

50+ Media Kit Samples, Format & Examples 2022

Whether you're a tech startup or Instagram influencer, publicity is the name of the game these days. With the right exposure and advertising, you can boost your brand's growth and credibility by enlisting the help of the press. A press kit is sometimes referred to as a [media kit](#). The sample templates in this article can help you craft your own media kit.

To create a media kit of your own, follow the following steps:

- Browse through dozens of media kit ideas and sample templates.
- Customize it online, download, then print it in your preferred file format.

A media kit can be likened to a mini-magazine, where information is carefully selected and strategically arranged. It can contain a variety of information from fact sheets to statistics to social media links. Are you ready to impress the press? Browse the dozens of sample media kits below to find one that suits your needs!

1. Business Media Kit Sample

Your business could use a media kit to help get the word out. The [business media kit](#) below makes sure to give a brief overview of its services and to highlight its company's accomplishments.



2. Influencer Media Kit Sample

If you're an aspiring social media influencer, your media kit could be your ultimate sales pitch. Draw inspiration from this [influencer media kit](#) below and be creative with your layout and design.



3. Creative Media Kit Sample

Your media kit should stand out in order for it to attract attention. It's important to note that a [creative media kit](#), like the one below, is a reflection of your organization and brand as well.



4. Modern Media Kit Sample

A [modern media kit](#), with the right messaging and design, is sure to grab attention. The sample below uses a simple yet contemporary design.



5. Restaurant Media Kit Sample

If you're looking for brand exposure for your restaurant business, engaging the press could be a good idea. But you would need to prepare an informative and appealing [restaurant media kit](#) for members of the press.



6. Fashion Media Kit Sample

Do you live and breathe fashion? Then try considering a fashion media kit to boost your status as an influencer. The [fashion template](#) below is sweet yet sophisticated with its delicate two-toned background.



7. Event Media Kit Sample

To promote your event, handing out media kits to the press can help raise awareness and exposure. This [event template](#) below is lively and colorful enough to garner attention.



SUNRISE

NEW YORK, SAN FRANCISCO, CHICAGO, BOSTON

8. Company Media Kit Sample

It doesn't matter if you're an [established company](#) or an up-and-coming startup; if you want the press to cover your events or services, a decent and substantial media kit is vital.



9. Blog Media Kit Sample

Whether you're a professional or amateur blogger, the press can be a helpful tool to gain publicity for your stories and [blog posts](#). You can use the sample media kit below as a guide.

Shoes Blog Stories
For people who love adventures with their shoes

About the Blog

Social Stats

- 18,170 Followers
- 1,803 Likes
- 13,000 Views

4.8% Engagement
1.2% Clicks
2.5% Shares
0.5% Retweets

Our Readers

- 72% Female
- 27% Male
- 85% Young Adults
- 15% Seniors
- 22% Millennials
- 18% Gen Z

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Opportunities

Brand partnerships

- Levi's, Inc.
- Nike Stores
- Mossy Island
- Creative International
- Key Choice Photography

Advertising

- Advertisement
- Endorsement
- Sponsorship
- Product

Let's work together

Rules

- No profanity
- No hate speech
- No spam
- No self-promotion
- No plagiarism

CONTACT US

EMAIL: [shoes@shoesblog.com](#)
PHONE: (555) 555-5555

BLOG MEDIA KIT TEMPLATE

Ps Ai P

TEMPLATE.NET

10. Restaurant Media Kit Example

Flaunt your culinary expertise in a unique restaurant media kit. Engaging the help of the media could boost awareness and can eventually translate into higher sales.



		RIVEA		

LONDON

P R E S S K I T

11. Venue Media Kit Example

A world-class venue would need a world-class press kit. Let the public know you're open for business by allowing the media to cover and promote it.

PRESS KIT

FIRMAMENT

Römergrund 1
6800 Rankweil

Link to online press kit:
firmament.at/presse (text and image)

CONTACT:
Ernst Seidl
Seidl Catering GmbH
T +43 (0)664 341 2770
ernst.seidl@firmament.at

Press contact:
ikp Vorarlberg GmbH
Wanda Mikušec-Schwarz
T +43 (0)5572 398811
wanda.schwarz@ikp.at

12. Event Media Kit Example

How fitting is the press kit below since it's celebrating World Press Freedom Day?
Exercise your right to free speech and free information by drawing others to your cause!



