



Checklist For The Best Time to Send a Press Release

1. Analyze Media Cycles

- **Understand Industry Rhythms:** Identify when major events occur in your industry (e.g., CES for tech, Fashion Week for fashion) and avoid sending press releases during these busy periods.
- **Identify Key Publications:** Determine which publications are most likely to cover your press release and study their content cycles.
- **Examine Daily Media Patterns:** Know when digital media and TV stations release content and understand that social media, particularly Twitter, can influence the news cycle.
- **Assess the "Newsworthiness" of Your Release:** Ensure your press release aligns with current trends and topics in your industry.

2. Tailoring Press Releases to Target Audiences

- **Define Your Audience's Interests:** Understand what topics interest your target audience to craft a press release that resonates with them.
- **Determine Media Consumption Patterns:** Analyze how your audience consumes media to choose the best times and platforms for your press release.
- **Research Journalists and Bloggers:** Identify influential journalists, bloggers, and influencers in your industry who are most likely to cover your press release.
- **Match Release Content to Audience:** Tailor your press release to appeal to different audience segments, considering their unique interests.

3. Time Zones and Geographical Considerations

- **Consider Geographic Variations:** Ensure your press release timing accounts for different time zones, especially when targeting a national or international audience.

- **Avoid Journalist "Downtime":** Avoid sending press releases during afternoon hours (2-6 PM) when journalists might be winding down for the day.
- **Recognize Cultural and Religious Holidays:** Be mindful of cultural and religious observances that might affect when your press release is read.

4. Avoiding Busy News Periods

- **Identify Quiet Periods:** Use tools like Google Trends, Hootsuite, or Trendhunter to identify quieter news periods, reducing competition for attention.
- **Avoid Major Holidays and Events:** Refrain from sending press releases during major holidays or industry events, which can overshadow your news.
- **Leverage Social Media Monitoring Tools:** Track social media trends to gauge when your press release is likely to gain traction.

5. Morning vs. Afternoon Sends

- **Send in the Morning:** Research suggests the best time to send a press release is between 10:00 a.m. and 2:00 p.m., with a peak around 10:00 a.m.
- **Respect Editors' Schedules:** Avoid sending press releases too early or too late, as editors are more likely to miss or disregard them.
- **Consider Relationship with Editors:** Factor in existing relationships with editors or journalists, as this can influence optimal timing.

6. Days of the Week

- **Avoid Weekends:** Most experts agree that sending press releases on weekends is not effective.
- **Select Optimal Weekdays:** Studies suggest that Tuesdays to Thursdays are the best days to send press releases. Consider sending on these days for higher visibility.
- **Account for Industry Workloads:** Some industries may have specific busy periods. Consider how the industry workload impacts the best day to send your press release.

7. Seasonal Trends

- **Plan Around Major Holidays:** Avoid sending press releases during major holidays like Thanksgiving or Christmas, when people are focused on personal and family events.
- **Leverage Pre- and Post-Holiday Windows:** Consider sending press releases just before or after holidays, as people are more likely to be checking emails and seeking news.

8. Leveraging Email Analytics

- **Use Email Tracking Tools:** Tools like EmailAnalytics and Right Inbox can provide insights into when emails are opened and engagement levels.
- **Analyze Data for Optimal Timing:** Collect and analyze data on press release engagement to refine your press release distribution strategy.
- **Create a Data-Driven Press Release Strategy:** Use analytics and data-driven observations to determine the best timing for future press releases.

With this checklist, you can create a comprehensive strategy for press release distribution that accounts for industry rhythms, target audiences, time zones, busy news periods, and more. By following these steps, you can increase the chances of your press release reaching the right people at the right time.