

How far ahead are the press working?

LEAD TIMES



LONG-LEAD PRINT

Monthly printed magazines

Eg. ELLE UK, Country Living, House & Garden

Working 3 - 5 months ahead

SHORT-LEAD PRINT

Weekly printed magazines

Eg. Grazia, The Sunday Times Style

Working 2 weeks - 2 months ahead

DAILY PRINT

Daily printed newspapers

Eg. Guardian, Daily Mail

Working 2 weeks - 1 day ahead

ONLINE

Weekly printed magazines

Eg. Daily Mail, Refinery 29

Working 1 day - 1 month ahead



OTHER LEAD TIMES TO BE AWARE OF:

Biannual or annual publications: Look at past issue release dates to establish lead time for future issues. Please be aware that these publications could be print or digital-only also affecting their lead times.

Podcasts: Usually book guests in bulk therefore lead times irrelevant.

Radio & TV: Follow online lead times

Q1 National Days

January

Whole of January	Veganuary
Whole of January	Dry January
1st January	New Year's Day
4th January	World Braille Day
8th - 14th January	Houseplant Week UK
15th January	Blue Monday
21st January	World Religion Day
22nd - 28th January	Cervical Cancer Prevention Week
25th January	Burns Night
27th January	World Holocaust Day
28th January - 4th February	National Storytelling Week

February

Whole of February	LGBT+ History Month
1st February	World Hijab Day
1st February	Time To Talk Day
4th February	World Cancer Day
5th - 11th February	National Apprenticeship Week
9th February	National Pizza Day
10th February	Chinese New Year
13th February	Shrove Tuesday
14th February	Ash Wednesday
14th February	Valentine's Day
17th February	Random Acts of Kindness Day

March

Whole of March	National Bed Month
1st March	International Wheelchair Day
3rd March	World Hearing Day
3rd March	World Wildlife Day
7th March	World Book Day
7th - 10th March	Crufts
8th March	International Women's Day
10th March	Mother's Day
10th March	Ramadan begins
12th - 15th March	Cheltenham Festival
15th March	Red Nose Day
17th March	St. Patrick's Day
20th March	International Day of Happiness
20th March	Spring Equinox
21st March	World Down Syndrome Day
22nd March	World Water Day
23rd March	Earth Hour
27th March	World Theatre Day
29th March	Good Friday
31st March	Easter Sunday
31st March	International Trans Day of Visibility
31st March	Clocks go forward

What the press are working on - Q1

January

Long lead titles	Short lead titles
Working on April - June issues	Working on Jan - March issues
Easter (Food-focused)	Knitwear
Spring/ Summer 2024 trends	Refreshing your home, wardrobe, diet etc.
New collections for SS24	Fitness / wellness
Colour trends	Trends for 2024
Spring style	New collections for SS24
Transitional dressing	Colour trends
Wedding guest/ Occasion dresses and accessories	Valentine's Day gifts
Wedding / bridesmaid gifts	International Women's Day (Brands or products supporting women's charities)
Gardening products and ideas	Mother's Day gifts
Travel/ holiday essentials	Seasonal ingredients
Online titles	
Working on Jan - Feb issues	
Dry January	
Veganuary	
Blue Monday products to lift your mood	
Refreshing your home, wardrobe, diet etc.	
Fitness/ wellness	
Valentine's Day gifts	
Trends for 2024	
Colour trends	
International Women's Day	

February

Long lead titles	Short lead titles
Working on May - July issues	Working on Feb - April issues
Transitional fashion	Knitwear
Spring/ Summer 2024 trends	Refresh your home, wardrobe, diet etc.
New collections for SS24	Fitness/ wellness
Colour trends	Transitional fashion S/S
Summer beauty, SPF/ tan/ scent	New collections for SS24
Wedding guest/ Occasion dresses and accessories	Colour trends
Wedding / bridesmaid gifts	Valentine's Day gifts
Gardening products and ideas	International Women's Day (Brands or products supporting women's charities)
Travel/ holiday essentials	Mother's Day gifts
Seasonal ingredients	Easter decorations/ food/ drink
Online titles	Seasonal ingredients
Working on Feb - March issues	
Refreshing your home, wardrobe, diet etc.	
Fitness/ wellness	
Valentine's Day gifts	
SS24 trends	
Colour trends	
International Women's Day (Brands or products supporting women's charities)	
Seasonal ingredients	
Shrove Tuesday	