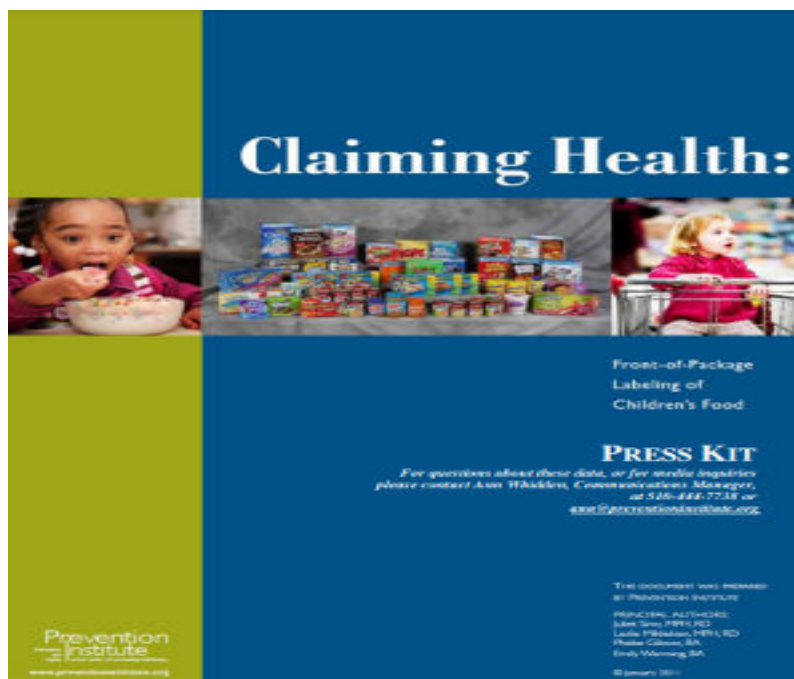
13. Design Media Kit Example

This company's media kit is a statement all on its own. Its intentional and sleek design makes it a compelling press kit.



14. NGO Media Kit Example

Non-government organizations rely heavily on the patronage and donations of benefactors. And having a media kit can help raise awareness and support for their various programs.



15. Startup Media Kit Sample

Being a [startup company](#) does not mean you cannot make a big impact. Enlist the help of the media to raise awareness and increase your company's exposure.



16. Marketing Media Kit Sample

This [marketing template](#) below is a functional yet stylish press kit. The predominantly yellow design immediately catches your eye.



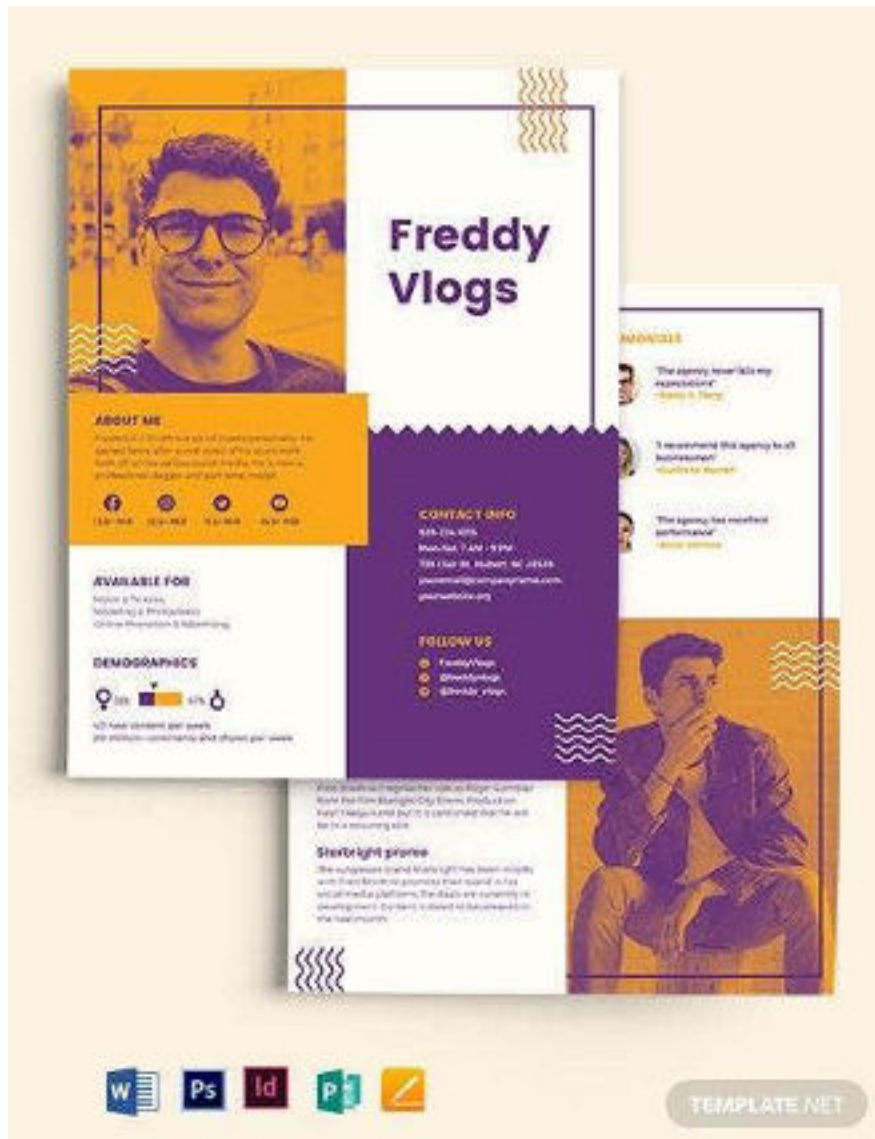
17. Beauty Media Kit Sample

Is beauty really in the eye of the beholder? Cosmetic companies and [skin clinics](#) would do well to advertise their beauty products by going public and engaging the help of the press.



