

NAME

THE NAME PR GUIDE OF GUIDES

We all recognise the difficulties in building a buzz around a festival.

One of those difficulties is in securing a media profile and good public awareness. Achieving this is an on-going process and without an effective PR strategy, it is very difficult to reach the attention of the right music fans to influence their decisions about which festivals to attend.

Luckily, each year, trusted influencers, both in print and online, publish numerous guides and 'Top Ten' lists aimed at helping the music fan to choose. This is just one PR tool at your disposal. Getting your information to those publishers in a timely manner should be an essential task you build into your media strategy. But keeping tabs on what guides are out there is a job in itself, which is why we've decided to share the knowledge from our own work last year.

The Name PR Guide of Guides is built from 2014 research and is designed as a simple overview guide. It's by no means exhaustive but we hope you find it useful as a starting point, to help you with your PR & marketing planning. The submission deadlines are exactly that – if you want to be considered for editorial coverage, remember to get in touch well before the deadline approaches.

GOOD LUCK!



BROADSHEETS	FORMAT	ROUGH SUBMISSION DEADLINES
The Daily Telegraph	Online	April and May
The Guardian	Online and Print	May
The Independent	Online	June
The Sunday Times	Online	May
The Times	Online and Print	May

REDTOPS	FORMAT	ROUGH SUBMISSION DEADLINES
Daily Express	Online	June
Daily Mail	Online	May
Daily Mirror	Online	April
Daily Star	Online	May
The Sun	N/A	June

FREE PAPERS	FORMAT	ROUGH SUBMISSION DEADLINES
Evening Standard	Online and Print	May
Metro	Online	May

MUSIC MAGS	FORMAT	ROUGH SUBMISSION DEADLINES
ArtRocker	Online and Print	March
Clash Magazine	Online Only	Coverage starts around March
DIY Magazine	Print	August
DJ Mag	Online and Print	May
Fused Magazine	Print	June
Hit The Floor	Online Print	
Is This Music?	Online and Print	
Loud & Quiet	Online and Print	
Mixmag	Print	May
NME	Online and Print	Starts in May
Q Magazine	Print	April
Toast Magazine	Print	No deadline
Ultimate Festival Guide	Online and Print	April
Uncut	Online and Print	

MUSIC TRADE	FORMAT	ROUGH SUBMISSION DEADLINES
Festival	Print	Published in December, February, March and April

LIFESTYLE & GUIDES	FORMAT	ROUGH SUBMISSION DEADLINES
Luv	Print	
The Big Issue	Online and Print	
The List	Online and Print	December
The Red Bulletin	Print	
Time Out	Online and Print	June or July
TNT	Online and Print	February
Trendlife Magazine	Online	
Wireless	Online and Print	

ONLINE PUBLICATIONS	FORMAT	ROUGH SUBMISSION DEADLINES
BBC Music Festival Guide	Online	Starts from April or earlier
Digital Spy	Online	May
DUMMY	Online	
eFestivals	Online	Six weeks before the event happens
Entertainment Focus	Online	June
EntertainmentWise	Online	Updating throughout festival season
Ents24	Online	All year around
Festival Kidz	Online	All year around
Festivals for All	Online	All year around
Flavour Magazine	Online	April

ONLINE PUBLICATIONS	FORMAT	ROUGH SUBMISSION DEADLINES
Folk and Roots	Online	All year round
Gigs and Festivals	Online	All year round
Gigwise	Online	Starts from April or earlier
Gurgle	Online	
Holy Moly	Online	
Huffington Post	Online	May
Junior Magazine	Online	July
Music Festival Junkies	Online	All year round
MusicOMH	Online	May
Netmums	Online	
Psychologies	Online	
Skiddle	Online	Starts from March
Songlines	Online	March
Summer Festival Guide	Online	Starts from April or earlier
That Grape Juice	Online	
The 405	Online	April
The Festival Calendar	Online	
The Festival Guide	Online	
The House of Coxhead	Online	
The Line of Best Fit	Online	June
The Quietus	Online	
UK Festival Guides	Online	All year round

ONLINE PUBLICATIONS	FORMAT	ROUGH SUBMISSION DEADLINES
Venue	Online	Closed
Virtual Festivals	Online	All year round
We Love Festivals	Online	All year round
Wiki Festivals	Online	All year round
XLR8R	Online	
Under The Radar	Online	

MEN'S MAGS	FORMAT	ROUGH SUBMISSION DEADLINES
Front	Online and Print	

WOMEN'S MAGS	FORMAT	ROUGH SUBMISSION DEADLINES
Company	Online and Print	
Cosmopolitan	Online	March
Elle	Online	May
Glamour Magazine	Online	June
Marie Claire	Online	May
Red Magazine	Online and Print	June
Tatler Magazine	Online and Print	

STUDENT	FORMAT	ROUGH SUBMISSION DEADLINES
The National Student	As an e-mag and app for Android/iPhone	Mid March
The Student Guide: Festival Edition / Festival Guide	Online and Print	April

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Creating original, targeted and smart campaigns that inspire and engage audiences requires a committed team with specialist knowledge.

When everyone's an influencer and communications knows no bounds. Is your festival cutting through the noise?

At Name PR we've combined the talent of experts in specialist music, consumer and trade PR, social media and digital marketing to ensure our live music clients secure the coverage they deserve.

If you're in the process of reviewing your PR and digital communications and would like to pick our brains, contact Name PR to arrange an informal chat:

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