March

Long lead titles	Short lead titles
Working on June - Aug issues	Working on March - May issues
Holiday fashion	Mother's Day gift ideas
Men & women holiday essentials - swimwear/ sandals/ baggage	Easter gifts ideas- homewares/ food items
Summer beauty products - tanning/ SPF/ razors	Outdoor furniture/ living/ accessories
Travel baggage	BBQ/ picnic items
Children's summer clothing	Pastels/ bright interior trends
Wedding guest/ occasion dresses and accessories	Floral homewares and fashion
Wedding / bridesmaid gifts	SS24 fashion
Outdoor dining	Wedding guest/ occasion dresses and accessories
Father's Day gifts	Spring refresh - make-up, interiors, clothing, accessories
Seasonal ingredients	Sustainable purchases
Outdoor games / Activities for the school holidays	Seasonal ingredients
Online titles	Staying in shape/ healthy
Working on March - April issues	
Fashion week trends	
Transitional fashion	
Sustainable purchases, fashion/ homewares	
Picnic and hampers	
Seasonal ingredients	
Mother's Day gift ideas	
Easter gift ideas- homewares/ food items	

Q2 National Days

April

Whole of April	National Garden Month
Whole of April	Stress Awareness Month
1st April	Easter Monday
April 1st - May 2nd	National Pet Month
1st April	April Fools Day
2nd April	Autism Awareness Day
7th April	World Health Day
9th April	Ramadan ends
10th April	National Siblings Day
11th April	World Parkinson's Day
11th - 13th April	Grand National
15th April	World Art Day
21st April	National Tea Day
23rd April	London Marathon
22nd April	Earth Day 2024
23rd April	St George's Day 2023

May

6th May	Early May Bank Holiday
8th May	VE Day
10th May	International Nurses Day
13th May	World Cocktail Day
13th - 20th May	Mental Health Awareness Week
13th - 19th May	Learning at Work Week
16th May	Global Accessibility Awareness Day
19th May	World Baking Day
21st - 25th May	RHS Chelsea Flower Show
27th May	Spring Bank Holiday
29th May	National Biscuit Day

June

Whole of June	Pride month
1st June	Global Day of Parents
5th June	World Environment Day 2024
8th June	World Ocean Day
10th - 16th June	Bike Week
10th - 16th June	Men's Health Week
15th - 22nd June	National Picnic Week
15th June	Beer Day Britain
16th June	World Refill Day
16th June	Father's Day
17th - 23rd June	Refugee Week
17th - 23rd June	Learning Disability Week
18th - 22nd June	Royal Ascot
20th June	Summer solstice
23rd June	International Women in Engineering Day
29th June	London Pride
29th June	Armed Forces Day