18. Social Media Media Kit Sample

Are you a budding vlogger? Do you want to gain more followers on social media? Perhaps it's high time you create a [social media](#) kit and seek out support from the press for added exposure.



19. Sponsorship Media Kit Sample

This foundation's media kit seeks to garner support for its cause and advocacy. The [sponsorship template](#) below contains detailed information such as demographics and statistics for the press to use.



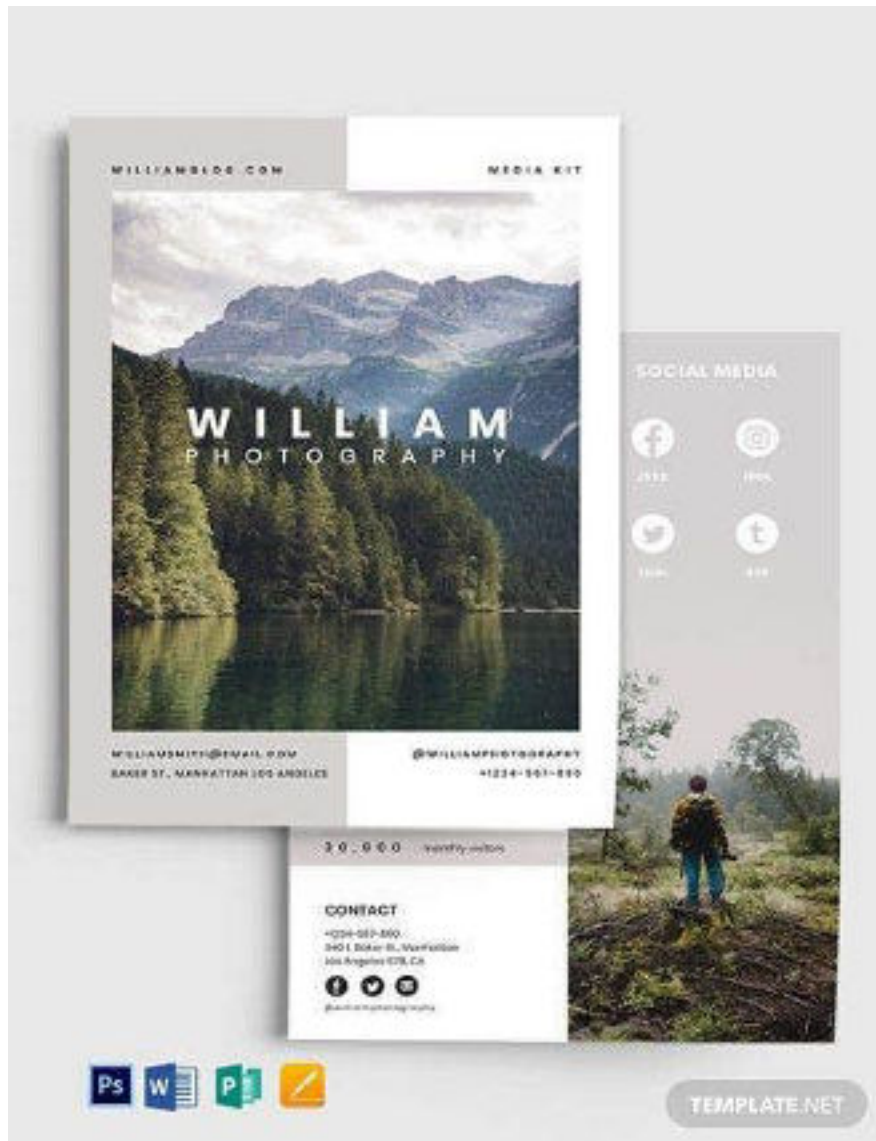
20. YouTube Media Kit Sample

YouTube is a powerful platform to get your message across. Add credibility to your brand by using the press to your advantage. The [YouTube template](#) below goes classic by using the famous platform's signature red color.



21. Photographer Media Kit Sample

Showcase your best photographs in a curated press kit. The [photographer template](#) below features serene and majestic landscapes as its cover page.



23. Food & Drinks Media Kit Sample

For a food media kit, you only want to highlight the [best food](#) shots. This food and drinks template below is a colorful treat with its appetizing cover photos.



