



# **Metropolitan and national media guidelines**

**2019**

Media outlets work to many different deadlines. Early General News (EGN) works on a 24 hour, seven day a week cycle – only the big, national news stories have a lifespan beyond 24 hours. News radio is on an hourly news cycle. Lifestyle magazines work at least three months out, sometimes up to five, which means they are writing summer's hot holiday stories in July, to be on shelves in November.

Below is a summary of the Australian media deadlines that should be met in order to maximise coverage for your event or business.

## LONG LEAD MEDIA

Long lead media work on articles at least three months prior to the publish date, and issues run a month ahead. For example, a diary listing for an event held in July should be submitted with images by no later than March. The July issue of a long lead publication will be available on shelves in June, the August issue will be available in July etc.

**Long lead media will be most interested in** – new products and venues, event diary listings, interviews and feature articles on talent with a strong story to tell or a well-known ambassador/ spokesperson for your event.

**Types of long lead media** – Typically long lead media are all glossy magazines such as *House & Garden*, *Gourmet Traveller*, *Belle*, *Australian Women's Weekly*, *Marie Claire*, *Women's Health*, *Men's Health*, *GQ*, *Bike*.

## MEDIUM LEAD MEDIA

Medium lead media work on articles at least six weeks prior to the publish date. For example, a diary listing for an event held in mid-July should be submitted with images by no later than the first week in June.

**Medium lead media will be most interested in** – new products and venues, event diary listings, interviews and feature articles with talent and ambassadors, feature recipes, restaurant and accommodation reviews and retail, restaurant and bar reviews.

**Types of medium lead media** – Medium lead media comes in two forms: In the form of paper-backed magazines such as *Women's Weekly*, *New Idea*, *NW* and *Famous*. And, Metropolitan newspaper supplements such as News Ltd.'s *Weekend* and *Sunday Style* and Fairfax's *Epicure*, *Traveller* and *Good Weekend*.

## SHORT LEAD MEDIA

Short lead media work on news of the day and articles and interviews no more than one week out from the publish date.

**Short lead media will be most interested in** – hard news, newsworthy events and large-scale openings/ launches, picture opportunities, announcements, the release of

newsworthy data and statistics that can be generalised to the broader population and interviews with talent/ spokespeople.

**Types of short lead media** – Short lead media typically comes in four forms:

In the form of online publications and blogs such as *Mamamia*, *Mumbrella* and *Broadsheet*.

Print newspapers such as *The Age*, *Herald Sun*, *The Australian* and *Australian Financial Review*.

Radio, and TV news and lifestyle programs such as *Today* and *The Project*.