What the press are working on - Q2

April

Long lead titles	Short lead titles
Working on July - Sep issues	Working on April - June issues
Holiday fashion	Outdoor furniture / accessories
SS24 trends	BBQ/ picnic items
Wedding guest/ occasion dresses and accessories	Gardening products and ideas
Wedding / bridesmaid gifts	Pastels/ bright interior ideas
Holiday essentials - swimwear/ sandals/ baggage	Floral homewares and fashion
Summer beauty products - tan/ SPF/ razors	SS24 trends
Children's summer clothing	Bridal looks and accessories
Bright/ colourful interior trends and accessories	Wedding guest/ occasion dresses and accessories
Outdoor dining/ picnic/ BBQ accessories	Wedding / bridesmaid gifts
Summer spiritis/ drinks / non-alcoholic alternatives	Father's Day gifts
Seasonal ingredients	Holiday accessories/ swimwear/ sunglasses/ bags
Outdoor games, activities for the school holidays	Holiday accessories/ swimwear/ sunglasses/ bags
Back to work/ school/ uni accessories - lunchboxes/ water bottles	Summer scents/ fragrance
Travel baggage	New season beauty trends. SPF/ 'glow' products
Online titles	Summer spiritis/ Cocktail products/Non- alcoholic alternatives
Working on April - May issues	Online titles (cont)
Holiday essentials	Working on April - May issues
SS24 trends	BBQ accessories/ tools/ food items
Transitional fashion	Picnicware and hampers
Sustainable purchases, fashion/ homewares	Outdoor living/ garden furniture
	Seasonal ingredients
	Easter gift ideas- homeware/ food items

May

Long lead titles	Short lead titles
Working on Aug - Oct issues	Working on May - July issues
Holiday fashion	Outdoor furniture/ living/ accessories
Children's summer clothing	BBQ/ picnic items
Transitional fashion SS /AW	Gardening products and ideas
Back to work/ office looks	Pastels/ bright interior ideas
Bright/ colourful interior trends and accessories	Floral homewares and fashion
Outdoor dining/ picnic/ BBQ accessories	SS24 trends
Summer spiritis/ beers/ non-alcoholic alternatives	Bridal looks and accessories
Seasonal ingredients	Wedding guest/ occasion dresses and accessories
Outdoor living/ garden furniture and accessories	Wedding / bridesmaid gifts
Outdoor games, activities for the school holidays	Holiday accessories/ swimwear/ sunglasses/ bags
Back to work/ school/ uni accessories- lunchboxes/ water bottles	Men & women's summer scent/ fragrance
Halloween	Father's Day gifts
Online titles	New season beauty trends, SPF/ 'glow' products
Working on May - June issues	Seasonal ingredients
Holiday essentials	Summer spiritis/ Cocktail products/ Non- alcoholic alternatives
SS24 trends	Staying in shape/ healthy living
Sustainable purchases, fashion/ homewares	
Outdoor living/ garden furniture	
BBQ accessories/ tools/ food items	
Picnicware and hampers	
Seasonal ingredients	
Father's Day gifting	

June

Long lead titles	Short lead titles
Working on Sep - Nov issues	Working on June - Aug issues
Back to school/ university/ work essentials	Outdoor furniture/ living/ accessories
Seasonal ingredients	BBQ/ picnic items
Black owned businesses for Black History Month	Gardening products and ideas
Halloween	Pastels/ bright interior ideas
AW fashion	Floral homewares and fashion
Autumnal interior trends/ colours	Bridal looks and accessories
	Wedding guest/ occasion dresses and accessories
	Wedding / bridesmaid gifts
	Holiday accessories/ swimwear/ sunglasses/ bags
	Men & women's summer scent/ fragrance
	Father's Day gifts
	New season beauty trends, SPF/ 'glow' products
Online titles	Seasonal ingredients
Working on June - July issues	Summer spiritis/ Cocktail products/ Non-alcoholic alternatives
Holiday essentials	Staying in shape/ healthy living
Transitional fashion	
Wedding / bridesmaid gifts	
Sustainable purchases, fashion/ homewares	
Outdoor living/ garden furniture	
BBQ accessories/ tools/ food items	
Picnicware and hampers	
Seasonal ingredients	
Father's Day gifting	

Q3 National Days

July

Whole of July	Plastic Free July
Whole of July	National Picnic Month
1st - 14th July	Wimbledon
5th - 7th July	British Grand Prix
7th July	World Chocolate Day
17th July	World Emoji Day
18th July	Black Leaders Awareness Day
26th July - 4th August	Love Parks Week
26th July - 11th August	Paris 2024 Summer Olympics
30th July	International Friendship Day

