



MOMENTS  
THAT MATTER

2026

Powered by





# MOMENTS THAT MATTER

12 MONTHS. HUNDREDS OF INSIGHTS. UNLIMITED OUTCOMES.

From seasonal shopping spikes to the cultural moments that convert – this is your roadmap to owning 2026.

Daily **Mail** **METRO** THE **i**PAPER **NewScientist**  
**eliza**, **This is MONEY** **YOU** **weekend** **The Telegraph**

Breaking news or breaking the internet: we connect with 70% of the UK every month. We know what they care about, when they're paying attention, and how your brands can engage them when it matters most.

**SCAN TO START OWNING THE MOMENT**



# JANUARY

MON TUES WEDS THURS FRI SAT SUN

**FOR YOUR RADAR:**  
FINANCIAL WELLNESS MONTH  
NATIONAL OBESITY WEEK (10-16)  
CAMPAIGN MEDIA AWARDS DEADLINE



**VEGANUARY BEGINS**  
2 in 5 of our audience  
eat vegetarian/vegan  
meals at least once  
a week  
**DRY JANUARY BEGINS**

**1 NEW YEAR'S DAY**  
Top resolutions:  
improving wellbeing  
(43%), more exercise  
(40%), more quality  
time with family &  
friends (36%)

**2**  
**80%** of our audience  
plan to make major  
home improvements  
in the next year

**3 NATIONAL SPAGHETTI DAY**  
Our audience makes  
up **75%** of Italian  
restaurant-goers



**4 GOLDEN GLOBES**  
Our 'Golden Globes'  
segment reached  
**1.3M** the day before  
2025's event

**5 BACK TO SCHOOL**  
We reach **2.5M**  
primary school  
and **2.7M** secondary  
school parents



**6**

**7**

**8**  
Daily Mail wrote  
**500** Kate Middleton  
articles last year,  
generating **46.5M**  
views

**9 CATHERINE,  
PRINCESS OF WALES'S  
BIRTHDAY**

**10**  
One year ago  
today, Metro hit **1M**  
TikTok followers –  
less than a year  
later, it's over 2M!

**11**  
January 2025 saw  
**197M** visits to Daily  
Mail's website

**12 CLEAN YOUR  
DESK DAY**

**13**  
Our in-market  
segment for travel  
& transport reached  
**1.1M this time  
last year**

**14 UCAS DEADLINE**  
Our socials are **50%**  
more likely to reach  
those finishing school/  
college in the next year



**15**  
Thursday is the  
best-performing day  
for Metro's money  
channels, reaching  
**155k** on average

**16**  
Financial advisers  
using newsbrands  
see a **60% boost**  
in perceived brand  
quality

**17**  
Travel is the **#1  
category** in which  
consumers want to  
continue spending  
(44%)

**18 AUSTRALIAN OPEN**  
We reach **25M** sports  
fans each month



**19 BLUE MONDAY**  
**29%** of UK adults  
feel more down in  
January than in any  
other month

**20**

**21**  
Wednesday is the  
**most popular day** for  
our audience to go  
into the office (71%)

**22**

**23 NATIONAL PIE DAY**  
Spicy Kebab Pie was  
crowned champion  
of the British Pie  
Awards 2025

**24**

**25 BURNS NIGHT**  
We reach **70%** of  
Scots (3.2M)  
**ST DWYNWEN'S DAY**  
(WELSH EQUIVALENT OF  
VALENTINE'S DAY)

**26 AUSTRALIA DAY**  
There are an  
estimated **166k**  
**Australians**  
in the UK



**27 HOLOCAUST MEMORIAL  
DAY**

**28 INTERNATIONAL  
LEGO DAY**  
LEGO Star Wars is the  
best-selling theme of  
all time!



**29 NATIONAL PUZZLE DAY**  
**52%** of Daily Mail  
readers play puzzles  
every day

**30**

**31 SELF-ASSESSMENT  
TAX DEADLINE**  
**26%** of our  
self-employed audience  
expect business  
performance to improve  
over the next year

Personality (72%),  
humour (59%)  
and shared values  
(50%) are the top 3  
romantic qualities our  
audience looks for

# FEBRUARY

MON TUES WEDS THURS FRI SAT SUN

**2 GRAMMYS**  
Our Grammys coverage generated **91M** views across our socials last year

**3 NATIONAL SICKIE DAY**  
The average number of sick days taken in the UK each year is **5.7**

**4 WORLD CANCER DAY**  
**2 in 5** have an immediate family member/close friend who's had cancer

**5 TIME TO TALK DAY**  
Only **50%** of our audience feels confident they'll hit their goal to improve mental wellbeing

**6**

**7**  
The Beijing 2022 Winter Games were watched by over **28n** people

**8 SUPER BOWL LX**  
Our Super Bowl social content generated **119M** views across **113** videos last year

**9 NATIONAL PIZZA DAY**  
We reach **7.3M** who order pizza regularly – ideal for brands to get a pizza the action!

**10 RED CARPET SEASON**  
Our 'red carpet fans' segment reached **4.5M** in February 2025

**11 NATIONAL DRINK WINE DAY**  
Vino a thing or two about wine – our audience accounts for **77p in every £1** spent on it!

