

Asia Features Newslines

Lifestyles, Special Interest, Holiday/Seasonal and Evergreen Stories: Your Themed News Makes for Great Headlines

Traditional and new media outlets need to fill news holes and satisfy consumer demand for stories that matter to them. Travel, entertainment, health, fashion, food & beverage, shopping, holiday gift buying – these topics and more lend themselves well to a feature story.

Providing your content in “features format” increases its chances and shelf-life for snagging the spotlight – being used verbatim – and attracting interest from millions of people with money to spend.

MORE DISTRIBUTION CHANNELS FOR GREATER REACH

NewMediaWire’s Asia Features Newslines sends your special interest and holiday/seasonal release to features, lifestyle and entertainment editors at newspapers, broadcast outlets and magazines across Asia, including Australia, mainland China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Taiwan and Thailand.

Your messages reach multiple editors at each publication via NewMediaWire’s proprietary database and partners including Asia Release, ISTIC, iSentia and Korean Bizwire, maximizing exposure and increasing the likelihood of pickup.

HOW IT WORKS

Take a look at NewMediaWire’s special events and holiday calendars in this document or on NewMediaWire’s website. Then plan your features-oriented news to coincide with regional events and holidays in your target geographic regions – this increases interest in your news and extends its shelf life. With a little creativity, you’ll find a host of ways to present your products, services or messages.

Your Feature Release

Think of a feature release as a timeless story that could have been written by a journalist.

Benefits

- Staying power: content is often evergreen
- Extends your messages beyond your industry
- Appeals to today’s limited-resource newsrooms

Tips and Techniques

- Explore creative ways and angles to present your messages
- Use a captivating headline and attention-grabbing first paragraph
- Sum up detailed benefits in the the second paragraph; cite a source or website in the third
- Write your release so it can be easily cut in length without losing its essence
- Use bullets to support content and to help in keeping word count to 400
- Place prices and phone numbers in parentheses at the ends of paragraphs
- Think about your feature release as a ready-to-print – no boilerplate!

2015 Special Events Calendars and National Holidays

Review the national events and holiday calendars below, and select those that align with your news and your targeted country. Then submit your news to [NewMediaWire](#) via the normal distribution process, and select "Asia Features."

Holiday	Country	Date	Description
New Year's Day/Bank Holidays	Asia	Jan 1 – 2	Most Asia Pacific countries grant a one-day holiday on January 1.
Seollal	South Korea	Feb 19	Seollal is a traditional South Korean New Year holiday.
Chinese New Year/Lunar New Year/Golden Week in China	China, Hong Kong, Macau, Malaysia, Singapore, South Korea, Taiwan	Feb 19	These holidays mark the first of three annual "Golden Weeks" in China.
Tet Holiday	Vietnam	Feb 19	Tet is a traditional Vietnamese New Year holiday.
Easter	Australia, New Zealand, Hong Kong, Macau, Philippines	April 3 - 6	Easter is a major period of celebrations in several Asia Pacific countries.
Ching Ming Festival	China, Taiwan, Hong Kong, Macau	April 5	Ching Ming Festival is a day to remember and honor one's ancestors at grave sites.
Songkran	Thailand	April 13 – 15	Songkran is a traditional Thai New Year holiday.
Golden Week	Japan	April 29, May 3 - 5	Many people take vacation days with the four national holidays for a break of up to 10 days.
May Day/Labor Day	China, Hong Kong	May 1 – 3	A national holiday associated with the celebration of spring and recognizing workers.
Dragon Boat Festival	China, Hong Kong	June 20	Traditional holiday that commemorates the life and death of the famous Chinese scholar Qu Yuan.
Hari Raya Puasa	Indonesia, Malaysia, Singapore, Philippines	July 17 – 18	This feast marks the end of Ramadan.
Mid-Autumn Festival Day after Mid-Autumn Festival	China, Taiwan Hong Kong, Macau	Sept 27	This Mid-Autumn festival is an important occasion for Chinese family reunions.
Chuseok (Mid-Autumn Festival)	South Korea	Sept 27	Like Thanksgiving, Korean families thank their ancestors for providing them with rice and fruits.
National Day/Golden Week in China	China, Hong Kong, Macau	Oct 1 – 7	This national holiday is extended up to seven days.
Christmas	Asia	Dec 24 – 25	A one-day holiday in most Asia Pacific countries; a holiday period in Australia and New Zealand.
Rizal Day	Philippines	Dec 30	Celebrated in honor of Philippine hero Joe Rizal.
New Year's Eve/ New Year's Day	Thailand	Dec 31, Jan 1	Many Thais celebrate New Year with their families.

