

National publication pitching times: Cheat sheet



THE TIMES

- Conferences are held at 8am, 10.30am and 3pm. These are focused on choosing which stories to highlight on digital platforms.
- Journalists have to file their listlines by 10am. They are busiest between 9am – 10am.
- Longer-term/exclusives between 11am and 1pm.

The Telegraph

- Hold a series of discussions ahead of a 9am meeting to discuss the website's top stories for the day.
- Get pitches in well ahead of 8am to give journalists time to put story ideas forward as a 'top story'.
- Pitching the previous afternoon with your story under embargo is ideal.
- Longer-term/exclusive stories should be pitches between 11.30am and 2.30pm.

Mirror

- The morning conference is held between 10.30am and 11.15am, with journalists expected to file listlines by 10.30am. Journalists recommend pitching breaking news stories as early as possible to secure a place on the morning news list.
- Urgent/breaking/all-round news stories should be pitches between 8.30am and 10am..
- Longer-term/exclusives between 11.30am and 2pm.

The Guardian

- Conferences are held at 9am, 12noon and 4.45pm, with journalists busiest in the hour ahead of morning conferences and whilst filing stories in the later afternoon. UK team usually works between 7am – 7pm. US team is contactable from 12pm to 12am UK time.
- Urgent/breaking/all-round stories before 9am.
- Longer-term/exclusives between 12.30 and 2.30pm.

Mail Online

- Newsdesk runs with conferences throughout the day.
- Pitch stories for today as early as possible when the shift starts, between 7am and 7.30am.
- Longer-term/exclusives between 11am and 2pm.

INDEPENDENT

- Conferences held at 8.30am and 10.30am with additional meeting to discuss the front page for digital at 4.30pm.
- Urgent/breaking/all-round news stories should be published either directly to section editors before 8am or to journalists by 10am.
- Longer-term/exclusives between 11am and 2pm.

THE Sun

- Stories are discussed throughout the day.
- Urgent/breaking/all-round stories can be pitched at any time throughout the day but pre-10am is ideal.
- Longer-term/exclusives between 9 and 10am.

DAILY EXPRESS

- The morning conference is 11am and the afternoon conference is 4pm. Journalists are busiest before the morning and afternoon conferences.
- Urgent/breaking/all-round stories up to 10/10.30am.
- Longer-term/exclusives between 11.30am and 2.30pm.