**12 SIX NATIONS BEGINS**  
Last year, we wrote **165** Six Nations articles, generating **1.7M** views

**13**  
Searches for 'next day delivery' peak

**14 VALENTINE'S DAY**  
Last year **47%** said that Valentine's Day should celebrate all kinds of love

**15**  
Searches for 'Valentine's Day gifts' begin to increase

**16**  
**HALF TERM BEGINS**

**17 PANCAKE DAY**  
**52 million** eggs are used on Pancake Day – cracking stuff!  
**RANDOM ACTS OF KINDNESS DAY**

**18 ASH WEDNESDAY (LENT BEGINS)**  
**One-third** of Brits that take part in Lent give up chocolate and sweets

**19**

**20 NATIONAL CHEESE LOVERS DAY**  
Unbelievable: **2 in 3** of our audience says they couldn't live without cheese!

**21**  
**NATIONAL LOVE YOUR PET DAY**

**22 BAFTAS**  
**10%** of our audience says a BAFTA award win makes them more likely to watch a film

**23**

**24 LUNAR NEW YEAR: YEAR OF THE HORSE**  
People born in a Year of the Horse are said to be **energetic, independent and charismatic**

**25**

**26**  
**48% of the UK** agree that the representation of diversity in advertising often feels tokenistic

**27 POKÉMON DAY**  
Over **65Bn** Pokémon cards have been sold since the Pokémon Trading Card Game began

**28**

**NATIONAL MARGARITA DAY**  
**Over 1 in 3** like it when bartenders put on a show while making cocktails

**FOR YOUR RADAR:**  
**LGBTQ+ AWARENESS MONTH**  
**CHILDREN'S MENTAL HEALTH WEEK (03-09)**  
**WINTER OLYMPIC GAMES: MILAN-CORTINA D'AMPEZZO (06-22)**

**1 MEN'S CRICKET WORLD CUP**  
Our audience makes up **84%** of those who have played cricket (**1.8M**)

# MARCH

MON TUES WEDS THURS FRI SAT SUN

30

31



**INTERNATIONAL TRANS  
VISIBILITY DAY**

2



**WORLD WILDLIFE DAY**

3

**PURIM**

We reach **7 in 10** who practice Judaism or are from a Jewish community (709k)

4

**HOLI**

5



**WORLD BOOK DAY**  
10k new children's books are published per year in the UK, accounting for **1 in 3** books sold

6

**NATIONAL UNPLUG DAY**

**64%** of our audience feels lost without their mobile phone (24.1M)

7

**BRIT AWARDS**

Brit Awards content generated **18M views** on Daily Mail's socials last year

8

**INTERNATIONAL WOMEN'S DAY**

Women spend **2x longer** on our sites than with any other newsbrand

9

10

**MARIO DAY**

Our Mail Gaming social channels produced nearly **a billion views** in just over 12 months — wahoo!

11

**CHELTENHAM LADIES DAY  
NO SMOKING DAY**

12

**62%** of Muslims agree that Eid is a great opportunity for brands to engage with them

13

**CRUFTS BEGINS**

Woof! Our 'Pet Lovers' segment contains **1M unique browsers**

14

**MOTHER'S DAY**

Our audience accounts for **75p in every £1** spent on Mother's Day

15

**THE OSCARS**

We published over 200 Oscars videos on socials last year, generating over **82M views** — bravo!

16

**55%** of our audience agrees that the Paralympics makes them feel more positively about what people with disabilities can achieve

17

**ST PATRICK'S DAY**

**13M** pints of beer are consumed worldwide every Paddy's Day — sláinte!



18

**END OF RAMADAN  
GLOBAL RECYCLING DAY**  
**4 in 5** of our audience makes an effort to recycle

19

**19-20TH EID AL-FITR**

**2 in 3** members of the Muslim community say that food is one of their favourite parts of Eid

20

**RED NOSE DAY**

**£34M** was raised for Red Nose Day in 2025

**SPRING EQUINOX**

21

**WORLD DOWN'S  
SYNDROME DAY**

22

**WORLD WATER DAY  
CARABAO CUP FINAL**

23

**SEARCHES FOR  
'SPRING CLEANING' PEAK**

**3 in 4** of our audience spring cleans their home

24

25

**WORLD SLEEP DAY**

**2 in 3** Daily Mail digital readers say they don't get enough sleep

26

27

**WORLD  
THEATRE DAY**

Our 'Art & Theatre Aficionados' segment contains **1.3M** unique browsers

28

An ENTs audience takeover increased performance by **3x** in a campaign last year

