



The Press Kit

Be Ready for Media Requests



The Press Kit

Before reaching out to the media, we recommend that you put together a press kit, which should be available in the news and resources section of your website. You want to anticipate what a journalist or analyst might need to access so they can more easily write about your company.

A press kit should include

- Corporate logos for download – if you have a white logo on a dark background, make sure you provide an option for posting on a white background
- Bios of the key executives you want featured in the media
- High- and low-resolution headshots of the leadership
- Corporate one pager
- Product/service fact sheet – Both a general one and individual ones for your flagship products
- High- and low-resolution images of the flagship products
- Testimonials from key customers
- Contact details for the main media point of contact at the company
- The latest press releases
- Illustrative images, graphs, and photos that journalists can use to enhance their articles, which you can also use for social media. Make sure you have the rights to share the images.

About K2 Global Communications

K2 Global Communications is a premier American-run, boutique B-to-B customer-communications company. We communicate *your* value with niche-focused inbound & content marketing, PR, and social media, delivering targeted, clear, and persistent communications to establish and reinforce your position of trust and authority, directly driving growth.

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