



MOMENTS THAT MATTER

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MOMENTS THAT MATTER

Welcome to the 2024 Insight Calendar from Mail Metro Media – the advertising home of the UK's most engaged newsbrands, reaching one in five UK adults every day!

Daily  **Mail** **The**  **Mail** **Mail**Online **METRO** **i**

YOU **weekend** **This is**
MONEY

The Telegraph **NewScientist**

This year we've launched our partnership with Digital Cinema Media (DCM) who have included insights for this year's biggest film releases! Look out for the DCM logo on each month's page to see what's coming up.



· D · R · E · A · M ·

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JANUARY


3 IN 5 READERS PLAN TO TAKE A HOLIDAY IN 2024



Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 NEW YEAR'S DAY VEGANUARY BEGINS Our 'Vegans' segment contains 1.1m unique monthly browsers	2 DRY JANUARY BEGINS 1 in 5 Brits drink at 'increasing' or 'higher' risk levels	3 SEARCHES FOR 'HOT HOLIDAY' PEAK 3 in 5 Brits say that newsbrands are a source of travel inspo	4 WORLD BRAILLE DAY	5 TWELFTH NIGHT	6 EPIPHANY	7 GOLDEN GLOBE AWARDS Our 2023 coverage of the Golden Globes generated 6.6m article views
8 SCHOOL STARTS! Our 'Parents' segment contains 2.5m unique monthly browsers	9 CATHERINE, PRINCESS OF WALES' 42ND BIRTHDAY 4 in 5 of our readers have a positive opinion of Catherine	10 SEARCHES FOR 'GYM MEMBERSHIP' PEAK Our 'Dieting & Weight Loss' segment contains 4m unique monthly browsers	11 NATIONAL HUMAN TRAFFICKING AWARENESS DAY	12 QUITTERS DAY The most likely day for people to give up their New Year's resolutions	13 Just 3 in 10 Brits said they kept to all their resolutions last year	14 CRITICS' CHOICE AWARDS
15 BLUE MONDAY The most depressing day of the year 2024 AUSTRALIAN TENNIS OPEN BEGINS	16	17	18 BAFTA NOMINATIONS ANNOUNCED Our 'TV Lovers' segment contains 1.7m unique monthly browsers	19	20 NATIONAL CHEESE LOVERS DAY	21 WORLD RELIGION DAY
22 DAY OF UNITY OF UKRAINE	23 NATIONAL PIE DAY OSCAR NOMINATIONS ANNOUNCED	24 INTERNATIONAL DAY OF EDUCATION	25 BURNS NIGHT Mail Metro Media reaches 3 in 5 Scottish people every month (62%, 2.8m)	26 MAHAYANA NEW YEAR	27	28
29 INTERNATIONAL PUZZLE DAY 94% of puzzle players find them mentally stimulating	30 Quick crossword (72%), Sudoku (53%), Word search (43%) & Codeword (35%) are our readers' favourite puzzles	31	AWARENESS WEEKS 10th to 16th National Obesity 22nd to 28th Cervical Cancer Prevention Week	NEW RELEASES IN PARTNERSHIP WITH  digital cinema media	POOR THINGS Won Venice Film Festival's top prize and is expected to have an ABC1 profile of 79%	THE COLOUR PURPLE Nominated for 14 Tony Awards and 11 Oscars across its stage show and 1986 film adaptation