29



**CLOCKS GO FORWARD**

# APRIL

MON TUES WEDS THURS FRI SAT SUN

Searches for 'ISAs' <b>peak in the first week</b> of April	<b>PASSOVER</b>	<b>1 APRIL FOOL'S DAY</b> Humour is the <b>#2 factor</b> that Brits value in advertising	<b>2 WORLD AUTISM AWARENESS DAY</b> <b>Only 1 in 5</b> think that neurodiverse people are shown positively in ads	<b>3 GOOD FRIDAY</b> Our audience accounts for <b>78p</b> in <b>every £1</b> spent at Easter	<b>4</b> The top Easter activities are: spending time with friends & family (71%), cooking (46%), baking (27%) and gardening (27%)	<b>5 EASTER SUNDAY</b> Recipes (54%), crafting for kids (43%), and egg hunt guides (37%) are the UK's favourite Easter content
<b>6 TAX YEAR BEGINS</b> Completing tax returns is the <b>#4</b> financial concern for 18-34s (41%)	<b>7 WORLD HEALTH DAY</b> You can own the first impression of our health enthusiasts with a Health & Fitness Audience Takeover!	<b>8</b> Our Gambling & Lotteries partnerships increase consideration by <b>85%</b> on average	<b>9</b> <b>9-11TH GRAND NATIONAL</b>	<b>10 COACHELLA BEGINS</b> In 2025, we published 633 Coachella articles, achieving <b>11M views</b>	<b>11 NATIONAL PET DAY</b> <b>7 in 10</b> agree that their pet helps with their mental health	<b>12 9-12TH THE MASTERS</b> We have <b>761k monthly</b> unique browsers in our 'golf enthusiasts' segment
<b>13</b> <b>52%</b> agree that newsbrands teach them how to manage financial admin	<b>14 NATIONAL GARDENING DAY</b> <b>2 in 5</b> of our audience plans to improve their garden in the next 6 months	<b>15</b>	<b>16 WORLD SEMI-COLON DAY</b> ; is a symbol of mental health awareness, particularly for suicide prevention, depression and addiction	<b>17</b> <b>AINTREE LADIES DAY</b>	<b>18</b>	<b>19</b>
<b>20</b>	<b>21 NATIONAL TEA DAY</b> Our Tea lovers drink an average of <b>16 cups</b> per week	<b>22 INTERNATIONAL EARTH DAY</b> New Scientist's audience is <b>2.3x</b> more likely to be following sustainability/the environment on socials	<b>23</b> <b>ST GEORGE'S DAY</b>	<b>24 PRINCE LOUIS' 8TH BIRTHDAY</b> Our 'Royal Family' segment contains <b>2.3M unique browsers</b>	<b>25</b> A record <b>1,133,813</b> runners applied for the London Marathon in 2026	<b>26 LONDON MARATHON</b> Last year, we published 56 marathon social videos, generating <b>9M</b> views
<b>27</b>	<b>28 GUIDE DOG DAY</b> <b>Over half</b> our audience has donated up to £20 to charity in the last year	<b>29</b> <b>INTERNATIONAL DANCE DAY</b>	<b>30</b> <b>CAMPAIGN MEDIA AWARDS CEREMONY</b>	<b>FOR YOUR RADAR:</b> <b>WORLD SNOOKER CHAMPIONSHIPS</b> (18 APRIL-04 MAY)		

SOURCES: Mail Metro Media Diversity Factor, Moments that Matter 2025, Google Trends 2020-2025, Gambling & Lotteries Effectiveness 2025, dmg::ID, TGI May 2025, The Big Squeeze DIY & Home Edition, New Scientist, London Marathon, Tubular 2025. Trends Nov 2025, Finances/ Self Assessment (Matters - Aug 25), Horizons Charities