August

26th July - 4th August	Love Parks Week
26th July - 11th August	Paris 2024 Summer Olympics
1st - 7th August	World Breastfeeding Week
1st August	Cycle To Work Day
8th August	International Cat Day
13th August	National Prosecco Day
18th August	Men's Grooming Day
26th August	National Dog Day
28th August	National Bow Tie Day
26th August	Summer Bank Holiday
28th August - 8th September	Paris 2024 Summer Paralympics

September

Whole of September	Organic September
Whole of September	Sexual Health Awareness Month
2nd - 6th September	Zero Waste Week
8th September	Great North Run
9th - 22nd September	Fairtrade Fortnight
13th September	Doodle Day
14th September - 29th September	British Food Fortnight
18th September	National Fitness Day
23rd September - 27th September	International Week of Happiness at Work
21st September	World Alzheimer's Day
22nd September	Autumn begins
27th September	Macmillan World's Biggest Coffee Morning
29th September	World Heart Day
29th September - 6th October	Shetland Wool Week
30th September - 6th October	National Curry Week
30th September - 6th October	Dyslexia Awareness Week

What the press are working on - Q3

July

August

September

Long lead titles	Short lead titles	Long lead titles	Short lead titles	Long lead titles	Short lead titles
Working on Oct - Dec issues	Working on July - Sep issues	Working on Nov - Jan issues	Working on Aug - Oct issues	Working on Dec - Feb issues	Working on Sep - Nov issues
Christmas gifting	Outdoor furniture/ living/ accessories	Christmas gifting	Early AW fashion, layering	Christmas gift guides	AW fashion
Party season fashion	BBQ/ picnic items	Party season fashion	Outdoor furniture/ living/ accessories	AW collections	Transitional fashion
Candles/ cosy interiors	Gardening products and ideas	Knitwear	BBQ/ picnic items	New year resolutions	Back to school/ university/ office
Black owned businesses for Black History Month	Pastels/ bright interior ideas	Fitness	Gardening products and ideas	2025 trends	Bonfire night
New year, new you	Floral homewares and fashion	Dry January - non-alcoholic products	Transitional fashion	Organisation & planners	Black owned businesses for Black History Month
Knitwear	Bridal looks and accessories	New year, new you	Bridal looks and accessories	Healthy lifestyle	Candles/ cosy autumn interiors
Layering	Wedding guest/ occasion dresses and accessories	Refreshing your home, wardrobe, diet etc.	Wedding guest/ occasion dresses and accessories	Winter knits	Halloween
Online titles	Wedding / bridesmaid gifts	2025 trends	Holiday accessories/ swimwear/ sunglasses/ bags	Valentine's gifts	Seasonal ingredients
Working on July - Aug issues	Holiday accessories/ swimwear/ sunglasses/ bags		Men & women's summer scent/ fragrance	Seasonal ingredients	
Holiday essentials	Men and women's summer scent/ fragrance		New season beauty trends, SPF/ 'glow' products	Online titles	
Transitional fashion	Back to work/ school/ uni accessories - lunchboxes/ water bottles		Black owned businesses for Black History Month	Working on Sep - Oct issues	
Sustainable purchases, fashion/ homewares	Outdoor games, activities for the school holidays	Online titles	Seasonal ingredients	Halloween	
Outdoor living/ garden furniture	Seasonal ingredients	Working on Aug - Sep issues	Summer spirits/ Cocktail products/ Non-alcoholic alternatives	Food items for Organic September	
Wedding / bridesmaid gifts	Summer spirits/ Cocktail products/ Non-alcoholic alternatives	Transitional fashion	Staying in shape/ healthy living	Back to school/ University/ Office	
BBQ accessories/ tools/ food items		Sustainable purchases, fashion/ homewares		Candles & cosy autumn	
Picnicware and hampers		Seasonal ingredients		Black owned businesses for Black History Month	
Seasonal ingredients		Back to school/ university/ office		World Mental Health Day	
Summer beauty products - tanning/ SPF/ razors		Bank Holiday getaway, what to pack			
Children's summer clothing					