FEBRUARY : OUR READERS SPENT AN AVERAGE OF £52 ON VALENTINE'S DAY GIFTS LAST YEAR





















Mon	Tue	Wed	Thu	Fri	Sat	Sun
LGBT+ HISTORY MONTH 56% of our LGBTQIA+ community agree that 'advertising doesn't accurately reflect a wide range of people within my community'	NEW RELEASES IN PARTNERSHIP WITH  <small>digital cinema media</small>	ARGYLE Starring Dua Lipa, Matthew Vaughn's new spy thriller is expected to reach an audience which is 46% 16-34-year-olds	1 TIME TO TALK DAY 1 in 2 of our readers is concerned about their mental health, rising to 3 in 4 among under 35s	2 SIX NATIONS 2024 BEGINS We reach 2 in 3 Rugby fans every month (2.8m)	3 47% increase in traffic to our Rugby Union channel during the 2023 Six Nations!	4 GRAMMYS Our 2023 Grammys coverage generated 6.6m article views Our ' Awards Season ' segment contains 2.2m unique monthly browsers
5 SEARCHES FOR 'VALENTINE'S GIFTS' BEGIN TO INCREASE	6 SAFER INTERNET DAY 1 in 2 Brits said they have been drawn in by an online scam SEARCHES FOR 'VALENTINE'S GIFTS' PEAK!	7 The top 5 gift categories are flowers, food and drink, cosmetics, jewellery, and clothing	8	9 NATIONAL PIZZA DAY Pepperoni (36%) is our audience's favourite pizza, followed by margherita (30%)	10 CHINESE NEW YEAR YEAR OF THE DRAGON	11 SUPER BOWL LVIII Our 2023 Super Bowl coverage generated 9m article views
12 Lemon & sugar (59%), Nutella (25%), & cheese (23%) make up our readers' favourite pancake toppings	13 SHROVE TUESDAY (PANCAKE DAY) 1 in 2 Mail Metro Media readers make pancakes from scratch	14 VALENTINE'S DAY 1 in 2 of our readers like to give gifts that have the 'WOW' factor ASH WEDNESDAY Lent Begins	15 Our readers spent £427m on Valentine's Day last year, that's two-thirds of all UK expenditure!	16 LONDON FASHION WEEK Our 2023 London Fashion Week coverage generated 2.5m article views	17 RANDOM ACTS OF KINDNESS DAY Our ' Fashionistas ' segment contains 2.7m unique monthly browsers!	18 BAFTAS Our 2023 BAFTAs coverage generated 23m article views
19 GOOGLE SEARCHES FOR 'GARDEN' START TO GROW	20 NATIONAL LOVE YOUR PET DAY 7 in 10 readers believe their pet helps with their mental health	21	22	23 INTERNATIONAL STAND UP TO BULLYING DAY	24	25 CARABAO CUP FINAL
26	27 POKEMON DAY Ash-tonishingly, Charizard, not Pikachu, is the world's most searched-for Pokemon!	28	29 LEAP YEAR There's a 1 in 1,461 chance of being a leap-year baby	Women often choose this day to propose marriage to men – over to you, ladies!	AWARENESS WEEKS 5th to 11th National Apprenticeship Children's Mental Health 20th to 26th National Chip	

