

## 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

LONG LEADS	<b>Focus on Mar/Apr issues</b> <ul style="list-style-type: none"> <li>Mothers Day</li> <li>Easter</li> <li>Outdoor living</li> <li>Gardening &amp; wildlife</li> <li>Pastels &amp; floral prints</li> </ul>	SHORT LEADS
	<b>Focus on Feb/Mar issues</b> <ul style="list-style-type: none"> <li>Valentine's Day</li> <li>Spring/spring cleaning</li> <li>Bathroom updates</li> <li>Mother's Day</li> <li>Easter</li> </ul>	

## FEBRUARY

LONG LEADS	<b>Focus on Apr/May</b> <ul style="list-style-type: none"> <li>Easter</li> <li>Outdoor living</li> <li>Gardening &amp; wildlife</li> <li>Pastels &amp; floral prints</li> </ul>	SHORT LEADS
	<b>Focus on Mar/Apr issues</b> <ul style="list-style-type: none"> <li>Easter,</li> <li>Outdoor living</li> <li>Gardening &amp; wildlife</li> <li>Pastels &amp; floral prints</li> <li>Mother's Day</li> </ul>	

## MARCH

LONG LEADS	<b>Focus on May/Jun</b> <ul style="list-style-type: none"> <li>Summer must-haves</li> <li>Festivals &amp; travel</li> <li>May Bank Holiday</li> <li>End of term</li> <li>Garden updates &amp; outdoor living</li> <li>Father's Day</li> <li>Pride Month</li> </ul>	SHORT LEADS
	<b>Focus on Apr/May issues</b> <ul style="list-style-type: none"> <li>Easter,</li> <li>S/S22 new arrivals</li> <li>Outdoor living</li> <li>Gardening &amp; wildlife</li> <li>Pastels &amp; floral prints</li> </ul>	

## APRIL

LONG LEADS	<b>Focus on Jun/Jul</b> <ul style="list-style-type: none"> <li>Summer must-haves</li> <li>Festivals &amp; travel</li> <li>End of term</li> <li>Garden updates &amp; outdoor living</li> <li>Father's Day</li> <li>Pride Month</li> </ul>	SHORT LEADS
	<b>Focus on May/Jun issues</b> <ul style="list-style-type: none"> <li>Summer must-haves</li> <li>Festivals &amp; travel</li> <li>May Bank Holiday</li> <li>End of term</li> <li>Garden updates &amp; outdoor living</li> <li>Father's Day</li> <li>Pride Month</li> </ul>	

## MAY

LONG LEADS	<b>Focus on Jul/Aug</b> <ul style="list-style-type: none"> <li>Alfresco dining &amp; outdoor living</li> <li>Travel</li> <li>Prepping for autumn/seasonal transition</li> </ul>	SHORT LEADS
	<b>Focus on Jun/Jul issues</b> <ul style="list-style-type: none"> <li>Summer must-haves</li> <li>Festivals &amp; travel</li> <li>End of term</li> <li>Garden updates &amp; outdoor living</li> <li>Father's Day</li> <li>Pride Month</li> </ul>	

## JUNE

LONG LEADS	<b>Focus on Aug/Sept</b> <ul style="list-style-type: none"> <li>Autumn colours</li> <li>New A/W product launches</li> <li>Back to school</li> <li>Student living</li> <li>Christmas (get images ready)</li> </ul>	SHORT LEADS
	<b>Focus on Jul/Aug issues</b> <ul style="list-style-type: none"> <li>Alfresco dining &amp; outdoor living</li> <li>Travel</li> <li>Prepping for autumn/seasonal transition</li> </ul>	

## JULY

LONG LEADS	<b>Focus on Sep/Oct + Christmas</b> <ul style="list-style-type: none"> <li>Autumn colours</li> <li>New A/W product launches</li> <li>Back to school</li> <li>Student living</li> <li>Halloween</li> <li>Christmas (get images ready)</li> </ul>	SHORT LEADS
	<b>Focus on Aug/Sep issues</b> <ul style="list-style-type: none"> <li>Autumn colours</li> <li>New A/W product launches</li> <li>Back to school</li> <li>Student living</li> </ul>	

## AUGUST

LONG LEADS	<b>Focus on Oct/Nov + Christmas</b> <ul style="list-style-type: none"> <li>Halloween</li> <li>Bonfire Night</li> <li>Winter</li> <li>Cosy home updates</li> <li>Christmas <ul style="list-style-type: none"> <li>Gift guides</li> <li>Decorations &amp; hosting</li> </ul> </li> </ul>	SHORT LEADS
	<b>Focus on Sep/Oct issues</b> <ul style="list-style-type: none"> <li>Autumn colours</li> <li>New A/W product launches</li> <li>Back to school</li> <li>Halloween</li> <li>Christmas (get images ready)</li> </ul>	

