8 Powerful Tips for Creating a High Impact Media Kit

What stats should you use?
75%

What if I own multiple sites?

Available Products
1500 LIKES
#1 Showcase Your Mission

It’s difficult to explain what you’re about in one sentence. The first part is always the most important one: you need to capture the reader’s attention and impress them. Generally speaking, you have approximately 9 seconds to captivate the reader.

Source: Womens’ Health Magazine
### #2 Traffic Statistics & Reach

Featuring traffic statistics in a media kit is essential. Every kit we reviewed had some form of traffic or reach statistics. Be sure to include cross platform statistics or alternative advertising vehicles.

**SAVEUR AUDIENCE**

<table>
<thead>
<tr>
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<th>ONLINE</th>
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<tr>
<td><strong>SAVEUR</strong></td>
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<tr>
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<td><strong>DATEBASE</strong></td>
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<td><strong>MEDIAN AGE</strong></td>
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<td><strong>HHI</strong></td>
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**HIGHLY ENGAGED**

SAVEUR and SAVEUR.com deliver the most engaging content in the food and travel space. Our audience spends an average of 95 minutes with each issue—engaging our readers more deeply than the audience of any other competitor.

**EXPERIENTIAL TRAVELERS**

**HOME COOKS & ENTERTAINERS**

**INFLUENCERS**

Source: Saveur, Bonnier Corporation
#3 Demographics

Demographics are basically the anatomy of your audience. Though, if you’re really an over-achiever and data nerd, look into providing “psychographics” to take your media kit to the next level.
If you’re running a blog network, that’s a unique opportunity to highlight the value and strength of the network to advertisers. This might include content platforms, talent, and even areas of influence.

Source: National Geographic Society
#5 Awards, Accolades, or Press

Find a unique and visually engaging method to showcase your website's credibility and accomplishments. Timelines and case studies are amongst some of the unique examples we’ve seen thus far.

Source: Refinery29
#6 Product Offerings

Advertising products – not to be confused with ad specifications – describe the various products being offered by the publication. This includes cross-platform advertising products or alternative products within the publications network.
#7 Ad Specifications

Ad specifications describe how ads should be formatted. Some of the components included in the ad specifications sections include:

- **Standard Guidelines**
- **Ad dimensions**
- **Formatting guidelines**
Of course you want to be sure your avatars have the ability to contact you. A common location for contact information in media kits is usually at the end a PDF document or webpage.
Did you enjoy these tips?

Visit [http://www.blog.triberr.com](http://www.blog.triberr.com)
To read our Ultimate Guide to Creating a Media Kit