

# 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.

Free 60 day trial  
[pressoft.com/signup](https://pressoft.com/signup)

### JANUARY 2022

<p>Focus on issues for <b>Mar, Apr</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Easter</li> <li><input type="checkbox"/> Spring &amp; summer</li> <li><input type="checkbox"/> Outdoor living</li> <li><input type="checkbox"/> Gardening &amp; wildlife</li> <li><input type="checkbox"/> Pastels &amp; floral prints</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Feb, Mar</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Valentine's Day</li> <li><input type="checkbox"/> Mother's Day</li> <li><input type="checkbox"/> Spring</li> <li><input type="checkbox"/> Easter</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### FEBRUARY 2022

<p>Focus on issues for <b>Apr, May</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Outdoor living</li> <li><input type="checkbox"/> Gardening &amp; wildlife</li> <li><input type="checkbox"/> Pastels &amp; floral prints</li> <li><input type="checkbox"/> Easter</li> <li><input type="checkbox"/> Spring &amp; summer product launches</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Mar, Apr</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Mother's Day</li> <li><input type="checkbox"/> Easter</li> <li><input type="checkbox"/> Spring &amp; summer</li> <li><input type="checkbox"/> Outdoor living</li> <li><input type="checkbox"/> Gardening &amp; wildlife</li> <li><input type="checkbox"/> Pastels &amp; floral prints</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### MARCH 2022

<p>Focus on issues for <b>May, Jun</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Summer festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden/outdoor living</li> <li><input type="checkbox"/> Father's Day</li> <li><input type="checkbox"/> Wimbledon</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Apr, May</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Easter</li> <li><input type="checkbox"/> Summer festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden</li> <li><input type="checkbox"/> Outdoor living</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### APRIL 2022

<p>Focus on issues for <b>Jun, Jul</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Summer festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden</li> <li><input type="checkbox"/> Outdoor living</li> <li><input type="checkbox"/> Father's Day</li> <li><input type="checkbox"/> Wimbledon</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>May, Jun</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Father's Day</li> <li><input type="checkbox"/> Summer festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden</li> <li><input type="checkbox"/> Outdoor living</li> <li><input type="checkbox"/> Wimbledon</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### MAY 2022

<p>Focus on issues for <b>Jul, Aug</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Summer</li> <li><input type="checkbox"/> Festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden</li> <li><input type="checkbox"/> Outdoor living</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Jun, Jul</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Father's Day</li> <li><input type="checkbox"/> Summer</li> <li><input type="checkbox"/> Festivals</li> <li><input type="checkbox"/> Travel</li> <li><input type="checkbox"/> Garden</li> <li><input type="checkbox"/> Outdoor living</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### JUNE 2022

<p>Focus on issues for <b>Aug, Sep</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Autumnal colours</li> <li><input type="checkbox"/> Autumn/winter product launches</li> <li><input type="checkbox"/> Back to school</li> <li><input type="checkbox"/> Get Christmas images ready</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Jul, Aug</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Autumn</li> <li><input type="checkbox"/> Back to school</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### JULY 2022

<p>Focus on issues for <b>Sep, Oct, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Autumn/winter collection</li> <li><input type="checkbox"/> Halloween</li> <li><input type="checkbox"/> Autumnal colours</li> <li><input type="checkbox"/> Christmas</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Aug, Sep</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Autumn/winter collection</li> <li><input type="checkbox"/> Back to school</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### AUGUST 2022

<p>Focus on issues for <b>Oct, Nov, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Halloween</li> <li><input type="checkbox"/> Bonfire Night</li> <li><input type="checkbox"/> Winter</li> <li><input type="checkbox"/> Christmas</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Sep, Oct</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Back to school</li> <li><input type="checkbox"/> Autumn</li> <li><input type="checkbox"/> Halloween</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### SEPTEMBER 2022

<p>Focus on issues for <b>Nov, Dec, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Christmas decorations</li> <li><input type="checkbox"/> Christmas gifts</li> <li><input type="checkbox"/> Winter</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Oct, Nov</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Winter</li> <li><input type="checkbox"/> Halloween</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### OCTOBER 2022

<p>Focus on issues for <b>Dec, Jan, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> New Year's Eve party and products</li> <li><input type="checkbox"/> Valentine's Day gift ideas</li> <li><input type="checkbox"/> New spring/summer product launches</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Nov, Dec, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Winter</li> <li><input type="checkbox"/> Christmas</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### NOVEMBER 2022

<p>Focus on issues for <b>Jan, Feb</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Valentine's Day</li> <li><input type="checkbox"/> Spring</li> <li><input type="checkbox"/> Mother's Day</li> <li><input type="checkbox"/> New spring/summer product launches</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Dec, Jan, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Winter</li> <li><input type="checkbox"/> Christmas</li> <li><input type="checkbox"/> New Year's Eve</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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### DECEMBER 2022

<p>Focus on issues for <b>Feb, Mar</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Spring</li> <li><input type="checkbox"/> Valentine's Day</li> <li><input type="checkbox"/> Easter</li> <li><input type="checkbox"/> Pantone Colour of the Year</li> </ul> <p>LONG LEADS</p> <hr/> <hr/> <hr/>	<p>Focus on issues for <b>Jan, Feb, Christmas</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Valentine's Day</li> <li><input type="checkbox"/> New Year's Eve</li> <li><input type="checkbox"/> Celebrations</li> <li><input type="checkbox"/> Diaries &amp; calendars</li> <li><input type="checkbox"/> Pantone Colour of the Year</li> </ul> <p>SHORT LEADS</p> <hr/> <hr/> <hr/>
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