24. Travel Media Kit Sample

The [travel agency template](#) below is a stunning media kit with beautiful adventure trails and lush landscapes photos.



25. Furniture Company Media Kit Sample

If you want to increase sales of your products, consider engaging the press for additional advertising. The [product template](#) below is a media kit of an elegant furniture company.



26. Magazine Media Kit Sample

The [magazine template](#) featured below is a media kit with a sleek black design. The dark background helps to emphasize the text and images even more.



27. Online Media Kit Sample

Media kits don't have to be printed. [Online media](#) kits are just as effective. Go paperless like this classic black and white template below.



28. Hotel Media Kit Example

Hotels and resorts can boost visitor and occupancy rates by distributing media kits to members of the press. This can give the establishment added brand exposure.



TECHNICAL DATA SHEET

BARCELÓ HOTEL GROUP

Barceló Hotel Group, the hotel division of Barceló Group, is the 3rd largest chain in Spain and the world's 44th. Today it has 228 resort and city establishments, which are almost exclusively 4 and 5 star, and more than 50,000 rooms distributed over 21 countries and commercialized under 4 brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts and Allegro Hotels. In addition, the company owns a 100% shareholding in Barceló Crestline, an American management corporation, the portfolio of which amounts to 112 establishments.

Company foundation:	Majorca, Spain, 1931
Corporate headquarters:	Edificio Barceló José Rover Milla, 27 07006 Palma de Maiorca, Spain Phone: (34) 971 77 11 00 Fax: (34) 971 46 67 30 E-mail (press): comunicacion@barcelo.com Internet: www.barcelo.com Bookings: (34) 902 10 10 01
Co-chairman:	Simón Pedro Barceló Vadelí and Simón Barceló Tous
BRANDS:	Royal Hideaway Luxury Hotels & Resorts (Luxury-2%), Barceló Hotels & Resorts (Upper Upscale-28%), Occidental Hotels & Resorts (Upscale-18%) and Allegro Hotels (Upper Midscale-2%). And the hotels managed by Crestline Hotels & Resorts in the USA (49%).
Products:	3, 4 and 5-star resort hotels (89%) and city hotels (40%)
Number of hotels:	228
Number of rooms:	50,352
Segmentation of services:	Major holiday resorts in the Caribbean, urban hotels in Europe, golf and spa hotels, hotels specialised in congresses, conventions and incentive trips, adults only hotels, hotels for families and luxury hotels
Types of contract:	Owned (21%), managed (50%) and leased (21%)
Geographical distribution:	21 countries in Europe and the Mediterranean basin (33%), Latin America and the Caribbean (16%) and in the United States (49%) via Barceló Crestline (100% management participation)

29. Automotive Media Kit Example

If you're an auto company, make sure to include business highlights, milestones, and achievements in your press kit.



PRESS KIT

January 10, 2011

RECORD SALES FOR THE RENAULT GROUP*

* Results based on provisional figures at January 8, 2011

The Renault group has set a new record with sales of 2.6 million vehicles, an increase of 14% on 2009

- The three brands Renault, Dacia and Renault Samsung Motors have all increased volumes.
- All the Group's Regions boosted volumes and market share.
- In Europe, Renault moves up one place in the rankings to become No. 2 in passenger car (PC) and light utility vehicle (LCV) sales, outpacing all competitors (+0.8 points in market share). In LCV sales, the brand consolidates its No.1 position with market share of 15.9%.

"We are delighted with the new sales record set by the Group in 2010, breaking our standing record from 2006. We are making progress in all regions and pursuing our international offensive. All the Group's brands are contributing to this momentum," said Jérôme Stoll, Executive Vice-President of Sales and Marketing and Light Commercial Vehicles.

- In the PC+LCV market, the Renault group had market share of 3.7%. In a global market that expanded by 11.8%, the Group increased sales volumes by 14% to more than 2,625,000 vehicles. The existing sales record was 2,536,000 vehicles in 2006.

- In the PC market, the Renault group had market share of 4.4%. In a global market that expanded by 10.6%, the Group increased sales volumes by 12.8% to more than 2,293,000 vehicles.

- In Europe, the Group increased market share by 1.1 points and raised sales volumes by 7.4%, with 1,842,000 units sold in a market that contracted by -3.6%.

- Outside Europe, the Group is continuing to progress in high-growth markets (+19.4%), with sales volumes surging by 26% to almost 983,000 units. Group sales outside Europe now account for 37% of sales, compared with 34% in 2006.

30. Trade Port Media Kit Example

This international trade port's press kit is comprehensive and direct to the point. Keep in mind that the press needs substantial information in order to write a compelling piece about you or your organization.