# MAY

MON TUES WEDS THURS FRI SAT SUN

 <p><b>MAY BANK HOLIDAY</b></p> <p><b>STAR WARS DAY</b> May the fourth be with you!</p>		<p><b>FOR YOUR RADAR:</b> <b>NATIONAL BBQ WEEK (25-31)</b> <b>MENTAL HEALTH AWARENESS WEEK (11-17)</b></p>		<p>1</p> <p><b>MAY DAY</b></p>	<p>2  <b>INTERNATIONAL HARRY POTTER DAY</b> In 2025, Daily Mail published 704 Harry Potter articles, earning <b>17M</b> views — magic!</p>	<p>3</p> <p><b>PRINCESS CHARLOTTE TURNS 11</b></p>
<p>4</p> <p><b>MET GALA</b> Last year, Daily Mail published 184 Met Gala videos, generating <b>37M</b> views</p>	<p>5</p> <p><b>CINCO DE MAYO</b></p>	<p>6</p>	<p>7 <b>CHILDREN'S MENTAL HEALTH AWARENESS DAY</b> <b>16M</b> of our audience have children or grandchildren under 16</p>	<p>8</p> <p><b>VE DAY</b></p>	<p>9</p> <p>In 2025, Daily Mail published 24 YouTube videos on VE Day, generating <b>5M</b> views and <b>85k</b> engagements</p>	<p>10</p>
<p>11</p> <p><b>3 in 5</b> of our audience think that mental health is as important as physical health</p>	<p>12 <b>INTERNATIONAL NURSES DAY</b> We reach <b>75%</b> of health and welfare workers — they're 56% more likely to read Metro!</p>	<p>13 <b>WORLD COCKTAIL DAY</b> <b>2 in 3</b> readers don't think cocktails are for special occasions and can be drunk anytime</p> 	<p>14</p>	<p>15 <b>INTERNATIONAL DAY OF FAMILIES</b> Daily Mail's Family Matters TikTok channel earned <b>1M</b> likes in less than 12 months</p>	<p>16 <b>EUROVISION FINAL</b> <b>1 in 4</b> plan to watch Eurovision, rising to <b>3 in 5</b> for 18-24s <b>FA CUP FINAL</b></p> 	<p>17 <b>WORLD BAKING DAY</b> Sweet (53%) trumps savoury (31%) in our audience's baking preferences</p>
<p>18</p> <p><b>FRENCH OPEN BEGINS</b></p>	<p>19  <b>CHELSEA FLOWER SHOW BEGINS</b></p>	<p>20 Daily Mail print readers are <b>2.8x</b> more likely to have visited the Chelsea Flower Show in the last 12 months</p>	<p>21</p> <p><b>GLOBAL ACCESSIBILITY AWARENESS DAY</b></p>	<p>22</p>	<p>23</p> <p><b>WORLD TURTLE DAY</b></p>	<p>24</p> <p><b>PANSEXUAL AND PANROMANTIC VISIBILITY DAY</b></p>
<p>25 <b>SPRING BANK HOLIDAY</b> <b>43%</b> spend more on bank holiday weekends than a normal weekend</p>	<p>26  <b>1 in 3</b> are more spontaneous on bank holiday weekends</p>	<p>27</p>	<p>28</p> <p><b>WORLD HUNGER DAY</b></p>	<p>29</p> <p><b>NATIONAL BISCUIT DAY</b></p>	<p>30</p>	<p>31  Metro reaches <b>1.3M</b> people who are part of the LGBTQ+ community</p>

SOURCES: dmrg; ID Poll: Cocktails 2025, Permutive 2025, Google Trends 2020-2025, dmrg; ID, TGI May 2025, Mail Metro Media Baking Survey 2023, Tubular 2025, Moments That Matter: Summer Edition 2025

# JUNE

MON TUES WEDS THURS FRI SAT SUN

<p>1</p> <p>75% of our audience feels happier during the summer</p>	<p>2</p>	<p>3</p> <p><b>WORLD BICYCLE DAY</b> </p> <p>We reach <b>1.9M people</b> who are interested in cycling — they <i>wheely</i> love it!</p>	<p>4</p>	<p>5</p> <p><b>WORLD ENVIRONMENT DAY</b></p> <p>57% of New Scientist's audience are prepared to make lifestyle compromises for the environment</p>	<p>6</p> <p><b>ANNIVERSARY OF D-DAY</b></p>	<p>7</p>
<p>8</p> <p><b>WORLD OCEAN DAY</b></p> <p>You could say we have an ocean of first-party data: <b>2008n data points!</b> </p>	<p>9</p>	<p>10</p> <p>We reach <b>16M</b> football fans every month — <b>3 in 4!</b> </p>	<p>11</p> <p><b>FIFA WORLD CUP STARTS</b> </p> <p>We wrote 17k+ football articles in 2025, generating <b>261M views</b>. Our top 2000 social videos had <b>4.7Bn views!</b></p>	<p>12</p> <p><b>WOMEN'S T20 WORLD CUP STARTS</b></p>	<p>13</p> <p><b>TROOPING THE COLOUR</b></p> <p><b>22.3M</b> of our audience are Royalists</p>	<p>14</p> <p><b>WORLD BLOOD DONOR DAY</b></p> <p><b>1 in 4</b> of our audience have donated blood</p>
<p>15</p> <p><b>BEER DAY BRITAIN</b></p>	<p>16</p> <p><b>SEARCHES FOR FATHER'S DAY GIFTS PEAK</b></p>	<p>17</p> <p><b>ENGLAND V CROATIA</b></p>	<p>18</p> <p><b>U.S. OPEN BEGINS</b></p> <p>Daily Mail print readers are <b>3x</b> more likely to be golf club members</p>	<p>19</p> <p>In 2025, we published 500+ horse racing articles, generating <b>23M views</b></p>	<p>20</p> <p> <b>SUMMER SOLSTICE</b> </p>	<p>21</p> <p><b>FATHER'S DAY</b></p> <p>We reach 71% of Father's Day shoppers </p>
<p>22</p> <p><b>WORLD RAINFOREST DAY</b></p>	<p>23</p> <p><b>ENGLAND V GHANA</b></p>	<p>24</p> <p><b>BST HYDE PARK FESTIVAL BEGINS</b></p> <p>We reach <b>80%</b> of people who have been to 3+ music events in the last year </p>	<p>25</p>	<p>26</p> <p><b>TAKE YOUR DOG TO WORK DAY</b></p> <p><b>93%</b> of our pet owners see their pet as a member of the family</p>	<p>27</p> <p><b>ARMED FORCES DAY</b></p> <p><b>ENGLAND V PANAMA</b></p>	<p>28</p>
<p>29</p> <p> <b>WIMBLEDON BEGINS</b></p> <p><b>1 in 5</b> of men aged 16–34 buy summer fashion items specifically for sporting events</p>	<p>30</p> <p><b>WORLD SOCIAL MEDIA DAY</b></p> <p>Daily Mail is the most viewed newsbrand on TikTok globally!</p>	<p><b>FOR YOUR RADAR:</b> </p> <p><b>PRIDE MONTH</b></p> <p><b>FIFA WORLD CUP (11 JUNE–19 JULY)</b></p> <p><b>ROYAL ASCOT (16–20)</b></p>				

