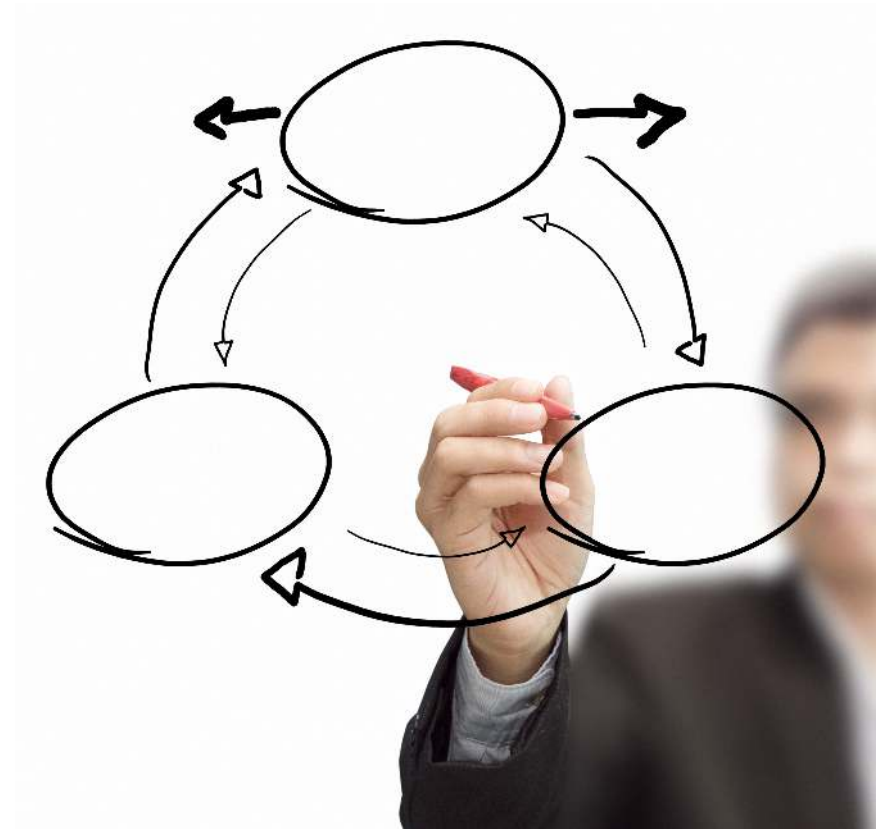
NOW MAKE IT WORK FOR YOU

Sell yourself.

No one else will sell you, so you need to do it.

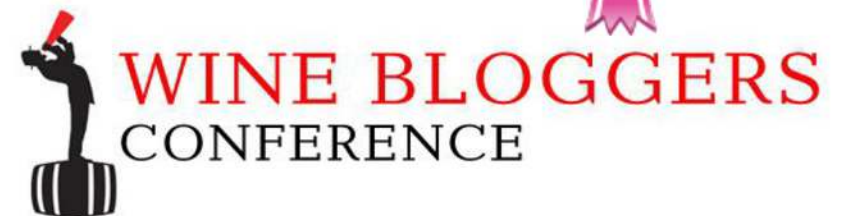
WHAT I CAN DO FOR YOU

- Ambassadorships
- Twitter parties
- Campaign management
- Reviews/Giveaways
- Sponsored posts
- Ads
- Video creation
- Email newsletter
- Instagram takeovers



TOOT YOUR OWN HORN

- Testimonials
- Awards
- Publications
- Contributions
- Interviews
- Quotes
- Speaking Engagements
- Articles



SIZE MATTERS

- One-page vs. two-pages vs. a deck



GO PRO OR GO HOME

- Edit yourself
- Spelling, grammar, layout, and tone all matter
- Branding matters



ABOUT PAGE

- Is it accurate?
- Sell yourself
 - Who are you?
 - What's your story?
- 3rd person
- Headshot
- Contact



TIPS FOR MEDIA KITS

- Don't lie about your stats
- Don't ask your designer to put together a media kit with falsified stats
- Do update quarterly. Stats change. You want to look your best as you grow.
- Do have a rate sheet; do not attach it to your media kit
- Do not post your rate sheet online



SHAMELESS SELF-PROMOTION



Jana Seitzer

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WhiskynSunshine.com/about

GeekGirlDigital.com

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