*Pease Development Authority
Press Kit*



*Pease International Tradeport
Portsmouth International Airport at Pease
Division of Ports and Harbors
Pease Golf Course*

31. Rock Band Media Kit Example

Are you an aspiring rock band? An integral part of your marketing strategy should always include media exposure. The example below highlights the band's noteworthy events and band member information.

COUSIN SIMPLE

American Modern Rock Band Columbus, OH  



Sold Out Shows & Music Festivals & Highlights

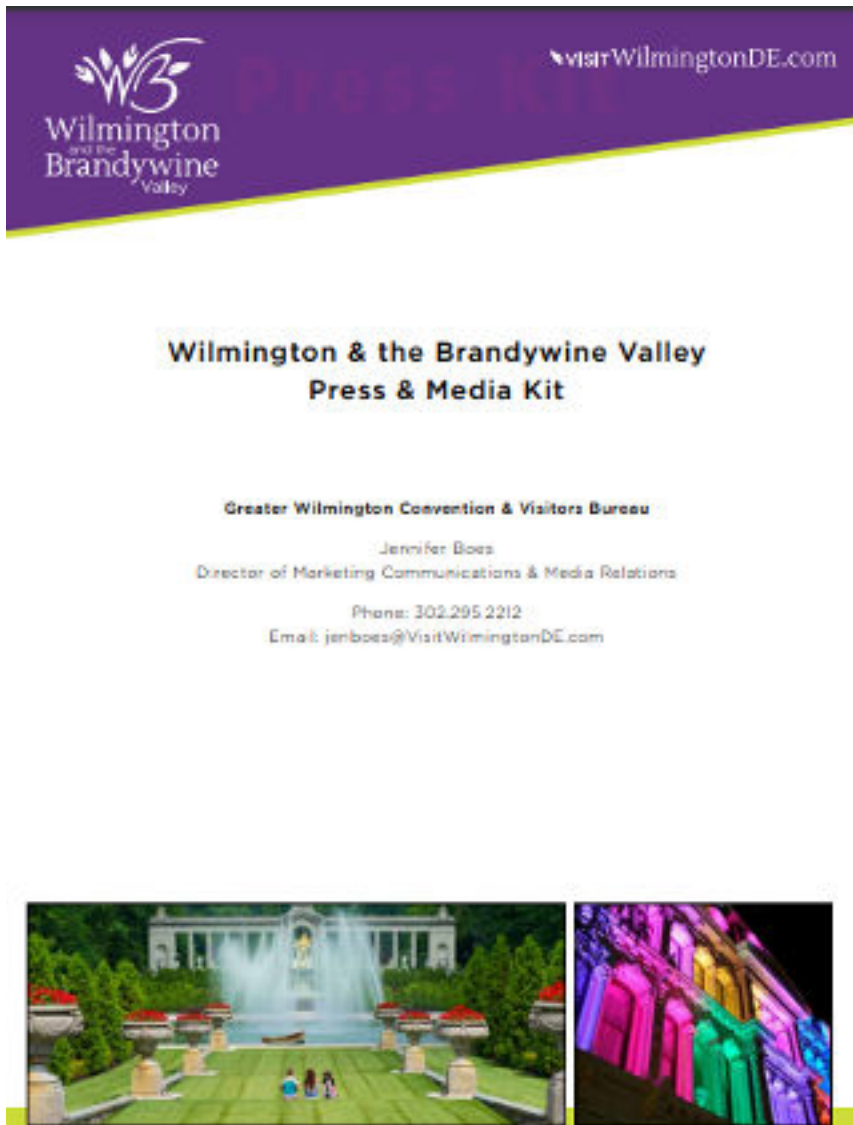
- Wonderbus Music & Arts Festival
- Loyal to the Craft Tour presented by VANS & SJC Custom Drums
- Van's Warped Tour Performance Blossom Music Center
- Abercrombie & Fitch Challenge
- PromoWest A&R Music Bar / 400+
- PromoWest The Basement / 200+
- CD102.5 Big Room Bar / 200+
- Alternative Press Issue 371 Article

9 song studio L.P.
2 single E.P.
Drummer / SJC Custom Drum Artist
COMING SOON! 2nd Full-Length Studio Album

MEDIA: joelcousinsimple@gmail.com
Photographer - John Ferreira / @johnr.photo

32. County Media Kit Example

To highlight a town or county's best sites and attractions, make sure to include high resolution images and interesting itineraries inside your media kit.



33. Two-page Media Kit Sample

The two-page media kit below does not fall short information-wise, despite its brief and simple design. The [two-page template](#) below keeps it fresh with blue and white.



34. Instagram Media Kit Sample

This [Instagram template](#) below is an influencer media kit with a vibrant, youthful, and fun design.



35. One-page Media Kit Sample

People have shorter and shorter attention spans these days as everyone is constantly bombarded with ads and other stimuli. Get straight to the point with this brief but information-loaded [one-page](#) media kit.



