

# Release plan *example*

Example only: Mara Vale is a fictional artist, and every link, email address and phone number is a placeholder.

## 01 Release

Release: Low Water, single

Release date: Friday 5 March 2027

Distributor or label: Harbour Lane Records (example)

Team: Mara (socials), Jo Hart (press), Ellie Moss (management, ads)

## 02 Week 6 before release

Week of 22 January 2027

[x] Master approved by Tom Ashby and Mara

[x] Artwork finished

[x] Split sheet signed (40 / 35 / 25)

[x] Delivered to the distributor on 22 January

## 03 Week 5

Week of 29 January

[x] Bio and EPK updated

[x] Press release written

[x] Media list: 25 writers, blogs and radio shows

[x] Video shot on the North Yorkshire coast

## 04 Week 4

Week of 5 February

[x] Spotify pitch sent on 5 February

[x] Press pitches sent to 25 contacts

[x] Pre-save link live

## 05 Week 3

Week of 12 February

[x] Announced with the artwork

[x] First clip posted

[x] One follow-up to press

## 06 Week 2

Week of 19 February

[x] Video scheduled as a Premiere for 5 March

[x] Radio session confirmed

---

## 07 Week 1

Week of 26 February

[x] Links checked

[x] Posts and newsletter scheduled

---

## 08 Release week

Week of 5 March

[x] Out on Friday 5 March

[x] Premiere at 6pm UK time

[x] Feature in Northside Sounds (example) shared

---

## 09 After release

Weeks of 12 March to 2 April

[x] Weekly check of Spotify for Artists and YouTube Studio

[x] EPK updated with the new feature

[x] Official video running as a YouTube campaign in the UK and Ireland for four weeks

---

Free template from Blue Leopard Media: [blueleopardmedia.com/tools/release-plan-template/](https://blueleopardmedia.com/tools/release-plan-template/)