

# 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?

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- 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?

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- “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

The screenshot shows the homepage of the Whisky + Sunshine blog. At the top is the logo with the text "whisky + sunshine" and a glass of whisky icon, with the URL "www.whiskysunshine.com" below it. Below the logo is the "About Whisky + Sunshine" section, which includes a short description of the blog and social media icons for Twitter (33,500+), Facebook (12,700+), Pinterest (12,500+), and Instagram (33,500+). The "About Jana Seitzer" section features a headshot of Jana and a bio describing her as a full-time mom, wife, writer, photographer, speaker, marketer, designer, and social media maven. Below this is the "Brands Worked With" section, which lists various brands in three columns. To the right of the brand list is a "Demographic" section with a bar chart showing the audience is 25- to 64-year-old women (78%) and men (22%), interested in travel, food, entertainment, and home, as of 3Q18.

## About Whisky + Sunshine

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

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

## About Jana Seitzer

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

Jana@whiskysunshine.com | 802.735.4128 | @whiskysunshine  
Facebook.com/whiskysunshine | \*Passport Ready

## Brands Worked With

- Disney Motion Picture Studios
- Reef Buv (Ambassador)
- American Tourister (Ambassador)
- CK Mondavi (Ambassador)
- Ghout (Blogger Team)
- HIP (Mom Select Team)
- Toy Insider (Twitter Panelist)
- Disney Parks (SMMC)
- Carnival Cruise Line
- Universal Orlando Resort
- Peanutz
- Monster Products
- Papa Murphy's Pizza
- American Girl
- NETGFAE
- LeapFrog
- Scus Vico Supreme
- Shark Cleaning/Nutri-Ninjas
- AI&I
- 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
- Pedroncelli Winery
- Mikora Mark
- Burnside Bourbon
- Target

## Demographic

25- to 64-year-old women (78%) and men (22%) interested in travel, food, entertainment, and home

as of 3Q18



## 2. ABOUT ME / MISSION STATEMENT

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



**whisky + sunshine**  
www.whiskysunshine.com

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### Brands Worked With

- Disney Motion Picture Studios
- Best Buy (Ambassador)
- American Tourister (Ambassador)
- CK Monday (Ambassador)
- Crut (Blogger Team)
- HP (Vom Select Team)
- Toy Insider (Twitter Panelist)
- Disney Parks (SMVOC)
- Carnival Cruise Line
- Universal Orlando Resort
- Peanut
- Monster Products
- Papa Murphy's Pizza
- American Girl
- NEIGEAR
- Leapfrog
- Soup Vids Supreme
- Shark Cleaning/Nutri Ninja
- AT&T
- Seattle's Best Coffee
- Missouri State Tourism
- New York State Tourism
- Viet Phosik
- Visit Central Florida
- Experience Kissimmee
- Northern California Resort
- Sonoma County Wine Country
- Rodney Strong Vineyards
- Paganocelli Winery
- Makers Mark
- Burnside Bourbon
- Target

### Demographic

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

as of 9/25



## 3. STATISTICS

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- UPVs (Pageviews)
- UMs (Sessions)
- Social followers
- Demographics



## 4. BRANDS REPRESENTED

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- Partnerships
- Ambassadorships



## 5. CONTACT

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- Email
- Phone number
- Address





# NOW MAKE IT WORK FOR YOU

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*Sell yourself.*

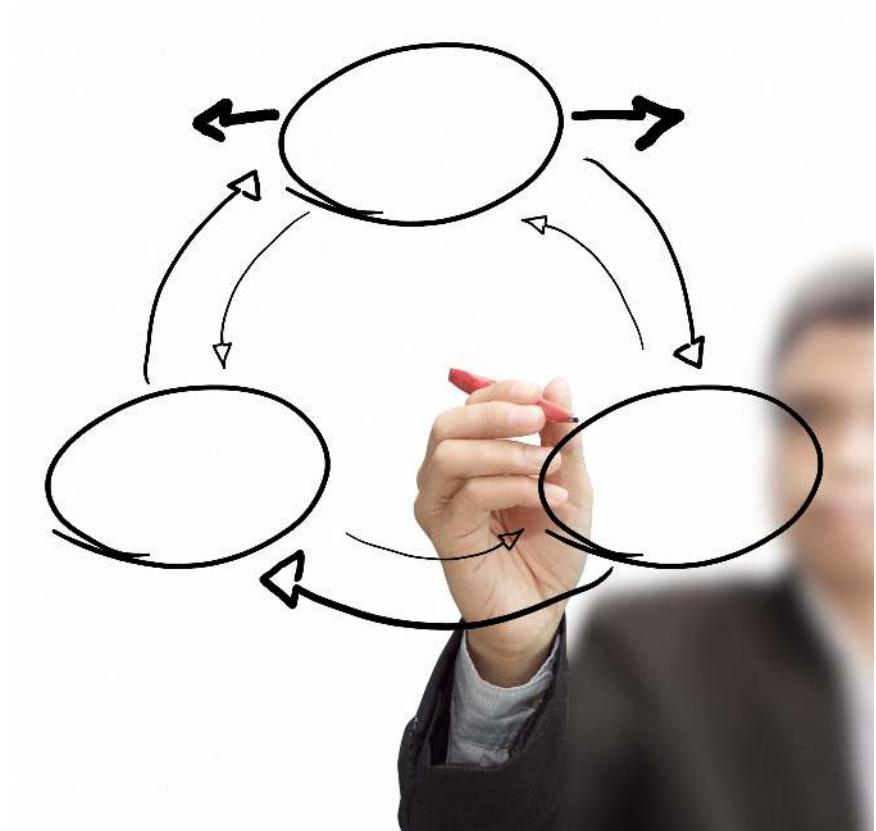
*No one else will sell you, so you need to do it.*



# WHAT I CAN DO FOR YOU

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



# TOOT YOUR OWN HORN

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



# SIZE MATTERS

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



# GO PRO OR GO HOME

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



## ABOUT PAGE

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



## TIPS FOR MEDIA KITS

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- 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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Jana Seitzer

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[WhiskynSunshine.com/about](http://WhiskynSunshine.com/about)

[GeekGirlDigital.com](http://GeekGirlDigital.com)

 [@Whiskynsunshine](https://twitter.com/Whiskynsunshine) // [@GeekGirlDigital](https://twitter.com/GeekGirlDigital)