36. Small Business Media Kit Sample

Grow your [small business](#) by taking advantage of the media mileage! Keep your media kit content-driven with compelling information paired with a relevant design.



37. Lifestyle Media Kit Sample

This pretty [lifestyle template](#) below is a press kit that isn't afraid to stand out with its soft, pastel colors.



38. Digital Advertising Media Kit Sample

[Digital marketing](#) is everywhere and it's here to stay. The media kit template below uses an engaging mix of bold graphics, loud colors, and solid statistics.



39. Product Media Kit Sample

This beverage product media kit is for a beer brand. Download this template in different formats and customize it to your needs. The media kit below is available to download in [Adobe Photoshop](#).



40. Clothing Company Media Kit Sample

Get the publicity that your clothing brand deserves! Create a stylish media kit by using the template below. Simply download and edit it accordingly. The clothing company media kit below is also available in [Illustrator format](#).



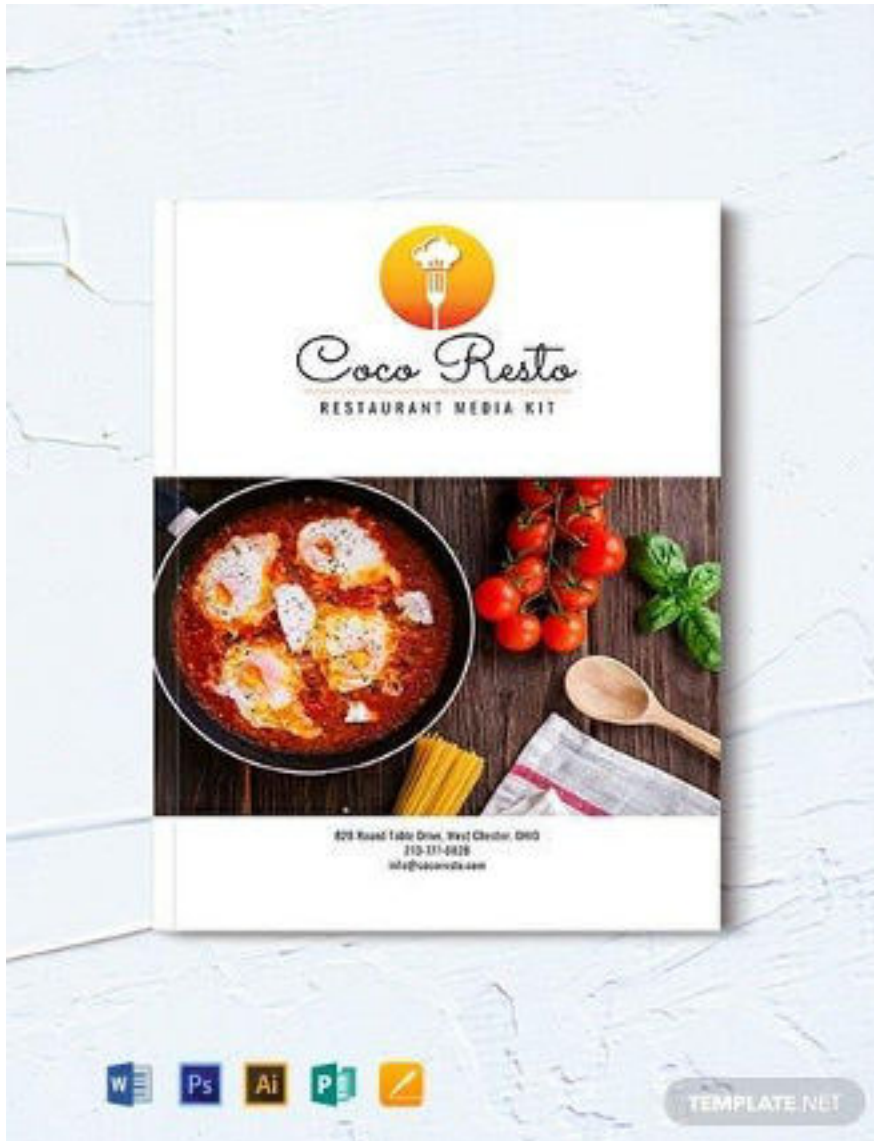
41. Travel Magazine Media Kit Sample

Experience the abundance of nature with this travel magazine media kit template. Choose from multiple formats, including [Microsoft Publisher](#), then download it to serve as your guide.



42. Restaurant Business Media Kit Sample

This restaurant business media kit is appetizing in every way with its colorful cover page. This sample template is available to download in Illustrator, Word, and [Apple Pages](#)!