2015 China Editorial Calendar

Holiday	Country	Date
Jan 1	New Year's Day	Family, entertainment, gifts, food & beverage
Feb 18	Spring Festival Eve	Family, entertainment, gifts, food & beverage, travel
Feb 19	Chinese New Year	Family, entertainment, gifts, food & beverage
Feb 14	Valentine's Day	Love, flowers, diamonds, weddings, gifts, chocolate
Mar 5	Lantern Festival	Family, children, entertainment, gifts, food & beverage, travel
Mar 8	Women's Day	Women, fashion, clothes, beauty, cosmetics, health, fitness
Mar 12	Arbor Day	Tree planting, environment, greenery
April 1	April Fool's Day	Entertainment, toys
May 1 – 3	Labour Day	Travel, entertainment, leisure
May 4	Youth Day	Education, development, youth
June 1	Children's Day	Children, toys entertainment, gifts, education
June 20	Dragon Boat Festival	Food, entertainment, travel, events
July – August	Summer Holiday for Schools	Travel, entertainment, leisure, beverages
Aug 28	Spirit Festival	Family, entertainment, gifts, food & beverage
Sept 10	Teachers' Day	Gifts, education, gratitude
Sept 27	Mid-Autumn Festival	Family, entertainment, gifts, food & beverage
Oct 1 – 7	National Day	Travel, entertainment, shopping
Dec 25	Christmas	Family, entertainment, gifts, toys

Holidays by Country

The following list will help you plan your features releases so they tie in with holidays in countries you're targeting

Australia

January 1 – New Year's Day

January 26 – Australia Day

March 9 – Canberra Day

April 3 – Good Friday

April 5 – Easter Day

April 25 – ANZAC Day

June 8 – Queen's Birthday

October 5 – Labour Day

December 25 – Christmas Day

December 26 – Boxing Day

Hong Kong

January 1 – New Year's Day

February 19 – Lunar New Year's Day

April 5 – Ching Ming Festival

April 3 – Good Friday

April 5 – Easter Day

May 1 – May Day/Labour Day

May 25 – Buddha's Birthday

June 20 – Dragon Boat Festival

July 1 – Hong Kong Special Administrative Region Establishment Day

October 1 – National Day

October 21 – Chung Yeung Festival

December 25 – Christmas Day

India

January 1 – New Year's Day

January 4 – Id-E-Milad

January 26 – Republic Day

February 17 – Maha Shivratri

March 5 – Holika Dahana

April 2 – Mahavir Jayanthi

April 3 – Good Friday

April 5 – Easter Day

May 1 – May Day

May 14 – Buddha Purnima

July 29 – Id-UI-Fitr

August 15 – Independence Day

September 5 – Janmastami

September 17 – Ganesh Chaturthi

September 25 – Bakri ID

October 2 – Mahatma Gandhi Jayanthi

October 24 – Muharram

November 11 – Diwali/Deepavali

November 25 – Guru Nanak Jayanthi

December 25 – Christmas

Indonesia

January 1 – New Year's Day

January 3 – Prophet Muhammad's Birthday

February 19 – Chinese New Year

March 21 – Bali's Day of Silence and Hindu New Year

April 3 – Good Friday

April 5 – Easter Day

June 2 – Waisak Day

May 16 – Ascension of the Prophet Mohammed

May 29 – Ascension

August 17 – Indonesian Independence Day

September 24 – Muslim Day of Sacrifice (Idul Adha)

