

Planning a successful PR strategy

See when which types of media are working on key subjects to maximise your press coverage.



LONG LEADS

Long-lead media produce stories between two to four months in advance (six for Christmas). Long leads are monthly print publications.



SHORT LEADS

Short-lead media produce stories two to eight weeks in advance. Short-lead titles are daily, weekly newspapers, magazines, blogs and online news sites.

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JANUARY 2022

LONG LEADS	Focus on issues for Mar, Apr	Focus on issues for Feb, Mar	SHORT LEADS
<input type="checkbox"/>	Easter	<input type="checkbox"/>	Valentine's Day
<input type="checkbox"/>	Spring & summer	<input type="checkbox"/>	Mother's Day
<input type="checkbox"/>	Outdoor living	<input type="checkbox"/>	Spring
<input type="checkbox"/>	Gardening & wildlife	<input type="checkbox"/>	Easter
<input type="checkbox"/>	Pastels & floral prints		

FEBRUARY 2022

LONG LEADS	Focus on issues for Apr, May	Focus on issues for Mar, Apr	SHORT LEADS
<input type="checkbox"/>	Outdoor living	<input type="checkbox"/>	Mother's Day
<input type="checkbox"/>	Gardening & wildlife	<input type="checkbox"/>	Easter
<input type="checkbox"/>	Pastels & floral prints	<input type="checkbox"/>	Spring & summer
<input type="checkbox"/>	Easter	<input type="checkbox"/>	Outdoor living
<input type="checkbox"/>	Spring & summer product launches	<input type="checkbox"/>	Gardening & wildlife
		<input type="checkbox"/>	Pastels & floral prints

MARCH 2022

LONG LEADS	Focus on issues for May, Jun	Focus on issues for Apr, May	SHORT LEADS
<input type="checkbox"/>	Summer festivals	<input type="checkbox"/>	Easter
<input type="checkbox"/>	Travel	<input type="checkbox"/>	Summer festivals
<input type="checkbox"/>	Garden/outdoor living	<input type="checkbox"/>	Travel
<input type="checkbox"/>	Father's Day	<input type="checkbox"/>	Garden
<input type="checkbox"/>	Wimbledon	<input type="checkbox"/>	Outdoor living

APRIL 2022

LONG LEADS	Focus on issues for Jun, Jul	Focus on issues for May, Jun	SHORT LEADS
<input type="checkbox"/>	Summer festivals	<input type="checkbox"/>	Father's Day
<input type="checkbox"/>	Travel	<input type="checkbox"/>	Summer festivals
<input type="checkbox"/>	Garden	<input type="checkbox"/>	Travel
<input type="checkbox"/>	Outdoor living	<input type="checkbox"/>	Garden
<input type="checkbox"/>	Father's Day	<input type="checkbox"/>	Outdoor living
<input type="checkbox"/>	Wimbledon	<input type="checkbox"/>	Wimbledon

MAY 2022

LONG LEADS	Focus on issues for Jul, Aug	Focus on issues for Jun, Jul	SHORT LEADS
<input type="checkbox"/>	Summer	<input type="checkbox"/>	Father's Day
<input type="checkbox"/>	Festivals	<input type="checkbox"/>	Summer
<input type="checkbox"/>	Travel	<input type="checkbox"/>	Festivals
<input type="checkbox"/>	Garden	<input type="checkbox"/>	Travel
<input type="checkbox"/>	Outdoor living	<input type="checkbox"/>	Garden
		<input type="checkbox"/>	Outdoor living

JUNE 2022

LONG LEADS	Focus on issues for Aug, Sep	Focus on issues for Jul, Aug	SHORT LEADS
<input type="checkbox"/>	Autumnal colours	<input type="checkbox"/>	Autumn
<input type="checkbox"/>	Autumn/winter product launches	<input type="checkbox"/>	Back to school
<input type="checkbox"/>	Back to school		
<input type="checkbox"/>	Get Christmas images ready		

JULY 2022

LONG LEADS	Focus on issues for Sep, Oct, Christmas	Focus on issues for Aug, Sep	SHORT LEADS
<input type="checkbox"/>	Autumn/winter collection	<input type="checkbox"/>	Autumn/winter collection
<input type="checkbox"/>	Halloween	<input type="checkbox"/>	Back to school
<input type="checkbox"/>	Autumnal colours		
<input type="checkbox"/>	Christmas		

AUGUST 2022

LONG LEADS	Focus on issues for Oct, Nov, Christmas	Focus on issues for Sep, Oct	SHORT LEADS
<input type="checkbox"/>	Halloween	<input type="checkbox"/>	Back to school
<input type="checkbox"/>	Bonfire Night	<input type="checkbox"/>	Autumn
<input type="checkbox"/>	Winter	<input type="checkbox"/>	Halloween
<input type="checkbox"/>	Christmas		

SEPTEMBER 2022

LONG LEADS	Focus on issues for Nov, Dec, Christmas	Focus on issues for Oct, Nov	SHORT LEADS
<input type="checkbox"/>	Christmas decorations	<input type="checkbox"/>	Winter
<input type="checkbox"/>	Christmas gifts	<input type="checkbox"/>	Halloween
<input type="checkbox"/>	Winter		

OCTOBER 2022

LONG LEADS	Focus on issues for Dec, Jan, Christmas	Focus on issues for Nov, Dec, Christmas	SHORT LEADS
<input type="checkbox"/>	New Year's Eve party and products	<input type="checkbox"/>	Winter
<input type="checkbox"/>	Valentine's Day gift ideas	<input type="checkbox"/>	Christmas
<input type="checkbox"/>	New spring/summer product launches		

NOVEMBER 2022

LONG LEADS	Focus on issues for Jan, Feb	Focus on issues for Dec, Jan, Christmas	SHORT LEADS
<input type="checkbox"/>	Valentine's Day	<input type="checkbox"/>	Winter
<input type="checkbox"/>	Spring	<input type="checkbox"/>	Christmas
<input type="checkbox"/>	Mother's Day	<input type="checkbox"/>	New Year's Eve
<input type="checkbox"/>	New spring/summer product launches		

DECEMBER 2022

LONG LEADS	Focus on issues for Feb, Mar	Focus on issues for Jan, Feb, Christmas	SHORT LEADS
<input type="checkbox"/>	Spring	<input type="checkbox"/>	Valentine's Day
<input type="checkbox"/>	Valentine's Day	<input type="checkbox"/>	New Year's Eve
<input type="checkbox"/>	Easter	<input type="checkbox"/>	Celebrations
<input type="checkbox"/>	Pantone Colour of the Year	<input type="checkbox"/>	Diaries & calendars
		<input type="checkbox"/>	Pantone Colour of the Year