MARCH

2 IN 3 BRITS BOUGHT A GIFT AT EASTER IN 2023, SPENDING AN ESTIMATED £1.5BN!



Mon	Tue	Wed	Thu	Fri	Sat	Sun
NEW RELEASES IN PARTNERSHIP WITH  <small>digital cinema media</small>	DUNE: PART TWO Starring Florence Pugh and Christopher Walken, the sequel follows on from Dune, which won 6 Oscars!	AWARENESS WEEKS 4th to 10th – British Pie 8th to 17th – British Science 18th to 24th – Shakespeare		1 ST DAVID'S DAY NEW CAR REG 1 in 3 of our readers want to upgrade their current car	2 THE BRIT AWARDS Our 2023 BRITS coverage generated 11m article views FORMULA 1 SEASON BEGINS	3 WORLD HEARING DAY WORLD WILDLIFE DAY Our 2023 Oscars coverage generated 5m article views 
4 It's estimated that 12m Brits suffer from deafness, hearing loss or tinnitus 	5 Flowers (55%), chocolate (32%), and personalised gifts (22%) are the top Mother's Day gifts 	6 SEARCHES FOR 'MOTHER'S DAY GIFTS' PEAK	7 WORLD BOOK DAY 1 in 2 children find reading more fun because of World Book Day! 	8 INTERNATIONAL WOMEN'S DAY We reach 6m women every day – that's 1 in 5 !	9 SEARCHES FOR 'FLOWERS' PEAK WORLD BARBIE DAY Remember, you are Kenough! 	10 THE OSCARS MOTHERING SUNDAY RAMADAN BEGINS   
CRUFTS						
11 89% agree that food brings friends and family together during Ramadan 	12 4m Brits have tried to give up smoking in the last 12 months 	13 NO SMOKING DAY LADIES DAY AT CHELTENHAM 	14 2 in 3 of our readers have had poor sleep in the last month 	15 COMIC RELIEF 1 in 5 have given to charities they've seen advertised in our titles WORLD SLEEP DAY	16 1 in 2 Brits say they like to see humour in advertising 	17 ST PATRICK'S DAY 13m pints of Guinness are consumed worldwide on St. Patrick's Day – cheers! 
18 SEARCHES FOR 'SPRING CLEANING' PEAK	19	20 SPRING EQUINOX INTERNATIONAL DAY OF HAPPINESS	21 WORLD POETRY DAY WORLD DOWN SYNDROME DAY	22 WORLD WATER DAY	23 EARTH HOUR 2 in 5 Brits have a special meal at home for Easter 	24 PALM SUNDAY
25 HOLI: FESTIVAL OF COLOUR	26	27 WORLD THEATRE DAY Our 'Art & Theatre' segment contains 1.4m unique monthly browsers	28	29 GOOD FRIDAY 3 in 4 Brits plan to take on a DIY project this year	30 EASTER SATURDAY 3 in 5 agree that eating premium chocolate is a good way to boost your mood 	31 EASTER SUNDAY Our readers account for 66p in every £1 spent on Easter 

APRIL

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11M OF OUR ADULT READERS HAVE AN ISA (63%)














Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 EASTER MONDAY APRIL FOOL'S DAY 4 in 5 of our readers want to see more humour used in advertising	2 AUTISM AWARENESS DAY 1 in 2 neurodiverse people say adverts don't reflect the wide range of people in the community	3 SEARCHES FOR 'ISA' PEAK This Is Money users are 21% more likely to have an ISA	4	5	6 START OF THE TAX YEAR Our portfolio reaches 62% of all self-employed people (2.6m) every month	7 WORLD HEALTH DAY
8	9 EID AL-FITR 3 in 5 Muslims agree Eid is a great opportunity for brands to engage with the community	10 THE MASTERS: AUGUSTA, GEORGIA Our print readers are TWICE as likely to be a member of a golf club than non-print readers	11 NATIONAL PET DAY 9 in 10 see their pets as members of the family WORLD PARKINSON'S DAY	12 BACK TO SCHOOL AINTREE: LADIES DAY	13 AINTREE: GRAND NATIONAL Approximately 1 in 3 Brits bet on the Grand National (13m)	14 Our Grand National content generated 5.7m article views in 2023
15 4 in 5 Brits say the environment is a concern for them but it's only the top concern for 4% of Brits	16	17	18 WORLD HERITAGE DAY	19 There were 3.5m article views on our Coachella content in 2023 COACHELLA WEEKEND TWO	20 NATIONAL TEA DAY 2 in 3 Brits say that drinking tea is a great way of bringing people together	21 LONDON MARATHON 1 in 4 of our readers run to improve their mental health
22 INTERNATIONAL EARTH DAY PASSOVER BEGINS STEPHEN LAWRENCE DAY	23 ST GEORGE'S DAY PRINCE LOUIS' 6TH BIRTHDAY	24	25	26	27	28
29	30 PASSOVER ENDS	AWARENESS WEEKS 22nd to 28th Lesbian Visibility			NEW RELEASES IN PARTNERSHIP WITH 	CHALLENGERS Set in the world of competitive tennis, 'Challengers' stars Zendaya, Josh O'Connor and Mike Faist