Q4 National Days

October

30th September - 6th October	National Curry Week
30th September - 6th October	Dyslexia Awareness Week
Whole of October	Breast Cancer Awareness Month
Whole of October	Black History Month
Whole of October	Go sober for October
Whole of October	The Campaign for Wool (Wool Week 2024)
1st - 7th October	National Vegetarian Week
1st October	Buy British Day
1st October	World Vegetarian Day
1st October	International Coffee Day
2nd October	World Animal Day
4th October	World Smile Day
10th October	World Mental Health Day
10th October	World Sight Day
16th October	International Pronouns Day
18th October	World Menopause Day
27th October	Clocks go back
31st October	Halloween
31st October	Diwali begins

November

Whole of November	November: Men's Health Awareness
1st November	World Vegan Day
3rd November	National Sandwich Day
4th November	Diwali ends
5th November	Guy Fawkes Night (Bonfire Night)
6th November	Stress Awareness Day
10th November	Remembrance Sunday
11th - 24th November	COP 29
11th November	Armistice Day
13th November	World Kindness Day
14th November	World Diabetes Day
15th November	BBC Children In Need
19th November	International Men's Day
18th - 22nd November	Just a card- Indie week
20th November	World Children's Day
23rd - 30th November	National Tree Week
28th November	Thanksgiving
29th November	Black Friday
30th November	Small Business Saturday

December

2nd December	Cyber Monday
3rd December	International Day of Persons With Disabilities
4th December	Elf Day
5th December	Christmas Jumper Day
10th December	Human Rights Day
22nd December	Winter solstice
24th December	Christmas Eve
25th December	Christmas Day
26th December	Boxing Day
31st December	New Year's Eve

What the press are working on - Q4

October

Long lead titles

Working on Jan - March issues

New year

Fitness

New year resolutions

Organisation & planners

Healthy lifestyle

Home comforts

Winter knits

Valentine's gifts

Online titles

Working on Oct - Nov issues

Knitwear

Bonfire night

Party season accessories

Candles & cosy autumn

Christmas gifting

Black owned businesses for Black History Month

Vegetarian food and drinks for World Vegetarian Day

Wellness products for world Mental Health Day

Short lead titles

Working on Oct - Dec issues

Winter warmers/Hygge season

Winter knits

Christmas gifting

Office party

Bonfire night

New Year's Eve

Fitness

November

Long lead titles

Working on Feb - April issues

Valentine's gifts

International Women's Day

Spring/ Summer 2025 trends

Mother's Day

Spring collections

Online titles

Working on Nov - Dec issues

Men's mental health for Movember

Christmas gifting

Knitwear

Party season outfits

Black Friday/ Cyber Monday guides

New year

New year resolutions

Fitness

Organisation & planners

Healthy lifestyle

Short lead titles

Working on Nov - Jan issues

New year

New year resolutions

Organisation & planners

Healthy lifestyle

Fitness

Home comforts

Winter knits

December

Long lead titles

Working on March - May issues

Easter (Food-focused)

Spring/ Summer 2025 trends

New collections for SS25

Spring style

Transitional dressing

Colour trends

Home updates and refresh

Decluttering/ storage solutions

Gardening products and ideas

Travel/ holiday essentials

Online titles

Working on Dec - Jan issues

Last minute Christmas gifting

Christmas - preparing for the big day

Knitwear

Candles and cosy living

New Year's Eve/ Party season accessories

Organisation & planners for the new year

New year, new you

Refreshing your home, wardrobe, diet etc.

Fitness/ wellness

Trends for 2025

Short lead titles

Working on Dec - Feb issues

Last minute Christmas gifting

Christmas- preparing for the big day

Knitwear

New Year's Eve party accessories

Organisation & planners for the new year

New year, new you

Refresh your home, wardrobe, diet etc.

Fitness/ wellness

New collections for SS25

Valentine's Day gifts