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 BASICS

➤ Blog name
➤ Your name
➤ URL
➤ Logo
➤ Headshot
2. ABOUT ME / MISSION STATEMENT

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

About Whisky + Sunshine
WhiskySunshine.com is a Whisky-friendly travel and lifestyle blog. We feature stories and products related to travel destinations, wine, beer, food, travel gear, and entertainment items. Follow us on Twitter, Instagram, and Facebook for more fun, travel, and whisky news!

About Jana Seitzer
Jana is a full-time mom, writer, photographer, and travel blogger. This blog is a space to dream, write, and record stories. It's about travel, adventure, life, photography, and thinking about the world through a new lens.

Brands Worked With
- American Girl
- Starbucks
- Etsy
- Levi's
- Sephora
- Tarte
- Revlon
- Bare Minerals
- Clinique
- Estée Lauder
- MAC
- Lancôme
- Kohl's
- Bed Bath & Beyond
- Target
- Walmart
- Amazon
- The Honest Company
- Whole Foods
- Bonobos
- J.Crew
- Target
- Kohl's
- Macy's
- Bloomingdale's
- Neiman Marcus
- Nordstrom
- REI
- RE/MAX
- Coldwell Banker
- Zillow
- Trulia
- Redfin
- Zillow
- Realtor.com
- Houzz
- Simplifying the Market
- thumbtack.com

Demographic
- 25 to 49 years old
- 11 years old (or more)
- Married/married or cohabiting
- Male/Female
- Single/Divorced
- Kids
- Pets
- Income
- Education
- Homeowner
- Renting
- Major
- Junior
- Student
- Retired
- Military
3. STATISTICS

➤ UPVs (Pageviews)
➤ UMVs (Sessions)
➤ Social followers
➤ Demographics
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

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