MAY

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



1 IN 2 OF OUR READERS SPEND MORE MONEY ON BANK HOLIDAY WEEKENDS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
AWARENESS WEEKS 27th May to 2nd June – National BBQ Week 13th to 19th – Mental Health Awareness Met Gala Theme: 'Sleeping Beauties: Reawakening Fashion' 					4 STAR WARS DAY  Episode V: The Empire Strikes Back is the highest-rated Star Wars film on Rotten Tomatoes (95%)	5 CINCO DE MAYO 
6 MET GALA Our 2023 Met Gala coverage generated 10.7m article views EARLY MAY BANK HOLIDAY	7 EUROVISION Sweden is hosting Eurovision on the 50th anniversary of its first win with Abba and 'Waterloo!'		2 UK LOCAL ELECTIONS	3 F1 MIAMI GRAND PRIX	11 EUROVISION	12 INTERNATIONAL NURSES DAY
13 WORLD COCKTAIL DAY 'Margarita' is the UK's most searched-for cocktail, followed by 'Pornstar Martini'	14 CANNES FILM FESTIVAL BEGINS	15 MailSport readers are 81% more likely to regularly bet on football 	16	17 WORLD BAKING DAY 3 in 5 of our readers are interested in baking 	18 INTERNATIONAL MUSEUM DAY	19 PREMIER LEAGUE SEASON ENDS WORLD IBD DAY 
20 FRENCH OPEN BEGINS  Our 'Tennis Enthusiasts' segment contains 500k unique monthly browsers	21 2 in 3 of our print readers get a good deal of pleasure from their garden CHELSEA FLOWER SHOW 	22 UEFA EUROPA LEAGUE FINAL 	23 F1 MONACO GRAND PRIX 	24	25	26 EFL CHAMPIONSHIP PLAY-OFF FINAL
27 SPRING BANK HOLIDAY Mail Metro Media reaches 4.5m 'School holiday families'	28	29	30	31	NEW RELEASES IN PARTNERSHIP WITH  digital cinema media	FURIOSA Meet Furiosa before she teams up with Mad Max in 'Fury Road', which was named the second-best film of the last decade by Time Out!

JUNE : 1 IN 2 OF OUR READERS ARE PLANNING TO FOLLOW THE EURO 2024 TOURNAMENT



Mon	Tue	Wed	Thu	Fri	Sat	Sun
NEW RELEASES IN PARTNERSHIP WITH  digital cinema media	INSIDE OUT 2 'Inside Out' was one of the UK's highest-grossing non-sequel Pixar films!	AWARENESS WEEKS Pride Month 1st to 7th - Volunteers Week 2nd to 8th - National Gardening 17th to 23rd - Learning Disability		MailOnline's Football channel has an average of 17.4m monthly article views and 6.9m unique monthly browsers 	1 UEFA CHAMPIONS LEAGUE FINAL INTERNATIONAL CHILDREN'S DAY	2
3	4 2 in 3 Brits trust newsbrands to provide a comprehensive understanding of complex issues around the environment 	5 WORLD ENVIRONMENT DAY Our 'Eco & Green Living Enthusiasts' segment contains 2.4m unique monthly browsers	 6 NBA FINALS BEGIN 80TH ANNIVERSARY OF D-DAY LANDINGS	7 NATIONAL FISH & CHIPS DAY 1 in 5 of our readers would choose fish and chips as their first choice of takeaway	8 PARKLIFE FESTIVAL BEGINS	9 1 in 4 of our readers agree 'advertising helps me choose what gifts to buy for Father's Day' 
10	11	12 Our print readers are 63% more likely to bet on golf 	13 Mail Metro Media reaches 2.7m (63%) people who are interested in golf	14 UEFA EURO 2024 BEGINS DOWNLOAD FESTIVAL	15 NATIONAL BEER DAY 24 HOURS OF LE MANS	16 FATHER'S DAY 46% of Brits bought something for Father's Day in 2023 
17	18 Our 2023 Royal Ascot coverage generated 4.8m article views ROYAL ASCOT	19 Mail Metro Media reaches 2 in 3 of those who attended Royal Ascot last year	20 SUMMER SOLSTICE WORLD REFUGEE DAY ISLE OF WIGHT FESTIVAL	21 PRINCE OF WALES' 42ND BIRTHDAY	22 WINDRUSH DAY	23
24	25	26 Our 'Festival Goers' segment contains 900k unique monthly browsers GLASTONBURY FESTIVAL	27 Mail Metro Media reaches 3 in 5 of all UK festival-goers	28 7 million Brits cycle on a regular basis 	29 ARMED FORCES DAY TOUR DE FRANCE BEGINS IN FLORENCE LONDON PRIDE	30 3 in 4 feel Pride represents the opportunity to celebrate the rights and recognition of the LGBTQIA+ communities 