SOURCES: Mintel, Permutive 2025, Google Trends 2020–2025, dmrg:ID Trends 2025, TGI May 2025, Tubular 2025, Moments That Matter: Summer Edition 2025, TGI GB January 2025, Lotus 2025

# JULY

MON TUES WEDS THURS FRI SAT SUN

<div></div> <div><b>FOR YOUR RADAR:</b> SARCOMA AWARENESS MONTH ALCOHOL AWARENESS WEEK (06-12) MEDIA WEEK AWARDS DEADLINE</div>	<div><b>1</b> <b>INTERNATIONAL JOKE DAY</b> Why don't scientists trust atoms? Because they make up everything!</div>	<div><b>2</b></div>	<div><div></div><div><b>3</b> <b>BRITISH GRAND PRIX BEGINS</b> 60% of our audience who are interested in travelling for sport would travel to watch F1</div></div>	<div><b>4</b> <b>INDEPENDENCE DAY</b> Daily Mail's US website reaches <b>48M</b> US adults</div>	<div><b>5</b> <b>LONDON PRIDE</b> We reach <b>62%</b> of people in the LGBTQIA+ community every month</div>	
<div><b>6</b></div>	<div><div></div><div><b>7</b> <b>WORLD CHOCOLATE DAY</b></div></div>	<div><b>8</b></div>	<div><b>9</b> We reach <b>82%</b> (4.5M) of football fanatics (5+ football-related activities per month)</div>	<div><b>10</b></div>	<div><div><b>11</b> <b>WIMBLEDON WOMEN'S SINGLES FINAL</b> We serve <b>85%</b> of people who have paid to watch tennis</div></div>	<div><div><b>12</b> <b>WIMBLEDON MEN'S SINGLES FINAL</b> Our most viewed Wimbledon articles are about celeb sightings, royals and fashion</div></div>
<div><b>13</b> We reach <b>76%</b> (6.3M) of football bettors</div>	<div><div><b>14</b> <b>1ST FIFA WORLD CUP SEMI-FINAL</b> We published <b>9,294</b> social videos about football last year</div></div>	<div><div><b>15</b> <b>2ND FIFA WORLD CUP SEMI-FINAL</b></div></div>	<div><div><b>16</b> <b>WORLD EMOJI DAY</b> "Face with bags under its eyes" was recognised as the emoji of the year in 2025 </div></div>	<div><div><b>17</b> <b>QUEEN CAMILLA'S BIRTHDAY</b></div></div>	<div><div><div></div><div><b>18</b> <b>NATIONAL ICE CREAM DAY</b> <b>2 in 5</b> of our ice cream fan audience are tempted when they hear ice cream trucks</div></div></div>	<div><div><div></div><div><b>19</b> <b>FIFA WORLD CUP FINAL</b> As of November 2025, we published 73 videos about the World Cup, generating <b>30.1M</b> views</div></div></div>
<div><div><b>20</b> <b>INTERNATIONAL CHESS DAY</b></div></div>	<div><div><div></div><div><b>21</b> <b>SCHOOLS BREAK UP FOR THE SUMMER</b> <b>57%</b> of our audience are planning to travel during summer 2026</div></div></div>	<div><b>22</b></div>	<div><div><b>23</b> <b>COMMONWEALTH GAMES BEGIN</b></div></div>	<div><div><b>24</b> <b>INTERNATIONAL SELF-CARE DAY</b> <b>41%</b> of our audience follow a strict skincare regime</div></div>	<div><b>25</b></div>	<div><div><div></div><div><b>26</b> <b>TOUR DE FRANCE FINAL STAGE</b></div></div></div>
<div><b>27</b></div>	<div><b>28</b></div>	<div><div><b>29</b> <b>NATIONAL LIPSTICK DAY</b> YOU magazine and Eliza audiences account for <b>10%</b> of the total makeup expenditure each year</div></div>	<div><div><b>30</b> <b>INTERNATIONAL FRIENDSHIP DAY</b> <b>52%</b> of Brits believe good friendships are more important than romantic relationships</div></div>	<div><b>31</b></div>		

