

## PR & SEASONAL SUBJECTS

# PLANNING A SUCCESSFUL PR STRATEGY

See when different 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

**Focus on Mar/Apr issues**

- Mothers Day
- Easter
- S/S22 new arrivals
- Outdoor living
- Gardening & wildlife
- Pastels & floral prints

**Focus on Feb/Mar issues**

- Valentine's Day
- Spring/spring cleaning
- Bathroom updates
- Mother's Day
- Easter

## FEBRUARY

**Focus on Apr/May**

- Easter
- S/22 new arrivals
- Outdoor living
- Gardening & wildlife
- Pastels & floral prints
- May Bank Holiday

**Focus on Mar/Apr issues**

- Easter,
- S/S22 new arrivals
- Outdoor living
- Gardening & wildlife
- Pastels & floral prints
- Mother's Day

## MARCH

**Focus on May/Jun**

- Summer must-haves
- Festivals & travel
- May Bank Holiday
- End of term
- Garden updates & outdoor living
- Father's Day
- Pride Month

**Focus on Apr/May issues**

- Easter,
- S/S22 new arrivals
- Outdoor living
- Gardening & wildlife
- Pastels & floral prints

## APRIL

**Focus on Jun/Jul**

- Summer must-haves
- Festivals & travel
- End of term
- Garden updates & outdoor living
- Father's Day
- Pride Month

**Focus on May/Jun issues**

- Summer must-haves
- Festivals & travel
- May Bank Holiday
- End of term
- Garden updates & outdoor living
- Father's Day
- Pride Month

## MAY

**Focus on Jul/Aug**

- Alfresco dining & outdoor living
- Travel
- Prepping for autumn/seasonal transition

**Focus on Jun/Jul issues**

- Summer must-haves
- Festivals & travel
- End of term
- Garden updates & outdoor living
- Father's Day
- Pride Month

## JUNE

**Focus on Aug/Sept**

- Autumn colours
- New A/W product launches
- Back to school
- Student living
- Christmas (get images ready)

**Focus on Jul/Aug issues**

- Alfresco dining & outdoor living
- Travel
- Prepping for autumn/seasonal transition

## JULY

**Focus on Sep/Oct + Christmas**

- Autumn colours
- New A/W product launches
- Back to school
- Student living
- Halloween
- Christmas (get images ready)

**Focus on Aug/Sep issues**

- Autumn colours
- New A/W product launches
- Back to school
- Student living

## AUGUST

**Focus on Oct/Nov + Christmas**

- Halloween
- Bonfire Night
- Winter
- Cosy home updates
- Christmas
  - Gift guides
  - Decorations & hosting

**Focus on Sep/Oct issues**

- Autumn colours
- New A/W product launches
- Back to school
- Halloween
- Christmas (get images ready)

## SEPTEMBER

**Focus on Nov/Dec + Christmas**

- Bonfire Night
- Black Friday
- Winter
- Cosy home updates
- Christmas
  - Gift guides
  - Decorations & hosting

**Focus on Oct/Nov issues**

- Halloween
- Bonfire Night
- Winter
- Cosy home updates
- Christmas
  - Gift guides
  - Decorations & hosting

## OCTOBER

**Focus on Dec/Jan + Christmas**

- Winter
- Christmas
- NYE
- Fresh start - New Year's resolutions & home updates

**Focus on Nov/Dec + Christmas**

- Bonfire Night
- Black Friday
- Winter
- Cosy home updates
- Christmas
  - Gift guides
  - Decorations & hosting

## NOVEMBER

**Focus on Jan/Feb**

- Valentine's Day
- Kitchen updates
- Spring/spring cleaning
- Mother's Day
- New S/S product launches

**Focus on Dec/Jan + Christmas**

- Winter,
- Christmas,
- NYE
- Fresh start - New Year's resolutions & home updates

## DECEMBER

**Focus on Feb/Mar**

- Spring/spring cleaning
- Bathroom updates
- Valentine's Day
- Easter
- Pantone Colour of the Year

**Focus on Jan/Feb + Christmas**

- Valentine's Day
- New Year's Eve celebrations
- Diaries & calendars
- Kitchen updates
- Pantone Colour of the Year

## PR & SEASONAL SUBJECTS

# 22/23 SPECIFIC THEMES

For 2022 we have rounded up the key film releases, awareness days and news topics we think will be big.