JULY : 1 IN 2 READERS PLAN TO FOLLOW PARIS 2024 IN NEWSBRANDS










Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 WIMBLEDON BEGINS 1 in 2 of our readers like to follow Wimbledon	2 51% say 'spending time with family' is one of their favourite things about summer	3	4 US INDEPENDENCE DAY	5 F1 BRITISH GRAND PRIX Our 2023 British Grand Prix coverage generated 4m article views	6 UEFA EURO 2024, QUARTER-FINALS MailOnline's Sport channel had an 8% WoW uplift in unique browsers during Euro Quarter-Finals week	7 AL-HIJRA (ISLAMIC NEW YEAR) WORLD CHOCOLATE DAY
8 INTERNATIONAL JOKE DAY Last year we had a great joke about inflation, but it's hardly worth it now!	9 UEFA EURO 2024, SEMI-FINALS	10 MailOnline's Sport channel had a 21% WoW uplift in unique browsers during Euro Semi-Finals week	11 1 in 2 readers said England's performance in Euro 2020 helped bring the nation together	12 WIRELESS FESTIVAL Metro readers are +78% more likely to attend music festivals	13 WIMBLEDON LADIES' SINGLES FINAL 1 in 5 Wimbledon fans buy food/drink to consume whilst following at home	14 WIMBLEDON MEN'S SINGLES FINAL UEFA EURO 2024, FINAL
15	16 76TH BIRTHDAY OF QUEEN CAMILLA	17 WORLD EMOJI DAY	18 MANDELA DAY	19	20 INTERNATIONAL CHESS DAY	21 MailOnline's Sport channel had an 52% DoD uplift in unique browsers on Euro Final day
THE OPEN CHAMPIONSHIP						
22 PRINCE GEORGE TURNS 11	23 4 in 5 parents are always looking for ideas to entertain their kids in the summer holidays	24 SCHOOL SUMMER HOLIDAYS BEGIN!	25 LATITUDE FESTIVAL BEGINS	26 PARIS 2024 OLYMPICS BEGIN 7 in 10 say the Olympic Games bring the nation together	27 6 in 10 say Team GB athletes are positive role models	28
29 Our readers want to see schedules and previews of the Olympics (61%), guides to events (29%), and profiles of athletes (29%)	30 SEARCHES FOR 'FAMILY DAYS OUT' PEAK	31 Our travel partnerships deliver a 52% increase in consideration on average	AWARENESS WEEKS 1st to 7th National Transplant Week	NEW RELEASES IN PARTNERSHIP WITH digital cinema media		
				DESPICABLE ME 4 All four Despicable Me or Minions sequels have grossed between £47-48m in the UK		