# AUGUST

MON TUES WEDS THURS FRI SAT SUN

31 **BANK HOLIDAY**



43% of our audience spend more on a bank holiday than a normal weekend

3

4

We reach **3 in 4** adults expecting a child in the next 12 months

5

**SEARCHES FOR 'FAMILY DAYS OUT' PEAK**

Our 'family days out' segment contains **2.5M** unique browsers

6

**A-LEVEL RESULTS DAY**  
We reach **75%** of those who are due to start uni in the next year

7

10 **SEARCHES FOR 'LAST-MINUTE HOLIDAY' PEAK**



40% of parents say last-minute deals are the only way they can afford holidays

11

12

**INTERNATIONAL YOUTH DAY**

Our 'Gen Z celebs' segment contains **1.3M** unique browsers

13

**NATIONAL PROSECCO DAY**



Our campaigns show that alcohol ads perform **4.1x better** next to gift content

14

**SEARCHES FOR 'UNIVERSITY CLEARING' PEAK**

We reach **3 in 4** parents of kids due to start uni in the next year

15

**NATIONAL RELAXATION DAY**

30% of people say spending time with friends & family is motivation for leisure activities

16

**THE HUNDRED**



Our 'cricket enthusiasts' segment contains **852k** unique browsers

17

18

**US OPEN**

Tennis (38%) is the **#2** most-watched live sport after football (77%) among UK internet users 16+

19

20

**GCSE RESULTS DAY**

21

**WORLD ENTREPRENEUR'S DAY**

We reach **75%** of people who are planning on starting their own business in the year

22

23

The UK spends **£1.2bn** on back-to-school supplies

24

**1 in 3** 18-34s have attended a live event (including comedy, music or theatre) more than once in the last month

25

26



**INTERNATIONAL DOG DAY**

**1 in 3** of our pet owners take their pet on holiday with them

27

**NATIONAL BURGER DAY**



28

**READING & LEEDS FESTIVAL**

29

**MANCHESTER PRIDE**

30

Parents spend an **average of £48** on school stationery



**FOR YOUR RADAR:**  
**BREASTFEEDING AWARENESS WEEK (01-07)**  
**NATIONAL MARINE WEEK (17-23)**

1 **EDINBURGH FRINGE**



Our 'comedy movie fans' segment is **65%** more likely to visit our TV & Showbiz channels

2

**COMMONWEALTH GAMES END**

8



**INTERNATIONAL CAT DAY**

Only **21%** of people preppurr cats to dogs

9

**NATIONAL BOOK LOVERS DAY**

To choose a book, our audience considers: genre (55%), author (37%), and reviews & recommendations (27%)

# SEPTEMBER

MON TUES WEDS THURS FRI SAT SUN

## BACK TO HOGWARTS DAY

There were **178,400** tap-ins at King's Cross on this day in 2025

## 1 NEW CAR REG DAY

Our 'in-market electric vehicle' segment was a **top-performing** segment during this week last year

## 2 BACK TO SCHOOL



**64%** agree that new school supplies motivate their child for the year ahead

3

## 4 ITALIAN GRAND PRIX BEGINS

Our 'interested in F1' segment contains **347k** unique browsers

**5** **1 in 2** parents say they're open to second-hand items to keep costs down for the back-to-school shop

## 6 WORLD BEARD DAY



We reach **10.5M** men with facial hair — talk about a growth market

7

8

## STAR TREK DAY

9

## EMERGENCY SERVICE DAY

10

## WORLD SUICIDE PREVENTION DAY

**8 in 10** of our audience have donated to mental health charities

11

## US OPEN

In 2025, we wrote 195 US Open articles, generating **4.4M** views

12

**7 in 10** agree newsbrands are a trusted source of information on complex issues around the climate/environment

13

14



## SEARCHES FOR 'FRESHERS WEEK' PEAK

## 15 ANNIVERSARY OF QUEEN ELIZABETH II'S PASSING

**87%** of Brits say history will regard her as one of Britain's greatest monarchs

## 16 100 DAYS TILL CHRISTMAS

**15%** of Daily Mail readers have bought things for Christmas by this point

17

## LONDON FASHION WEEK 2026 BEGINS



**84%** of online fashion shoppers read digital newsbrands

18

Our audience makes up **7 in 10** (11.3M) of those who are willing to pay more for sustainable clothing