### FILMS

Films can make a great hook for your press releases by picking related products for gift guides or "get the looks"



### AWARENESS DAYS

Awareness Days and anniversaries can make a great hook for your press releases by picking related products for gift guides or to help readers take part themselves

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## JULY 2022

LONG LEADS	Focus on Sep/Oct + Christmas	SHORT LEADS	LONG LEADS	Focus on Aug/Sep issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Stand Up to Cancer (9th Sept)</li> <li>Don't Worry Darling (23rd Sept)</li> <li>Macmillan Coffee Morning (30th Sept)</li> <li>Black History Month (Oct)</li> <li>Breast Cancer Awareness Month (Oct)</li> </ul>			<ul style="list-style-type: none"> <li>Afternoon Tea Week (8th-14th Aug)</li> <li>Summer Bank Holiday (31st August)</li> <li>Stand Up to Cancer (9th Sept)</li> <li>Don't Worry Darling (23rd Sept)</li> <li>Macmillan Coffee Morning (30th Sept)</li> </ul>	

## AUGUST 2022

LONG LEADS	Focus on Oct/Nov + Christmas	SHORT LEADS	LONG LEADS	Focus on Sep/Oct issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>National Brunch Weekend (2nd Oct)</li> <li>World Mental Health Day (10th Oct)</li> <li>Black History Month</li> <li>Breast Cancer Awareness Month</li> <li>Black Panther sequel (11th Nov)</li> <li>Thanksgiving (24th Nov)</li> </ul>			<ul style="list-style-type: none"> <li>Stand Up to Cancer (9th Sept)</li> <li>Don't Worry Darling (23rd Sept)</li> <li>Macmillan Coffee Morning (30th Sept)</li> <li>Black History Month (Oct)</li> <li>Breast Cancer Awareness Month (Oct)</li> </ul>	

## SEPTEMBER 2022

LONG LEADS	Focus on Nov/Dec + Christmas	SHORT LEADS	LONG LEADS	Focus on Oct/Nov issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Black Panther sequel (11th Nov)</li> <li>Thanksgiving (24th Nov)</li> <li>Black Friday/Green Friday (25th Nov)</li> <li>Avatar 2 (16th Dec)</li> <li>Whitney Houston Biopic (23rd Dec)</li> <li>Boxing Day (26th Dec)</li> </ul>			<ul style="list-style-type: none"> <li>World Mental Health Day (10th Oct)</li> <li>Black History Month</li> <li>Breast Cancer Awareness Month</li> <li>National Brunch Weekend (2nd Oct)</li> <li>Black Panther sequel (11th Nov)</li> <li>Thanksgiving (24th Nov)</li> </ul>	

## OCTOBER 2022

LONG LEADS	Focus on Dec/Jan + Christmas	SHORT LEADS	LONG LEADS	Focus on Nov/Dec + Christmas	SHORT LEADS
	<ul style="list-style-type: none"> <li>Avatar 2 (16th Dec)</li> <li>Whitney Houston Biopic (23rd Dec)</li> <li>Boxing Day sales events/offers (26th Dec)</li> <li>Hogmanay (29th Dec - 1st Jan)</li> <li>Dry January</li> <li>Veganuary</li> <li>Chinese New Year (23rd Jan)</li> </ul>			<ul style="list-style-type: none"> <li>Black Panther sequel (11th Nov)</li> <li>Thanksgiving (24th Nov)</li> <li>Black Friday/Green Friday (25th Nov)</li> <li>Avatar 2 (16th Dec)</li> <li>Whitney Houston Biopic (23rd Dec)</li> <li>Boxing Day (26th Dec)</li> </ul>	

## NOVEMBER 2022

LONG LEADS	Focus on Jan/Feb	SHORT LEADS	LONG LEADS	Focus on Dec/Jan + Christmas	SHORT LEADS
	<ul style="list-style-type: none"> <li>Hogmanay (29th Dec - 1st Jan)</li> <li>Dry January</li> <li>Veganuary</li> <li>Chinese New Year (23rd Jan)</li> <li>Winter Olympics (4th-20th Feb)</li> <li>Pancake Day (21st Feb)</li> <li>LGBTQ History Month</li> </ul>			<ul style="list-style-type: none"> <li>Avatar 2 (16th Dec)</li> <li>Whitney Houston Biopic (23rd Dec)</li> <li>Boxing Day sales events/offers (26th Dec)</li> <li>Hogmanay (29th Dec - 1st Jan)</li> <li>Dry January</li> <li>Veganuary</li> <li>Chinese New Year (23rd Jan)</li> </ul>	

## DECEMBER 2022

LONG LEADS	Focus on Feb/Mar	SHORT LEADS	LONG LEADS	Focus on Jan/Feb + Christmas	SHORT LEADS
	<ul style="list-style-type: none"> <li>Winter Olympics (4th-20th Feb)</li> <li>Pancake Day (21st Feb)</li> <li>LGBTQ History Month</li> <li>Fairtrade Fortnight (27th Feb - 13th Mar)</li> <li>Dungeons &amp; Dragons (3rd Mar)</li> <li>International Women's Day (8th Mar)</li> </ul>			<ul style="list-style-type: none"> <li>Hogmanay (29th Dec - 1st Jan)</li> <li>Dry January</li> <li>Veganuary</li> <li>Chinese New Year (23rd Jan)</li> <li>Winter Olympics (4th-20th Feb)</li> <li>Pancake Day (21st Feb)</li> <li>Fairtrade Fortnight</li> </ul>	

