

Fact Sheet: Media Lead Times

“Lead time” means the amount of time needed by a medium to receive press materials and then turn a story around for publication or airing. If you show your publicity savvy by knowing the lead time, you’ll not only score points, you’ll also avoid missing a potentially “hot” media opportunity. **Once you’ve missed a deadline, there is no turning back.**

Print	Lead Time
Newspapers (some sections have longer lead times: food, travel, calendar, health, etc.)	One to two days (dailies)
Trade Magazine (monthly)	Six weeks to two months
Consumer Magazine (monthly)	Five to six months
Metro Magazines (monthly)	Three to four months
Weekly Magazines	One to two months
Sunday Magazines	Three to four months
Television	
Public Service Announcements	Six to eight weeks
National Morning Shows	as little as a day to a couple of weeks, depending on the story
Local Talk Shows	Two to three weeks (unless breaking news)
Local News	One to two days
Radio	
Public Service Announcements	Six to eight weeks
Promotions	Two weeks to two months
Talk Shows	Four days to one month
News	Two days