## 19 OKTOBERFEST



Our beer drinking audience spends an average of **363 minutes** a month on Daily Mail's website

20

**3.8M** of our audience have bought clothes from online second-hand retailers

21

## 22 AUTUMN EQUINOX



**1 in 2** of our audience are likely to purchase clothing or footwear during autumn

23

## WORLD EXERCISE DAY



Mental health is the top motivation for our fitness seekers (51%), followed by physical results (50%)

24

## 25 MACMILLAN'S WORLD'S BIGGEST COFFEE MORNING

Last year, we wrote 2200+ articles on cancer, generating **122M** views

26

## THIS DAY IS THE MOST COMMON BIRTHDAY



## 27 WORLD TOURISM DAY

We're the UK's **#1** travel news destination, with **8M** Brits engaging with our content and **5M** article views every month

28

In September 2025, Daily Mail's TikTok got **3.5Bn** views and **200M** engagements

29

30

**FOR YOUR RADAR:**  
SECOND HAND SEPTEMBER  
ZERO WASTE WEEK (07-13)  
SEXUAL HEALTH WEEK (14-20)

# OCTOBER

MON TUES WEDS THURS FRI SAT SUN

<b>FOR YOUR RADAR:</b> <b>BLACK HISTORY MONTH</b> <b>STOPTOBER</b> <b>BREAST CANCER AWARENESS MONTH</b> <b>ADHD AWARENESS MONTH</b> <b>UNLOCKTOBER</b> <b>WORLD MENOPAUSE MONTH</b>		<b>INTERNATIONAL MUSIC DAY</b>	<b>1 INTERNATIONAL COFFEE DAY</b>  We reach <b>77%</b> (19.7M) of coffee drinkers every month	<b>2 WORLD VEGETARIAN DAY</b> We reach <b>7.1M</b> who prefer veggie food and drink	<b>3 NATIONAL TACO DAY</b> <b>1 in 2</b> of our audience recreate takeaways at home	<b>4 GRANDPARENTS DAY</b> We reach <b>81%</b> (9.6M) of grandparents
<b>5 WORLD TEACHERS DAY</b> <b>WORLD HABITAT DAY</b> New Scientist reaches <b>1.1M</b> every month	<b>6 WORLD CEREBRAL PALSY DAY</b> <b>49%</b> of our audience is likely to donate to a health charity in the next 12 months		<b>8 WORLD SIGHT DAY</b>  <b>2 in 3</b> of our audience are concerned about their eye health	<b>9 WORLD EGG DAY</b> This day comes <b>before</b> World Chicken Day, which is in 3 days, on October 12th!	<b>10 WORLD MENTAL HEALTH DAY</b> <b>1 in 2</b> of our audience are willing to try new ideas to improve their wellbeing	<b>11 NATIONAL COMING OUT DAY</b> We reach <b>61%</b> (2.6M) who identify as LGBTQIA+
<b>12 NATIONAL CURRY WEEK</b>  Our audience's favourite curries are: Tikka Masala ( <b>15%</b> ), Jalfrezi ( <b>13%</b> ) and Korma ( <b>13%</b> )		<b>14</b> <b>8.1M</b> of our audience have donated to a cancer charity in the last 12 months	<b>15</b> We reach <b>17M</b> 55+ women every month	<b>16 WORLD FOOD DAY</b> We reach <b>4.8M</b> food lovers who read food content on our digital platforms monthly	<b>17 NATIONAL ALBUM DAY</b>  Our 'music lovers' segment's top genres are pop, rock, and easy listening	
<b>19 WORLD ARTHRITIS DAY</b> <b>Over half</b> our audience have donated to a health charity in the last year		<b>21</b> We reach <b>1M</b> who suffer from ADHD	<b>22</b> We reach <b>1.6M</b> from the black community		<b>24 NATIONAL PASTA DAY</b> Gnocchi is actually a type of dumpling — you might say it's an <i>impasta!</i>	<b>25 UNITED NATIONS DAY</b> <b>68%</b> of our audience agree that we need to "strive for equality for all"
<b>26</b>	<b>27</b>  We reach <b>74%</b> of those who have tried or will try to give up smoking in the next 12 months	<b>28</b>	<b>29 WORLD STROKE DAY</b> <b>60%</b> of our audience agree that newsbrands can provide an important voice for charitable causes	<b>30</b>	<b>31 HALLOWEEN</b>  Decorating (46%), themed food (42%) & dressing up (40%), are our audiences top Halloween activities	