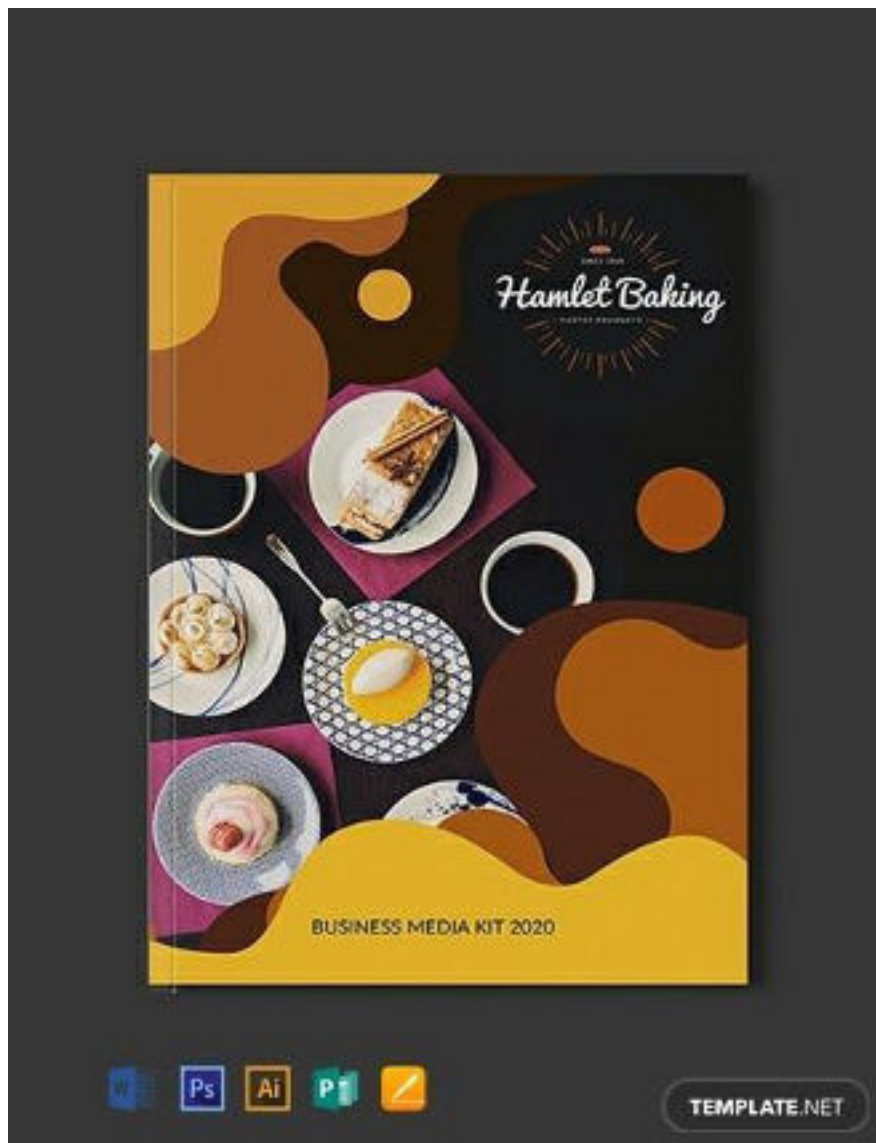
43. Author Media Kit Sample

Are you a budding author? Take your publication to the next level with the help of the media! Download the sample media kit below in multiple formats, including [Microsoft Word](#) and Adobe InDesign.