## JANUARY 2023

LONG LEADS	Focus on Mar/Apr issues	SHORT LEADS	LONG LEADS	Focus on Feb/Mar issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Fairtrade Fortnight (27th Feb - 13th Mar)</li> <li>World Book Day (2nd Mar)</li> <li>Dungeons &amp; Dragons (3rd Mar)</li> <li>International Women's Day (8th Mar)</li> <li>St Patrick's Day (17th Mar)</li> <li>Earth Day (22nd Apr)</li> </ul>			<ul style="list-style-type: none"> <li>Winter Olympics (4th-20th Feb)</li> <li>Pancake Day (21st Feb)</li> <li>LGBTQ History Month</li> <li>Fairtrade Fortnight (27th Feb - 13th Mar)</li> <li>Dungeons &amp; Dragons (3rd Mar)</li> <li>International Women's Day (8th Mar)</li> </ul>	

## FEBRUARY 2023

LONG LEADS	Focus on Apr/May issues	SHORT LEADS	LONG LEADS	Focus on Mar/Apr issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>April Fool's Day (1st Apr)</li> <li>Earth Day (22nd Apr)</li> <li>Star Wars Day (4th May)</li> <li>World Fair Trade Day (13th May)</li> <li>World Bee Day (20th May)</li> <li>World Turtle Day (23rd May)</li> </ul>			<ul style="list-style-type: none"> <li>Fairtrade Fortnight (27th Feb - 13th Mar)</li> <li>World Book Day (2nd Mar)</li> <li>Dungeons &amp; Dragons (3rd Mar)</li> <li>International Women's Day (8th Mar)</li> <li>St Patrick's Day (17th Mar)</li> <li>Earth Day (22nd April)</li> </ul>	

## MARCH 2023

LONG LEADS	Focus on May/Jun issues	SHORT LEADS	LONG LEADS	Focus on Apr/May issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Star Wars Day (4th May)</li> <li>World Fair Trade Day (13th May)</li> <li>World Bee Day (20th May)</li> <li>World Turtle Day (23rd May)</li> <li>Spider-Man: Across the Spider-Verse (2nd Jun)</li> <li>World Environment Day (5th Jun)</li> </ul>			<ul style="list-style-type: none"> <li>April Fool's Day (1st Apr)</li> <li>Earth Day (22nd Apr)</li> <li>Star Wars Day (4th May)</li> <li>World Fair Trade Day (13th May)</li> <li>World Bee Day (20th May)</li> <li>World Turtle Day (23rd May)</li> </ul>	

## APRIL 2023

LONG LEADS	Focus on Jun/Jul issues	SHORT LEADS	LONG LEADS	Focus on May/Jun issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Spider-Man: Across the Spider-Verse (2nd Jun)</li> <li>World Environment Day (5th Jun)</li> <li>National Picnic Month</li> <li>World Chocolate Day (7th Jul)</li> <li>Barbie (21st Jul)</li> <li>The Marvels (28th Jul)</li> </ul>			<ul style="list-style-type: none"> <li>Star Wars Day (4th May)</li> <li>World Fair Trade Day (13th May)</li> <li>World Bee Day (20th May)</li> <li>World Turtle Day (23rd May)</li> <li>Spider-Man: Across the Spider-Verse (2nd Jun)</li> <li>World Environment Day (5th Jun)</li> </ul>	

## MAY 2023

LONG LEADS	Focus on Jul/Aug issues	SHORT LEADS	LONG LEADS	Focus on Jun/Jul issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>National Picnic Month</li> <li>World Chocolate Day (7th Jul)</li> <li>Barbie (21st Jul)</li> <li>The Marvels (28th Jul)</li> <li>Afternoon Tea Week (8th-14th Aug)</li> <li>Summer Bank Holiday (31st August)</li> </ul>			<ul style="list-style-type: none"> <li>Spider-Man: Across the Spider-Verse (2nd Jun)</li> <li>World Environment Day (5th Jun)</li> <li>National Picnic Month</li> <li>World Chocolate Day (7th Jul)</li> <li>Barbie (21st Jul)</li> <li>The Marvels (28th Jul)</li> </ul>	

## JUNE 2023

LONG LEADS	Focus on Aug/Sept issues	SHORT LEADS	LONG LEADS	Focus on Jul/Aug issues	SHORT LEADS
	<ul style="list-style-type: none"> <li>Afternoon Tea Week (8th-14th Aug)</li> <li>Summer Bank Holiday (31st August)</li> <li>Stand Up to Cancer (9th Sept)</li> <li>Macmillan Coffee Morning (30th Sept)</li> </ul>			<ul style="list-style-type: none"> <li>National Picnic Month</li> <li>World Chocolate Day (7th Jul)</li> <li>Barbie (21st Jul)</li> <li>The Marvels (28th Jul)</li> <li>Afternoon Tea Week (8th-14th Aug)</li> <li>Summer Bank Holiday (31st August)</li> </ul>	