Press Kit (Media Kit) Template

Use this as the outline for a press page or a downloadable PDF. Updated: [Date]

1. About [Company]

[Boilerplate — 2–4 sentences, same as in press releases.]

[Longer story — 1–3 paragraphs: why the company exists, who it serves, what makes it different.]

2. Fact sheet

[Link or one-page fact sheet: founded, location, leadership, team size, customers, key figures with dates.]

3. Latest news

- [Date] — [Press release headline] — [link]

4. Leadership

Name	Title	Short bio (2–3 sentences)	Photo
[...]	[...]	[...]	[file name / link]

5. Products / services

- [Name] — [one-paragraph description] — [images link]

6. Brand assets

- Logo: [formats — PNG, SVG; light and dark versions]
- Colours: [hex codes]
- Usage rules: [link to brand guidelines]

7. Images and video

- [Product photos, team photos, office/location — high resolution, with captions and credits]

8. Coverage

- [Publication, headline, date, link — optional]

9. Approved quotes

- "[Quote]" — [Name, title] (approved for use until [date])

10. Media contact

[Name, title, email, phone, response time]

How to fill it in

- Lead with what a journalist needs fastest: boilerplate, facts, contact.
- Every image needs a caption, a credit and a resolution suitable for print.
- Only include quotes the speaker has approved for reuse.
- Keep figures identical to the fact sheet and website.
- Date the kit and review it at least every quarter.

What must not be in a press kit

- Images you do not have rights to share.
- Unapproved quotes and outdated leadership.
- Internal or confidential figures.