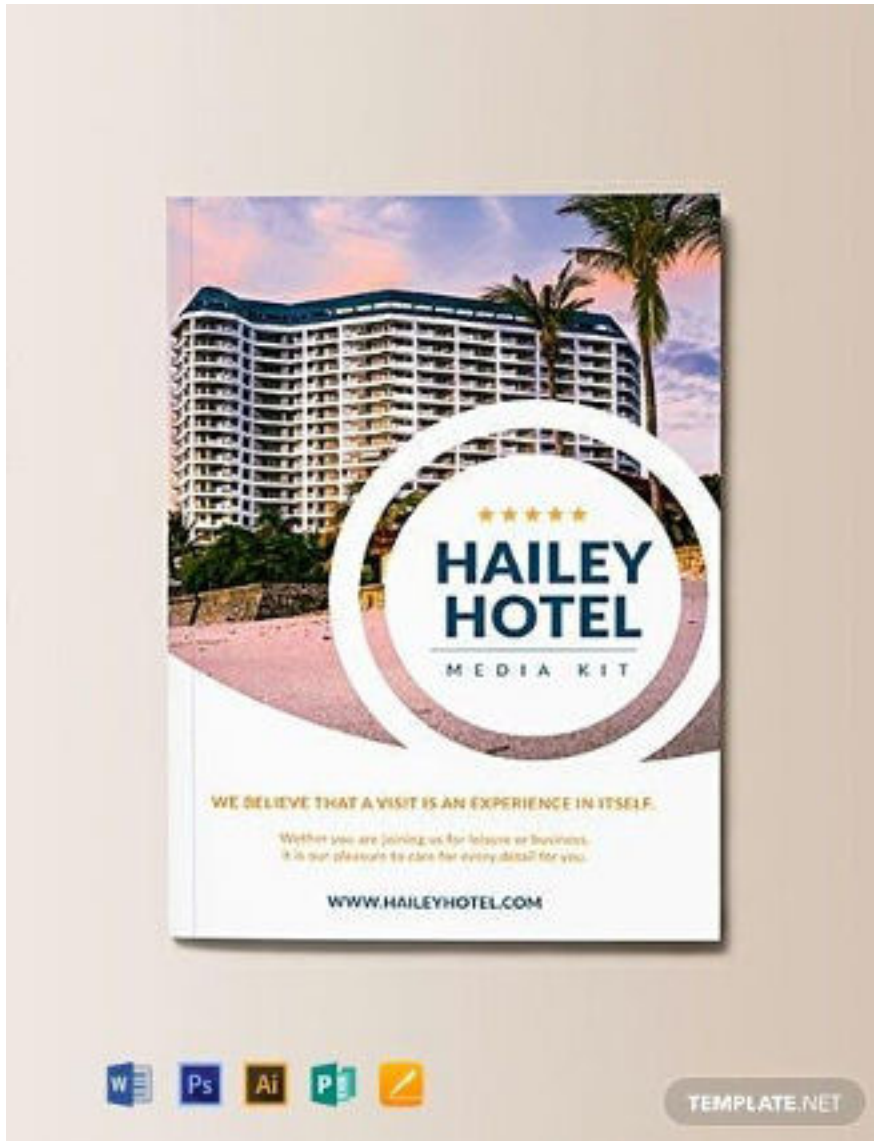
44. Baking Business Media Kit Sample

Propel your [bakery business](#) forward with a winning press kit! The sample media kit below features delectable desserts on its cover page.



45. Hotel Media Kit Sample

When promoting your hotel, photos and information should be your priorities. This [hotel template](#) below contains key information on amenities and location; and it features a stunning photo on its cover page as well.



46. Franchise Business Media Kit Sample

Take your [franchise business](#) to the next level! Get the right publicity and watch your business grow tenfold! Use the sample media kit below as a helpful guide.



47. Food Blogger Media Kit Sample

Unsatisfied with your mediocre online stats? Tap the help of the press to get your food blog out there! This [blogger template](#) below highlights various noteworthy statistics.



48. Pet Care Media Kit Sample

Are you a cat or dog person? Give your furry friends the love and care they deserve by promoting their needs in a [pet care](#) media kit.



49. Insurance Media Kit Sample

If you're in the business of selling insurance, you want to cast the widest net possible. Tap the press for added exposure by creating a compelling media kit. For example, this [insurance template](#) below goes out of its way to print a company press kit.



50. Contractor Media Kit Sample

The job of an [independent contractor](#) can be a challenge sometimes. The responsibility to get clients falls entirely on you. Use media mileage to your advantage by investing in a press kit.



MEDIA KIT FORMAT

If you're mulling over whether or not to engage the press to boost your brand's exposure, it's helpful to note several important elements that can maximize media mileage. Follow the basic format guide below to curate your own media kit.

1. Title

Your media kit needs an official title to inform the press on what you're trying to promote through them. What the press are on the lookout for are key and interesting data- whether that be about your company, service, event, or product.

2. Overview

The point of a media kit is to provide as much useful information as you can. Of course, this is curated information and needs to be presented in an organized manner. Your overview could include a basic information sheet, relevant statistics, a brief company background, contact information, links to websites and social media pages, etc.

3. Accomplishments

Your media kit can be an opportunity to showcase your achievements. Feature your company or project's relevant milestones and other noteworthy accomplishments.

4. Graphics

A regular press kit merely presents information. But by going the extra mile with eye-catching graphics, it can be a chance to get creative. Including imagery and other graphics may be optional but nowadays, people just cannot discount the value of creativity and innovation.

FAQs

What is in a media kit?

A media kit should contain relevant information about whatever it is you're trying to promote. These could include a company background or overview, contact information, images, list of services, etc.

What is a media kit for influencers?

A media kit for the social media influencer could be likened to a sales pitch. It is essentially a curated portfolio that is meant to attract support and sponsorship.

What is a media kit used for?

A media kit helps enable reporters and other members of the press to write about or promote a company, brand, or event.

Is a media kit necessary?

In some fields, yes, media kits are useful. Especially in the world of marketing and branding, a media kit can help your business gain added exposure and awareness.

How long is a media kit?

A media kit should focus on the quality of the content instead of the length. But it's best to keep it brief but engaging by combining relevant information and compelling design.