

Music press release template

Replace everything in [brackets] with your own words, delete every gray line like this one, then search for [to catch leftovers. Page 2 shows this template filled in.

FOR IMMEDIATE RELEASE

[Artist] releases [Title], a new [genre] [format] out [release date]

[One-line hook in italics: the recording story, the producer, or how long it has been since the last record]

[CITY IN CAPITALS], [State or Country], [Month] [Day], [Year] -- [First sentence: which artist releases what title, in which genre and format, on what date and on which platforms or label]
[One more sentence on the hook: the first record in X years, a notable collaborator, or a tour tie-in, keeping the whole paragraph inside 45 words]

[The story of the record: what it is about, where and how it was recorded, and who produced it, in two or three plain sentences]

[RIYL line, short for recommended if you like: three comparable artists an editor will recognize, spelled out by name instead of genre adjectives]

[Where to listen: the streaming platforms, the pre-save link, and any physical formats such as vinyl, with one working link]

[Tour dates if shows are confirmed: up to five lines of city, venue, and date]

"[The artist on the record itself, not on their excitement, in one or two sentences]," said [Artist].

About [Company Name]

[Career facts a journalist can verify: where the artist is based, past releases, streaming numbers, and named press coverage, in 60 to 100 words]

Write this once and reuse it word for word under every release.

Media contact

Name: [Full name]

Title: [Job title]

Phone: [Phone number]

Email: [Email address]

Web: [Company website]

Use a number that gets answered outside office hours and a direct email, not info@.

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Reference copy for reading. Fill in the Word version: mediabookpress.com/press-release-templates/music

Filled example: Music

This example is invented for illustration: no music release has run through the MediaBoost newsroom yet. It shows the shape a real one needs.

FOR IMMEDIATE RELEASE

Iris Vale releases Paper Lanterns, a new indie folk album out September 18, 2026

Recorded live to tape in a converted boathouse and produced by Marta Reyes

PORTLAND, Oregon, August 28, 2026 -- Singer-songwriter Iris Vale releases Paper Lanterns, a ten-track indie folk album, out September 18, 2026 on all major streaming platforms and vinyl. It is her first full-length record in four years and follows the single Half Light, which premiered in August.

Written over two winters in a converted boathouse and produced by Marta Reyes, Paper Lanterns pairs close-mic vocals with tape-saturated arrangements across ten tracks.

RIYL: recommended if you like Laura Marling, Phoebe Bridgers, and Sufjan Stevens.

Paper Lanterns is available for pre-save now. Spotify, Apple Music, and Bandcamp links, along with a limited vinyl pressing, are listed at irisvale.example/paperlanterns.

A five-city West Coast tour follows in October.

"I wanted these songs to feel like letters you find years after they were written. Recording them live to tape kept every crack in the take," said Iris Vale.

Iris Vale is a Portland-based singer-songwriter. Her 2022 EP Field Notes passed 3 million streams on Spotify, and her songs have been covered by NPR Music and Paste. Paper Lanterns, out September 18, 2026, is her second full-length record and her first in four years.

Media contact

Name: Dana Okafor

Title: Publicist for Iris Vale

Phone: +1 503 555 0142

Email: press@irisvale.example

Web: irisvale.example

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Extras for music releases

Top mistakes that get releases ignored

- Sending a bio instead of news, with no release, date, or format to report.
- Leaving out streaming links, which is the first thing a music editor looks for.
- Describing the genre with flowery adjectives instead of three comparable artists.
- Blasting every outlet regardless of beat instead of matching the release to the writer.

Headline formulas by release

Single: [Artist] releases [Title], a [genre] single out [date] on [platforms]

Album or EP: [Artist] announces [Title], a [number]-track [genre] album out [date]

Tour: [Artist] announces [tour name], [number] dates across [region] from [date]

Always name the label or distributor, link one streaming platform, and point to a folder of press photos.

Two conventions worth knowing

Holding the story for a specific date? Replace FOR IMMEDIATE RELEASE with EMBARGOED UNTIL [date, time, timezone].

The three hash marks tell journalists the release has ended. UK and EU outlets write ENDS instead; both work.

Ready to send it? MediaBoost shows you the exact outlets before you pay and publishes within 48 hours: mediaboost.press