October 14 – Muharram/Islamic New Year

November 11 – Diwali/Deepavali

December 25 – Christmas

Japan

January 1 – New Year's Day

January 12 – Coming of Age Day

February 11 – National Foundation Day

March 21 – Spring Equinox

April 29 – Shōwa Day

May 3 – Constitution Memorial Day

May 4 – Greenery Day

May 5 – Children's Day

May 6 – Constitution Memorial Day observed

July 20 – Sea Day

September 21 – Respect for the Aged Day

September 23 – Autumn Equinox

October 12 – Sports Day

November 3 – Culture Day

November 24 – Labour Thanksgiving Day

December 23 – Emperor's Birthday

December 25 – Christmas

Malaysia

January 1 – New Year's Day

January 14 – Prophet Muhammad's Birthday

February 1 – Federal Territory Day

February 19 – Chinese New Year

April 3 – Good Friday

April 5 – Easter Day

May 1 – Labour Day

May 3 – Wesak Day

June 6 – Agong's Birthday

July 17 – Hari Raya Puasa Day 1

July 18 – Hari Raya Puasa Day 2

August 31 – National Day

September 16 – Malaysia Day

September 24 – Hari Raya Haji

September 25 – Hari Raya Haji Holiday

October 14 – Muharram

December 24 – Prophet Muhammad's Birthday

December 25 – Christmas

New Zealand

January 1 – New Year's Day

January 2 – Day after New Year's Day

February 6 – Waitangi Day

April 3 – Good Friday

April 5 – Easter Day

April 27 – ANZAC Day observed

June 1 – Queen's Birthday

October 26 – Labor Day

December 25 – Christmas

December 26 – Boxing Day

Philippines

January 1 – New Year's Day

April 2 – Maundy Thursday

April 3 – Good Friday

April 5 – Easter Day

April 9 – Day of Valor

May 1 – Labour Day

June 12 – Independence Day

August 30 – National Heroes Day

November 30 – Bonifacio Day

December 25 – Christmas

December 30 – Rizal Day

Singapore

January 1 – New Year's Day

February 19 – Chinese New Year

April 3 – Good Friday

April 5 – Easter Day

May 1 – Labour Day

June 1 – Vesak Day

July 17 – Hari Raya Puasa

August 10 – National Day observed

September 24 – Hari Raya Haji

November 10 – Diwali/Deepavali

December 25 – Christmas

South Korea

January 1 – New Year's Day
February 18 – 2 – Seollal Holiday
March 1 – Independence Day
May 1 – Labour Day
May 5 – Children's Day
May 25 – Buddha's birthday
June 6 – Memorial Day
August 15 – Liberation Day
September 26 - 29 – Mid-Autumn Festival
October 3 – National Foundation Day
October 9 – Hangeul Proclamation Day
December 25 – Christmas

Taiwan

January 1 – New Year's Day
February 19 – Chinese New Year
February 28 – Memorial Day observed
April 5 – Tomb Sweeping Day
May 1 – Labor Day
June 19 - 20 – Dragon Boat Festival
September 3 – Armed Forces Day
September 26 - Mid-Autumn Festival
October 9 – 11 – National Day/ Double Tenth Day

Thailand

January 1 – New Year's Day
April 6 – Chakri Day
April 13 – 15 – Songkran (Thai New Year)
May 1 – Labour Day
August 12 – Queen's Birthday
October 23 – Chulalongkorn Day
December 5 – King's Birthday
December 10 – Constitution Day
December 25 – Christmas

Vietnam

January 2 – New Year's Day
February 19 – Vietnamese New Year
April 9 – Vietnamese King's Commemoration Day
April 30 – Liberation Day/ Reunification Day
May 1 – Labor Day
September 2 – Independence Day
December 25 – Christmas