AUGUST

1 IN 3 OF OUR READERS PLAN ON TAKING A HOLIDAY THIS AUGUST










Mon	Tue	Wed	Thu	Fri	Sat	Sun
NEW RELEASES IN PARTNERSHIP WITH  <small>digital cinema media</small>	SPEAK NO EVIL One of the stand-out thrillers of 2024 sees Mackenzie Davis and James McAvoy star in this remake	We reach 1 in 2 of those who intend to get married in the next 12 months	1  SEARCHES FOR 'WEDDING GIFTS' PEAK	2  EDINBURGH FRINGE FESTIVAL BEGINS INTERNATIONAL BEER DAY	3  BRIGHTON PRIDE WEEKEND OLYMPICS - WOMEN'S 100M AND TENNIS FINAL	4 OLYMPICS - MEN'S 100M AND TENNIS FINALS 57% enjoy celebrating the successes of Team GB
5 Most popular events of the Olympics	6 Athletics (83%), Swimming (60%), Gymnastics (52%), Track Cycling (41%) and Rowing (30%)	7 Reducing loneliness/stress (55%) are the top reasons Brits own a cat	8  INTERNATIONAL CAT DAY 1 in 4 households own a cat	9 BOOK LOVERS DAY	10	11 OLYMPICS CLOSING CEREMONY
12 INTERNATIONAL YOUTH DAY Half of the MailOnline TikTok audience are under 25 TOUR DE FRANCE FEMME BEGINS	13 NATIONAL PROSECCO DAY LEFTHANDERS DAY Only 1 in 10 Brits are left-handed	14	15 A-LEVEL RESULTS DAY SEARCHES FOR 'CLEARING' PEAK	16	17	18 WORLD ROWING CHAMPIONSHIPS BEGIN
19 RAKSHA BANDHAN WORLD HUMANITARIAN DAY WORLD PHOTOGRAPHY DAY	20	21 UN: INTERNATIONAL DAY OF REMEMBRANCE AND TRIBUTE TO VICTIMS OF TERRORISM	22 GCSE RESULTS DAY NATIONAL BURGER DAY	23	24 Metro readers are 2.3x more likely to belong to the Caribbean community	25  NOTTING HILL CARNIVAL
26  JANMASHTAMI SUMMER BANK HOLIDAY US OPEN TENNIS BEGINS INTERNATIONAL DOG DAY	27 3 in 5 agree that the Paralympics makes them more positive about what people with disabilities can achieve	28 PARALYMPIC GAMES BEGIN	29 SEARCHES FOR 'SCHOOL LUNCHBOX' PEAK	30	31 INTERNATIONAL DAY FOR PEOPLE OF AFRICAN DESCENT	AWARENESS WEEKS 1st to 7th World Breastfeeding 12th to 18th Afternoon Tea

SEPTEMBER

EVERY MONTH WE REACH 4.3M PARENTS WITH SCHOOL-AGE KIDS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
NEW RELEASES IN PARTNERSHIP WITH  <small>digital cinema media</small>	BEETLEJUICE 2 Tim Burton returns to one of his most famous films with this long-awaited sequel that stars Jenna Ortega		AWARENESS WEEKS Sexual Health Awareness Month National Organic Month 14th to 22nd – London Design Festival 16th Sep – 1st Oct – British Food Fortnight		BACK TO HOGWARTS DAY Our 'Harry Potter' segment contains 1.9m unique monthly browsers	1 NEW CAR REGISTRATION Our 'Auto Enthusiasts' segment contains 1.3m unique monthly browsers
2 BACK TO SCHOOL Price (75%), quality (69%), and sizes (50%) are the most important factors when choosing children's schoolwear	3  Our Back-to-School content generated 2m article views in 2023	4	5	6	7 WORLD BEARD DAY	8 US OPEN TENNIS FINAL GREAT NORTH RUN
9 EMERGENCY SERVICES DAY	10 WORLD SUICIDE PREVENTION DAY Across the UK, men account for around 3/4 of all suicides	11 Metro reaches more students every day than any other daily national newspaper	12 Our fashion partnerships deliver an average of 43% increase in purchase intent	13 ROALD DAHL DAY LONDON FASHION WEEK SS24 	14 LAST NIGHT OF THE PROMS LONDON DESIGN FESTIVAL BEGINS	15 PRINCE HARRY'S 40TH BIRTHDAY
16 100 DAYS 'TIL CHRISTMAS 4 in 10 of our readers have started to plan their Christmas shopping by now	17 SEARCHES FOR 'AUTUMN FASHION' PEAK	18  SEARCHES FOR 'FRESHERS' WEEK' PEAK INTERNATIONAL EQUAL PAY DAY	19 Metro.co.uk's 'Sex' channel receives an average of 467k article views during Freshers' month! 	20 Our 'Students' segment contains 1m unique browsers	21 WORLD ALZHEIMER'S DAY 	22 WORLD CAR-FREE DAY
23 INTERNATIONAL DAY OF SIGN LANGUAGES BISEXUALITY VISIBILITY DAY	24	25 NATIONAL FITNESS DAY	26 2 in 5 of our readers believe they don't take care of themselves as well as they should	27	28 We wrote 150 articles about Alzheimer's in 2023, generating 14m views	29 WORLD HEART DAY MACMILLAN'S WORLD'S BIGGEST COFFEE MORNING 
30 Our print readers are 51% more likely to belong to a charity						