# NOVEMBER

MON

TUES

WEDS

THURS

FRI

SAT

SUN

30

## ST ANDREW'S DAY

We reach **73%** (3.4M) of those living in Scotland every month



2

## SEARCHES FOR 'CHRISTMAS ADVERTS' PEAK

3

**56%** of adults think it is acceptable to use AI to generate images for a Christmas ad campaign

4

## DECORATING FOR CHRISTMAS

**1 in 4** of our audience don't think November is too early to decorate

5

## BONFIRE NIGHT

Our audience spends an **average of £54** on Bonfire Night (rising to £68 amongst parents)

6

Our audience accounts for **78%** of those who donated to the November Foundation in the last year

7

**53%** from the South Asian community feel brands are only interested in their background at certain times

8

## DIWALI



9

## WORLD ADOPTION DAY

10

11

## REMEMBRANCE DAY/ ARMISTICE DAY

We reach **4 in 5** of those who have donated to the Poppy Appeal

12

## SINGLES' DAY

Originating in China, Singles' Day is the **world's biggest** shopping event!

13

## WORLD KINDNESS DAY

14

15

In the 2021 census, **262k people** said their gender identity and sex registered at birth were different

16



Over **285k people** took part in November last year — *fantashtic!*

17

**70%** of parents plan to buy Christmas gifts in Black Friday events

18

19

## INTERNATIONAL MEN'S DAY

**73%** of men aged 18-24 have followed mental health advice from socials

20

21

## LAS VEGAS GRAND PRIX RACE

**16%** of UK sports bettors placed bets on motorsport in 2025

22

23

24

25

## WHITE RIBBON DAY

**1 in 4** women will be victims of sexual assault or attempted assault in their lifetime

26

## THANKSGIVING

**90%** of our Thanksgiving-celebrating audience enjoy trying seasonal foods from other cultures

27

## BLACK FRIDAY

**67%** of Black Friday shoppers bought items before Black Friday last year



28

**2 in 5** Black Friday shoppers find it difficult to identify the best deals during sales events

29

## ADVENT BEGINS

# DECEMBER

MON TUES WEDS THURS FRI SAT SUN

<b>CHRISTMAS SHOPPING</b> 1 in 2 of our audience start Christmas shopping before December	1 77% of our audience disagrees that Advent calendars are just for children	2 In-store Christmas shopping (61%) is equally popular as online (62%)	3  <b>HANUKKAH STARTS</b>	4 <b>ABU DHABI GRAND PRIX BEGINS</b>	5 <b>SEARCHES FOR 'CHRISTMAS STOCKINGS' PEAK</b>	6
7	8  <b>SEARCHES FOR 'SECRET SANTA' PEAK</b>	9 <b>OUR 'IN-MARKET GIFTING' SEGMENT PEAKS IN AUDIENCE SIZE AROUND THIS DAY</b>	10 <b>METRO'S LAST MINUTE GIFT GUIDE IS RELEASED</b>	11 <b>CHRISTMAS JUMPER DAY</b> 1 in 5 plan to purchase new clothing this Christmas	12 <b>HANUKKAH ENDS</b> 7 in 10 Jews in the UK attend at least one candle-lighting during Chanukkah/Hanukkah	13 85% of our audience decorate their home at Christmas, 3 in 10 of which will purchase a real tree
14 By this day, 3 in 5 have finished Christmas gift shopping and 3 in 5 have started food shopping	15 Newsbrands are the #1 source of ideas for Christmas recipes and where to find food/drink deals	16 On this day, the festive period has officially begun, according to our audience	17 Dune – Messiah, Avengers Doomsday, Ice Age 6, and Jumanji 3 are due to come out this month	18 <b>MAD FRIDAY</b>	19 <b>LAST WORKING FRIDAY BEFORE CHRISTMAS</b> 1 in 7 of our audience say work Christmas parties are fun, increasing to 18% of males and 25% of 18–34s	20 The average spend on Christmas gifts in 2024 was <b>£325</b>
21  <b>WINTER SOLSTICE</b>	22 55% of our audience who put up Christmas decorations are open to buying new ones this year	23 By this day, 3 in 4 have completed their Christmas food shopping	24  <b>CHRISTMAS EVE</b>	25  <b>CHRISTMAS DAY</b> 7 in 10 of our audience say they over-indulge at Christmas	26 <b>BOXING DAY</b> Sales begin! UK shoppers are expected to spend <b>£3.7Bn</b> today	27 Christmas is also celebrated by Sikhs (96%), Hindus (90%), Jews (52%), and Muslims (49%)
28	29 <b>PARTY GAMES</b> Searches for 'New Year's games' increase	30 Christmas content generated <b>65M</b> views our socials in December 2024	31  <b>NEW YEAR'S EVE</b>	<b>FOR YOUR RADAR:</b> UNIVERSAL HUMAN RIGHTS MONTH HIV/AIDS AWARENESS MONTH NATIONAL GRIEF AWARENESS WEEK (02-08)		