



WHAT IS A MEDIA KIT?

Media kits are dynamic tools that serve as essential guides, delivering vital information about your business or organization to media outlets.

HOW DO YOU CRAFT ONE EFFECTIVELY?

Enter Midan — seasoned PR professionals — with tips to create a strong media kit to ensure journalists understand your story and can tell it well.

WHY ARE MEDIA KITS IMPORTANT?



EFFECTIVELY COMMUNICATES

Helps organizations and the media better communicate, making storytelling a breeze.



EXTENDS REACH

Allows journalists who aren't attending a trade show in person to cover your product or announcement.



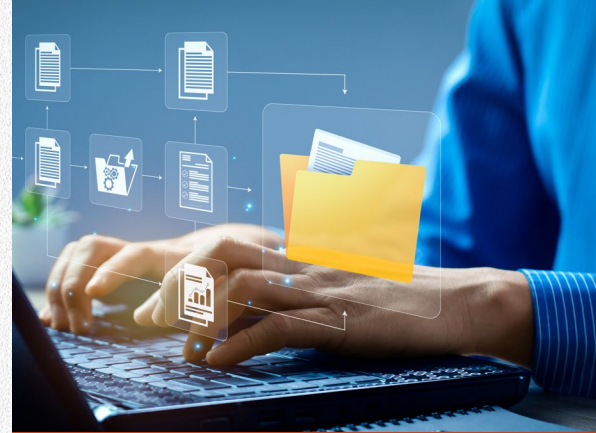
GETS THE RIGHT MESSAGE TO THE RIGHT PERSON

Hands over the right messages and assets to busy journalists, giving them a head start on crafting the story — a win-win!



ELIMINATES THE CHURN

Streamlines your experience at hectic trade shows. Reporters eager to cover your product have information ready at their fingertips to start the story. Media kits come to the rescue, providing pre-approved photos, stats, information and more.



WHAT TO INCLUDE:

COMPANY INFO & ASSETS

- Company overview, history, mission, values, etc.
- Concise company fact sheet
- High-quality images, logos and any other visual assets (e.g., video)
- Brand guidelines

PRODUCTS/SERVICES

- Products/services information

THOUGHT LEADERSHIP

- Bios and headshots, particularly of company thought leaders
- Thought leadership examples (e.g., blogs)

ANNOUNCEMENTS & CASE STUDIES

- Recent press releases/announcements
- Case studies or testimonials

CONTACT

- Contact information and social media links
- Call-to-action for the media to reach out to PR representative for additional information

READY TO DEVELOP YOUR OWN?

Reach out to Lauren Neuman, Midan's Public Relations Manager, for more information on creating a customized media kit designed to elevate your brand's trade show presence.

GET STARTED



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