OCTOBER

3 IN 10 OF OUR READERS DECORATE THEIR HOUSES FOR HALLOWEEN












Mon	Tue	Wed	Thu	Fri	Sat	Sun
AWARENESS MONTHS Black History Month Stoptober Go Sober for October Breast Cancer Awareness Month	1 WORLD VEGETARIAN DAY INTERNATIONAL COFFEE DAY	2 INTERNATIONAL DAY OF NON-VIOLENCE	3 BUY BRITISH DAY NATIONAL POETRY DAY MEAN GIRLS DAY	4 WORLD SMILE DAY WORLD ANIMAL DAY	5 NATIONAL TEACHERS DAY	6 GRANDPARENTS DAY 97% of grandparents enjoy caring for their grandchildren
7 2 in 3 black adults think that ads do not reflect the wide range of identities that exist within their community	8 1 in 2 coffee drinkers agree it's worth paying more for drinks that are prepared by a barista	9 NATIONAL CURRY WEEK BEGINS	10 WORLD MENTAL HEALTH DAY 1 in 2 have concerns about their mental health but only 1 in 5 have sought help	11 NATIONAL COMING OUT DAY Our 'LGBTQIA+ Allies' segment contains 1.7m unique monthly browsers	12 WORLD ARTHRITIS DAY DUSSEHRA, HINDU FESTIVAL	13
14	15 SEARCHES FOR 'PUMPKIN PATCHES' PEAK	16 WORLD FOOD DAY	17 NATIONAL PASTA DAY 1 in 2 adult Italians think it's unacceptable to snap dry spaghetti before boiling it	18	19	20
21 WORLD APPLE DAY BACK TO THE FUTURE DAY	22	23	24 UNITED NATIONS DAY SEARCHES FOR 'HALLOWEEN COSTUMES' PEAK	25 SEARCHES FOR 'PUMPKIN CARVING IDEAS' BEGIN TO RISE	26 Over 1 in 3 of our readers carve pumpkins for Halloween	27 END OF BRITISH SUMMERTIME NATIONAL BLACK CAT DAY NATIONAL MENTORING DAY
28 88% of Brixton Finishing School students agree that sessions with mentors are valuable	29	30 1 in 3 of our readers aged 18-34 dressed up for Halloween in 2023 – and they looked fantastic!	31 HALLOWEEN Our 2023 Halloween coverage generated 12m article views	31	NEW RELEASES IN PARTNERSHIP WITH digital cinema media	JOKER: FOLIE A DEUX Joker delivered 25 16-34 adult TVRs and this sequel stars Joaquin Phoenix and Lady Gaga!

