

Media Kit Guide ©

Recommendations for Establishing a Media Kit & Advertising Rates

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What is a Media Kit?

Simply put, a media kit is a sales and marketing tool. The purpose of a media kit is to provide valuable information to advertisers and therein gain their confidence and business.

Media kits come in all shapes, formats, looks and sizes. There are on-line media kits, digital media kits and printed media kits. There are media kits that come in folders, media kits that look like booklets, flip charts, pamphlets and more. There are media kits that cost thousands of dollars to develop and those that cost little more than pennies. If you can imagine it, it's likely been done.

Publishers often use media kits as a way to distinguish themselves from their competitors, this accounts for the creativity with design. And just as there is a wide variety of designs, so too there is a wide variance in what publishers believe a media kit should include. Consequently the purpose of this guide is to provide a baseline idea as to what should be included in a media kit and how to use it effectively. With that in mind we will consider...

I. Why a media kit is important (pages 3 - 5)

- Identifying a unique market benefit
- Influencing internal and external perceptions
- Creating a consistent, simple sales message
- Providing a marketing platform

II. What a media kit should include (pages 6 - 9)

- A publication overview
- A reader profile / demographics / statistics
- Success stories
- Circulation & Distribution
- Schedule of special advertising opportunities
- Advertising rates
- Advertising schedule
- Advertising mechanical requirements
- A copy of the publication

III. Determining rate card prices (pages 9 - 11)

IV. Marketing your media kit effectively (pages 11 - 15)

* Industry terms used herein are defined on-line at <http://printadvertising.com/advertisingterms.html>