

Media Kit Checklists



The purpose of a media kit is to give sponsors or press an idea of who your audience is, and whether or not they are the people your prospective wants to be in front of. Remembering this will frame everything we add to the media kit. It's not necessarily about selling your SHOW as much as it is selling your LISTENERS.

Brands want reach - and your entire platform may have that, not just your show. So here, we will lay out ALL your potential assets (the ones where you're willing to share about sponsors.)

First, we gather the information.

ASSETS TO GATHER

- Your logo
- Your bio
- Your headshot
- Co-host head shots
- Team head shots
- Podcast cover art
- Written introduction/description of your show
- Screenshots of your show at the top of iTunes
- Logos of places you've been featured
- Screenshots of any social media compliments
- Audience demographics
- Social media and platform numbers
- Website traffic numbers
- Download numbers
- Email subscribers
- Any other interesting statistics



Now, the media kit needs to tell a story. You're going to take them on a "journey of your potential" so to speak.

First we'll tell them a bit about the show and you. Then, we discuss who the audience is, and how many there are. Lastly, we discuss how much reach you have - audience numbers and press you get. Then, the pricing. This way we'll have sold them long before they see the price!

MEDIA KIT ELEMENTS (in order of appearance)

1. Introduction to the podcast (including mission and vision statement and subjects/topics you cover on the show and why)
2. About the host of the podcast
3. About the team, if there is one
4. Who is the audience? Explain about the the listeners IN NUMBERS
5. A demonstration of their love and loyalty to you
6. Explanation of your platform/community - IN NUMBERS (don't have great numbers? Instead talk about your % of recent growth)
7. Places where your podcast or you have been featured - demonstrates additional exposure for your buyer as well as your strategic alliances
8. Upcoming exciting content, if pre-planned
9. Ad packages
10. Contact page

Putting it all together

So - where are we doing this magical media kit? There are 2 ways I recommend you design your kit.

1. Canva has amazing templates for "press kits" for bloggers. Grab one of those for free and brand it with your style and information. Super easy!
2. Keynote and PowerPoint. These presentations are big, display graphics and numbers easily, and will keep you from over-explaining about your show.

NOTE: you can get gorgeous templates in various places. We like [Creative Market](#) and Graphic River.