

UK single release *timeline.*

A printable one-page plan for a UK single launch — T-12 weeks through release morning and the week after. The same eight phases Quite Great runs on every campaign, condensed.

T-12 WEEKS

Lock the date and distributor
Set everything that can't move afterwards.

- Release date confirmed (label or self-distributor)
- Distributor (Ditto, AWAL, DistroKid, CD Baby) set up — ISRC, title, pre-save
- Catalogue rollout agreed: single > single > album

T-8 WEEKS

Master, EPK, BBC Introducing pitch
Get the tooling in place while there's room to revise.

- Master delivered to distributor, full artwork in
- Press list pulled · EPK (bio, photo, cover, fact sheet)
- BBC Introducing pitch drafted — local first, regional next, network strand after

T-6 WEEKS

Press releases drafted
Lock the story across single, tour and festival windows.

- Trade press targets set: NME, DIY, The Quietus, Guardian Guide, regional desks
- BBC 6 Music features identified
- Spotify-curated blog editorial slots short-listed

T-4 WEEKS

Pitching in earnest
The four-week lead time is the real working window.

- Coverage pitching begins, targets set against EPK
- Pre-save link published
- Spotify for Artists editorial pitch submitted when playlist-editor window opens

T-2 WEEKS

Asset pack and photographer
Get everything in front of the cameras.

- Social asset pack sent: 60s, 30s, 15s cuts
- Photographer booked for release-day shoot if needed
- Pre-release interview pulls confirmed · Press follow-up round two

RELEASE MORNING

Live and loud
Verify and roll out across every channel at once.

- Live link checked across Spotify, Apple Music, YouTube, Bandcamp
- Social roll-out begins — IG, TikTok, X
- Press follow-up: every quiet outlet gets a final nudge
- BBC Introducing follow-ups · regional radio submissions

WEEK ONE

Coverage collage · radio plugging active
Document everything while it's fresh.

- Every link, screenshot and quote goes to artist and team
- Social continues — listener stories, lyric clips, fan takes
- Radio plugging active if booked

WEEK TWO ONWARDS

First-wave report · second wave
Story off the early numbers; start the next.

- First-wave report compiled and shared
- Pitch a second-wave press piece off early numbers
- Begin work on the next release or touring campaign