

 Mail METRO MEDIA

**MOMENTS  
THAT MATTER**

2026

POWERED BY

**D·R·E·A·M**



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# WE REACH 21M POTENTIAL HOLIDAYMAKERS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<b>AWARENESS</b> Financial Wellness Month National Obesity Week (10-16)  <b>DEADLINE</b> Campaign Media Awards		<b>VEGANUARY &amp; DRY JANUARY BEGINS</b> <b>1 in 10</b> of our audience took part in Dry January last year	<b>1 NEW YEARS DAY</b> <b>9 in 10</b> of our audience set a goal for the New Year. Top goals are: Improving wellbeing (43%), more exercise (40%) and more quality time with family and friends (36%)	<b>2 BANK HOLIDAY</b> <b>4 in 5</b> plan to make home improvements in 2025	<b>3 NATIONAL SPAGHETTI DAY</b> Feelin' saucy: <b>41%</b> of our audience eat pasta at least once a week	<b>4 GOLDEN GLOBE AWARDS</b> Our Golden Globes targetable segment reached <b>1.3M</b> unique browsers one day before 2025's event
<b>5 BACK TO SCHOOL</b> We reach <b>2.5M</b> primary school parents and <b>2.7M</b> secondary school children (70%)	<b>6</b> <b>Travel is the #1 category</b> in which consumers most want to continue spending (44%)	<b>7</b> 	<b>8 Thursday is the best-performing day</b> for Metro's digital money channels, averaging <b>155k</b> unique browsers	<b>9 CATHERINE PRINCESS OF WALES'S BIRTHDAY</b> 	<b>10 ONE YEAR AGO TODAY METRO HIT 1M TIKTOK FOLLOWERS!</b> Metro has had over <b>9BN</b> social video views since Oct 24	<b>11</b> <b>NATIONAL PUZZLE DAY</b>
<b>12 CLEAN YOUR DESK DAY</b> Wednesday is the most popular day for our audience to go into the office (71%)	<b>13</b>	<b>14 UCAS DEADLINE</b> Our social audience is <b>+50% more likely</b> to be expecting to finish school/college in the next 12 months	<b>15</b>	<b>16</b>	<b>17</b>	<b>18 AUSTRALIAN OPEN</b> We reach <b>25M</b> sports fans each month — that's ace for engagement!
<b>19 BLUE MONDAY</b> <b>29%</b> of UK adults feel more down in January compared to other months	<b>20</b>	<b>21</b>	<b>22</b> <b>SEARCHES FOR 'SELF ASSESSMENT TAX' BEGIN TO RISE</b>	<b>23</b> Financial advertisers using news publishers see a <b>60% boost</b> in perceived brand quality	<b>24</b> <b>BURNS NIGHT</b>	<b>25 ST DWYNWEN'S DAY (WELSH VALENTINE'S DAY)</b> The top three romantic qualities our audience looks for are: personality (72%), humour (59%), and shared values (50%)
<b>26</b> <b>NATIONAL POPCORN DAY</b>	<b>27</b> <b>HOLOCAUST MEMORIAL DAY</b>	<b>28</b> January 2025 saw <b>196M</b> visits to Daily Mail's website	<b>29</b>	<b>30</b>	<b>31</b> <b>SELF ASSESSMENT TAX DEADLINE</b> <b>26%</b> of our self-employed audience expect the performance of their business to improve over the next year	