NOVEMBER

1 IN 2 BRITS ARE EXPECTED TO TAKE
PART IN THE BLACK FRIDAY SALES













Mon	Tue	Wed	Thu	Fri	Sat	Sun
NEW RELEASES IN PARTNERSHIP WITH  <small>digital cinema media</small>	PADDINGTON IN PERU Paddington 1 and 2 are considered two of the best British films of the 21st century, with 2 getting 99% on Rotten Tomatoes!	WICKED Ariana Grande leads this lavish big-screen adaptation of the popular stage show	AWARENESS MONTH November 	1 DIWALI WORLD VEGAN DAY 	2 ALL SOULS DAY	3 3 in 10 of our readers start their Christmas gift shopping in November
4	 5 BONFIRE NIGHT 1 in 5 Brits are planning to attend a fireworks display	6	7	8	9 WORLD ADOPTION DAY	10  REMEMBRANCE SUNDAY
11 REMEMBRANCE DAY	12 63% of us agree that other people's kindness has a positive impact on Mental Health 	13 WORLD KINDNESS DAY	14 WORLD DIABETES DAY KING CHARLES' 76th BIRTHDAY 	15 67% of our readers like it when brands celebrate British events!	16 INTERNATIONAL DAY OF TOLERANCE	17
18 Mail Metro Media reaches 5m men every day, that's 1 in 5 of all British men 	19 INTERNATIONAL MEN'S DAY INTERNATIONAL CHILDREN'S DAY	20	21 WORLD PHILOSOPHY DAY	22 SEARCHES FOR 'BLACK FRIDAY DEALS' BEGIN TO RISE	23	24
25 2 in 3 of our readers defer buying products until Black Friday	26	27	28  THANKSGIVING	29 BLACK FRIDAY There were 9m article views on our Black Friday content in 2023	30 ST ANDREW'S DAY	



DECEMBER

OUR READERS SPEND £4.7BN ON CHRISTMAS PRESENTS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1 in 2 in the disabled community agree 'advertising doesn't reflect a wide range of people within my community' 					1 WORLD AIDS DAY
2 CYBER MONDAY	3 INTERNATIONAL DAY FOR DISABILITY	4	5 INTERNATIONAL VOLUNTEER DAY SEARCHES FOR 'CHRISTMAS GIFTS FOR HIM' PEAK	6 1 in 2 of our readers agree advertising in newsbrands helps them choose what to buy at Xmas	7  SEARCHES FOR 'CHRISTMAS GIFTS FOR HER' PEAK	8 Our 'Gifting' segment contains 1.8m unique monthly browsers
9	10 HUMAN RIGHTS DAY	11	12  CHRISTMAS JUMPER DAY	13 The last working Friday before Christmas 	14 BUMPER CHRISTMAS TV GUIDE RELEASED IN DAILY MAIL	15
16 3 in 10 of our readers start shopping for Christmas food and drink this week	17 3 in 4 shop in more than one supermarket for Christmas food and drink	18 	19 1 in 2 of our readers like to read Christmas recipe content	20 'MAD FRIDAY' SEARCHES FOR 'CHRISTMAS RECIPES' PEAK	21 WINTER SOLSTICE 'SUPER SATURDAY' 	22 One of the year's busiest retail days on the high street
23 1 in 3 of our readers are still shopping for groceries in the two days before Christmas	24  CHRISTMAS EVE	25 CHRISTMAS DAY 55% eat turkey for Christmas dinner, followed by beef (26%) and chicken (25%)	26 BOXING DAY 1 in 3 of our readers have purchased items after seeing a seasonal sales promotion	27 SEARCHES FOR 'SKI HOLIDAY' PEAK	28 The days between Christmas and NYE see strong print sales, as people spend more time indoors	29
30	31  NEW YEAR'S EVE	 FIRST DAY OF HANUKKAH			NEW RELEASES IN PARTNERSHIP WITH  digital cinema media	MUFASA: THE LION KING The sequel to one of the biggest films of all time, directed by the great Barry Jenkins

For more insights visit mailmetromedia.co.uk
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