## SEPTEMBER

LONG LEADS	<b>Focus on Nov/Dec + Christmas</b> <ul style="list-style-type: none"> <li>Bonfire Night</li> <li>Black Friday</li> <li>Winter</li> <li>Cosy home updates</li> <li>Christmas - Gift guides, Decorations &amp; hosting</li> <li>Wonka film release</li> </ul>	SHORT LEADS
	<b>Focus on Oct/Nov issues</b> <ul style="list-style-type: none"> <li>Halloween</li> <li>Bonfire Night</li> <li>Winter</li> <li>Cosy home updates</li> <li>Christmas <ul style="list-style-type: none"> <li>Gift guides</li> <li>Decorations &amp; hosting</li> </ul> </li> </ul>	

## OCTOBER

LONG LEADS	<b>Focus on Dec/Jan + Christmas</b> <ul style="list-style-type: none"> <li>Winter</li> <li>Christmas</li> <li>NYE</li> <li>Fresh start - New Year's resolutions &amp; home updates</li> </ul>	SHORT LEADS
	<b>Focus on Nov/Dec + Christmas</b> <ul style="list-style-type: none"> <li>Bonfire Night</li> <li>Black Friday</li> <li>Winter</li> <li>Cosy home updates</li> <li>Christmas - Gift guides, Decorations &amp; hosting</li> <li>Wonka film release</li> </ul>	

## NOVEMBER

LONG LEADS	<b>Focus on Jan/Feb</b> <ul style="list-style-type: none"> <li>Valentine's Day</li> <li>Kitchen updates</li> <li>Spring/spring cleaning</li> <li>Mother's Day</li> <li>New S/S product launches</li> </ul>	SHORT LEADS
	<b>Focus on Dec/Jan + Christmas</b> <ul style="list-style-type: none"> <li>Winter,</li> <li>Christmas,</li> <li>NYE</li> <li>Fresh start - New Year's resolutions &amp; home updates</li> </ul>	

## DECEMBER

LONG LEADS	<b>Focus on Feb/Mar</b> <ul style="list-style-type: none"> <li>Spring/spring cleaning</li> <li>Bathroom updates</li> <li>Valentine's Day</li> <li>Easter</li> <li>Pantone Colour of the Year</li> <li>Fairtrade Fortnight</li> </ul>	SHORT LEADS
	<b>Focus on Jan/Feb + Christmas</b> <ul style="list-style-type: none"> <li>Valentine's Day</li> <li>New Year's Eve celebrations</li> <li>Diaries &amp; calendars</li> <li>Kitchen updates</li> <li>Pantone Colour of the Year</li> </ul>	

## 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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## JANUARY 2023

LONG LEADS

### Focus on Mar/Apr issues

- World Book Day (2nd Mar)
- *Dungeons & Dragons* (7th April)
- International Women's Day (8th Mar)
- St Patrick's Day (17th Mar)
- Earth Day (22nd Apr)

### Focus on Feb/Mar issues

- Pancake Day (21st Feb)
- LGBTQ History Month
- Fairtrade Fortnight (27th Feb - 12th Mar)
- *Dungeons & Dragons* (7th Apr)
- International Women's Day (8th Mar)
- *The Super Mario Bros. Movie* (7th Apr)

SHORT LEADS

## FEBRUARY 2023

LONG LEADS

### Focus on Apr/May issues

- April Fool's Day (1st Apr)
- Earth Day (22nd Apr)
- Star Wars Day (4th May)
- World Fair Trade Day (13th May)
- World Bee Day (20th May)
- World Turtle Day (23rd May)
- *Guardians of the Galaxy 3* (5th May)

### Focus on Mar/Apr issues

- Fairtrade Fortnight (27th Feb - 12th Mar)
- World Book Day (2nd Mar)
- *Dungeons & Dragons* (7th Apr)
- International Women's Day (8th Mar)
- St Patrick's Day (17th Mar)
- Earth Day (22nd April)

SHORT LEADS

## MARCH 2023

LONG LEADS

### Focus on May/Jun issues

- Star Wars Day (4th May)
- World Fair Trade Day (13th May)
- World Bee Day (20th May)
- World Turtle Day (23rd May)
- *Spider-Man: Across the Spider-Verse* (2nd Jun)
- World Environment Day (5th Jun)

### Focus on Apr/May issues

- April Fool's Day (1st Apr)
- Earth Day (22nd Apr)
- Star Wars Day (4th May)
- World Fair Trade Day (13th May)
- World Bee Day (20th May)
- World Turtle Day (23rd May)
- *Guardians of the Galaxy 3* (5th May)

SHORT LEADS

## APRIL 2023

LONG LEADS

### Focus on Jun/Jul issues

- *Spider-Man: Across the Spider-Verse* (2nd Jun)
- World Environment Day (5th Jun)
- National Picnic Month
- World Chocolate Day (7th Jul)
- *Barbie* (21st Jul)
- *The Marvels* (28th Jul)
- Roosevelt (14th Jul)