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## OUR READERS SPENT A TOTAL OF £457M ON VALENTINE'S DAY LAST YEAR















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<b>AWARENESS</b> LGBTQ+ Awareness Month Children's Mental Health Week (03-09)			<b>SIX NATIONS BEGINS</b> We wrote 165 articles on the Six Nations generating <b>1.7M</b> total article views last year Over <b>16M</b> pints of Guinness were poured during the Six Nations opening weekend last year 			<b>1 MEN'S CRICKET WORLD CUP</b> 
<b>2 SEARCHES FOR 'VALENTINE'S DAY GIFTS' BEGIN TO INCREASE</b>	<b>3</b>	<b>4 WORLD CANCER DAY</b> <b>2 in 5</b> have an immediate family member/close friend who has been diagnosed with cancer	<b>5 NATIONAL SICKIE DAY</b> The average number of sick days taken in the UK each year is <b>5.7</b>	<b>6 TIME TO TALK DAY</b> Only <b>50%</b> of our audience feel confident they will achieve their goal to improve their mental	<b>7</b>	<b>8 SUPER BOWL LX</b> Our social content on the Super Bowl generated <b>119M</b> views across 113 videos last year
<b>9 NATIONAL PIZZA DAY</b> We reach <b>7.3M</b> who order pizza regularly - ideal for brands that want a <i>pizza</i> the action!	<b>10 LUNAR NEW YEAR: YEAR OF THE HORSE</b> People born in the Year of the Horse are known for being energetic, independent and charismatic 	<b>11</b>	<b>12</b>	<b>13 SEARCHES FOR 'NEXT DAY DELIVERY' PEAK</b> 	<b>14 VALENTINE'S DAY</b> Last year <b>47%</b> said that Valentine's Day should celebrate all kinds of love (vs 43% for romance)	<b>15</b>
<b>16 HALF TERM BEGINS</b> <b>57%</b> agree that "newsbrands give me ideas for activities to do with my kids"	<b>17 PANCAKE DAY</b> <b>52M</b> eggs are used on Pancake Day - cracking stuff!	<b>18 ASH WEDNESDAY (LENT BEGINS)</b> <b>One-third</b> of Brits taking part in Lent give up chocolate and sweets	<b>19 NATIONAL DRINK WINE DAY</b> Vino a thing or two about wine - our audience accounts for <b>77p in every £1</b> spent on it!	<b>20 NATIONAL LOVE YOUR PET DAY</b> <b>9 in 10</b> see their pet as a member of the family	<b>21</b>	<b>22 NATIONAL MARGARITA DAY</b> <b>BAFTAS</b>
<b>23</b>	<b>24 48%</b> agree that the representation of diversity in advertising often feels tokenistic	<b>25</b>	<b>26 RAMADAN</b> <b>71%</b> of Muslims say that Ramadan allows me to connect more with my family	<b>27 POKÉMON DAY</b> Over <b>64.8BN</b> Pokémon cards worldwide have been sold since the Pokémon Trading Card Game began 	<b>28 1 in 2 (50%)</b> Muslims find the first 10 days of Ramadan the most difficult	
<b>06-22: WINTER OLYMPIC GAMES: MILAN-CORTINA D'AMPEZZO</b> The Olympic Winter Games in Beijing 2022 was watched by more than <b>2BN</b> people <b>1.66M</b> of our audience agree that they prefer to buy products from companies who sponsor sports events and teams 						

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4 IN 5 BRITS LEAVE MOTHER'S DAY GIFT  
BUYING TO THE LAST TWO WEEKS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<b>WINTER PARALYMPICS (6-15): 55%</b> of our audience agrees that the Paralympics makes them feel more positively about what people with disabilities can achieve (20.9M)  <b>EID AL-FITR (19-20): 2 in 3</b> members of the Muslim community say that food is one of their favourite parts of Eid. <b>62%</b> of Muslims agree Eid is a great opportunity for brands to engage with their community					<b>ST DAVID'S DAY</b> We reach <b>7 in 10</b> Welsh speakers (640K)	<b>1 NEW CAR REGISTRATION</b> We reach <b>79%</b> of adults intending to purchase a new car (3.5m)
2	3  <b>WORLD WILDLIFE DAY</b>	4  <b>HOLI</b>	5  <b>WORLD BOOK DAY</b>	6  <b>NATIONAL UNPLUG DAY</b> 64% of our audience agrees they feel lost without their mobile phone (24.1M)	7 <b>BRIT AWARDS</b> Our Brit Awards content generated <b>18M</b> views on Daily Mail social channels last year	8 <b>INTERNATIONAL WOMEN'S DAY</b> Women spend <b>2x</b> longer on our sites than with any other newsbrand
9	10 <b>MARIO DAY</b> Mail Gaming social channels produced nearly <b>a billion</b> views in just over 12 months — wahoo!	11  <b>LADIES' DAY CHELTENHAM</b> <b>NO SMOKING DAY</b>	12	13  <b>RED NOSE DAY</b>	14  <b>THE OSCARS</b> We published <b>ever 200</b> Oscars videos on socials last year generating over <b>82M</b> views — bravo!	15 <b>MOTHER'S DAY</b> Our audience accounts for <b>75p in every £1</b> spent on Mother's Day
16	17  <b>ST PATRICK'S DAY</b> <b>13M</b> pints of beer are consumed worldwide every Paddy's Day — sláinte!	18 <b>WORLD SLEEP DAY</b> <b>2 in 3</b> Daily Mail browsers say they don't get enough sleep	19 <b>EID BEGINS</b> <b>4 in 5 (79%)</b> Muslims look forward to Eid every year	20 <b>SPRING EQUINOX</b> Our audience's favourite things about spring are: longer days (76%), flowers in bloom (73%), and spending more time outside (65%)	21 <b>WORLD DOWN SYNDROME DAY</b>	22 <b>WORLD WATER DAY</b>
23 Searches for 'Spring cleaning' peak	24	25  <b>END OF RAMADAN</b>	26  <b>CARABAO CUP FINAL</b>	27  <b>WORLD THEATRE DAY</b> Audience takeovers for entertainment drives <b>3x</b> increase in performance for a recent theatre campaign!	28	29 <b>CLOCKS GO FORWARD</b> 
30	31 <b>INTERNATIONAL TRANS VISIBILITY DAY</b>	<b>BRITISH PIE WEEK (2-8):</b> Spicy Kebab Pie was crowned champion of the British Pie Awards 2025  <b>CRUFTS 2026 (6-8):</b> Woof! Our Pet Lovers segment contains <b>1M</b> unique browsers				