### Focus on May/Jun issues

- Star Wars Day (4th May)
- World Fair Trade Day (13th May)
- World Bee Day (20th May)
- World Turtle Day (23rd May)
- *Spider-Man: Across the Spider-Verse* (2nd Jun)
- World Environment Day (5th Jun)

SHORT LEADS

## MAY 2023

LONG LEADS

### Focus on Jul/Aug issues

- National Picnic Month
- World Chocolate Day (7th Jul)
- *Barbie* (21st Jul)
- *The Marvels* (28th Jul)
- Afternoon Tea Week (7th-13th Aug)
- Summer Bank Holiday (28th Aug)
- Roosevelt (14th Jul)

### Focus on Jun/Jul issues

- *Spider-Man: Across the Spider-Verse* (2nd Jun)
- World Environment Day (5th Jun)
- National Picnic Month
- World Chocolate Day (7th Jul)
- *Barbie* (21st Jul)
- *The Marvels* (28th Jul)
- Roosevelt (14th Jul)

SHORT LEADS

## JUNE 2023

LONG LEADS

### Focus on Aug/Sept issues

- Afternoon Tea Week (8th-14th Aug)
- Summer Bank Holiday (28th Aug)
- Macmillan Coffee Morning (30th Sept)

### Focus on Jul/Aug issues

- National Picnic Month
- World Chocolate Day (7th Jul)
- *Barbie* (21st Jul)
- *The Marvels* (28th Jul)
- Afternoon Tea Week (8th-14th Aug)
- Summer Bank Holiday (28th Aug)

SHORT LEADS

## JULY 2023

LONG LEADS

### Focus on Sep/Oct + Christmas

- Stand Up to Cancer (8th Sept)
- Macmillan Coffee Morning (30th Sept)
- Black History Month (Oct)
- Breast Cancer Awareness Month (Oct)

### Focus on Aug/Sept issues

- Afternoon Tea Week (8th-14th Aug)
- Summer Bank Holiday (28th Aug)
- Macmillan Coffee Morning (30th Sept)

SHORT LEADS

## AUGUST 2023

LONG LEADS

### Focus on Oct/Nov + Christmas

- National Brunch Weekend (2nd Oct)
- World Mental Health Day (10th Oct)
- Black History Month
- Breast Cancer Awareness Month
- Thanksgiving (23rd Nov)
- *Dune Part Two* (3rd Nov)

### Focus on Sep/Oct issues

- Stand Up to Cancer (8th Sept)
- Macmillan Coffee Morning (30th Sept)
- Black History Month (Oct)
- Breast Cancer Awareness Month (Oct)

SHORT LEADS

## SEPTEMBER 2023

LONG LEADS

### Focus on Nov/Dec + Christmas

- Thanksgiving (23rd Nov)
- *The Hunger Games Prequel* (17th Nov)
- Black Friday/Green Friday (24th Nov)
- Boxing Day (26th Dec)

### Focus on Oct/Nov issues

- World Mental Health Day (10th Oct)
- Black History Month
- Breast Cancer Awareness Month
- National Brunch Weekend (2nd Oct)
- *The Hunger Games Prequel* (17th Nov)
- Thanksgiving (23rd Nov)
- *Dune Part Two* (3rd Nov)

SHORT LEADS

## OCTOBER 2023

LONG LEADS

### Focus on Dec/Jan + Christmas

- Boxing Day sales events/offers (26th Dec)
- Hogmanay (29th Dec - 1st Jan)
- Dry January
- Veganuary
- Chinese New Year (10th Feb)

### Focus on Nov/Dec + Christmas

- Thanksgiving (24th Nov)
- Black Friday/Green Friday (24th Nov)
- Boxing Day (26th Dec)

SHORT LEADS

## NOVEMBER 2023

LONG LEADS

### Focus on Jan/Feb

- Hogmanay (29th Dec - 1st Jan)
- Dry January
- Veganuary
- Chinese New Year (10th Feb)
- Pancake Day (13th Feb)
- LGBTQ History Month

### Focus on Dec/Jan + Christmas

- Boxing Day sales events/offers (26th Dec)
- Hogmanay (29th Dec - 1st Jan)
- Dry January
- Veganuary
- Chinese New Year (10th Feb)

SHORT LEADS

## DECEMBER 2023

LONG LEADS

### Focus on Feb/Mar

- Pancake Day (13th Feb)
- LGBTQ History Month
- International Women's Day (8th Mar)

### Focus on Jan/Feb + Christmas

- Hogmanay (29th Dec - 1st Jan)
- Dry January
- Veganuary
- Chinese New Year (10th Feb)
- Pancake Day (13th Feb)
- Fairtrade Fortnight

SHORT LEADS