

 Mail METRO MEDIA

MOMENTS
THAT MATTER

2027

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EXCLUSIVE

Q1

PREVIEW

JANUARY

MON TUES WEDS THURS FRI SAT SUN

FOR YOUR RADAR: FINANCIAL WELLNESS MONTH CAMPAIGN MEDIA AWARDS DEADLINE 		VEGANUARY BEGINS 57% of our audience chooses plant-based options for their health, and 50% do it to be kinder to animals		1 NEW YEAR'S DAY The most popular resolutions for 2026: doing more exercise (44%), spending more quality time with family & friends (39%)	2	3
4 GOLDEN GLOBE AWARDS	5 BACK TO SCHOOL 	6 Searches for 'January sales' peak We reach an audience of 11.3M who look for seasonal sales	7	8 QUITTERS DAY	9 CATHERINE, PRINCESS OF WALES'S BIRTHDAY	10 Catherine is the member of the Royal Family our audience feels most positive towards (81%)
11 Searches for '2016 trend' peaked last year	12	13 Our audience from our social channels is TWICE as likely to graduate school/college in the next 12 months	14 UCAS DEADLINE  Mail on Sunday readers are 95% more likely to expect their child to go to university in the next 12 months	15 One year ago today: Harry Styles announced his new album	16	17
18 AUSTRALIAN OPEN  We reach 25M sports fans each month	19 One year ago today: Brooklyn's explosive family statement	20	21	22 We wrote 592 articles on the traitors, generating 28M article views	23 The date of the Traitor's final in 2026 The Traitors generated 20M video views across 116 videos	24
25 BURNS NIGHT	26 AUSTRALIA DAY  Daily Mail Australia's TikTok channel generated 420M video views in January across 206 videos	27 INTERNATIONAL HOLOCAUST REMEMBRANCE DAY	28 INTERNATIONAL LEGO DAY 	29 NATIONAL PUZZLE DAY	30	31 SELF-ASSESSMENT TAX DEADLINE 52% of our audience agree that newsbrands help them know what they need to do regarding their financial admin

SOURCES: COMMUNITY CHRISTMAS SURVEY (JAN 2026), TUBULAR, TGI JAN 2026, HORIZONS FINANCE 2026, DMG ID TRENDS, MOMENTS THAT MATTER: PERSONAL & FINANCIAL GOALS, COMMUNITY JAN/FEB SURVEY, MINTEL, MATTERS COMMUNITY POLL, WORLD CUP SURVEY - UK & AUSTRALIA, GOOGLE TRENDS, GOOGLE ANALYTICS, RAM BENCHMARKS

FEBRUARY

MON TUES WEDS THURS FRI SAT SUN

1 WORLD CANCER DAY 21% of our audience often donates to charitable appeals they see across newsbrands	2 LGBTQ+ HISTORY MONTH We reach 3.4M (70%) of readers who identify as LGBTQIA+	3 CHILDREN'S MENTAL HEALTH WEEK Feb 1st – 7th	4 MOVIE RELEASE: ICE AGE 6: BOILING POINT New Scientist Readers are 35x more likely to be cinema goers (i.i35)	5 SIX NATIONS BEGINS More than 1 in 4 of our audience kept up with the Six Nations Championship last year	6 LUNAR NEW YEAR Year Of The Fire Goat Searches for 'investment' peak	7 GRAMMYS  1 in 5 of our audience watched an award show this year RAMADAN BEGINS
8	9 PANCAKE DAY  91% of our audience who are parents make pancakes, and 71% make them from scratch — cracking stuff!	10 ASH WEDNESDAY	11	12 EXPECTED RELEASE: BRIDGERTON SEASON 5	13 SUMMER TRAVEL PLANNING BEGINS 2 in 3 of our audience agree they book holidays early because they like to be organised	14 VALENTINE'S DAY  46% of our audience looks for inspo on Valentine's Day using newsbrand platforms
15 UK SCHOOL HALF TERM	16 2 in 3 parents prefer to spread their back-to-school shopping across the school year, as opposed to the summer holiday	17	18	19	20 We published 57 videos about the Brits, generating 30M views and over 1M engagements	21 OSCAR VOTING AND NOMINATIONS 35% of 16– 34-year-old TV viewers watch to participate in social media discussions
22	23	24 NATIONAL TRADING CARD DAY	25	26 Over 85Bn Pokémon cards have been sold since the game launch in 1996	27 BRIT AWARDS POKÉMON DAY	28 CARABAO CUP FINAL During the 2026 World Cup, Daily Mail Sport's social videos generated over 1Bn views

SOURCES: TGI GB 2026, GOOGLE TRENDS, MOMENTS THAT MATTER 2026, DMG-ID TRENDS DASHBOARD MINTEL – MARKETING TO PARENTS 2025, DIVERSITY FACTOR, MINTEL – DIVERSITY EQUITY AND INCLUSION 2025, COMMUNITY SURVEY FEB 2026, MINTEL CONSUMER TRENDS, ATTITUDES AND SPENDING HABITS FOR THE HOME 2026, MINTEL TV VIEWING HABITS – UK – 2025, MINTEL – FAMILY LIFESTYLES 2026, HORIZONS TRAVEL, RAMADAN SOCIAL VIDEO

MARCH

MON TUES WEDS THURS FRI SAT SUN

1 NEW CAR REGISTRATIONS We reach 73% of adults planning to buy a new car (5.5M) ST DAVID'S DAY	2	3  WORLD WILDLIFE DAY	4  WORLD BOOK DAY	5 CRUFTS 4TH-7TH Our 'Pet Lovers' segment contains 1.4M unique browsers	6 NATIONAL UNPLUG DAY 74% (24.9M) of our audience feels lost without their mobile phone	7 MOTHER'S DAY 62% of our audience had a meal on Mother's Day; 35% went out to eat 
8 INTERNATIONAL WOMEN'S DAY Women spend 2x longer on our sites than with any other newsbrand	9 EID-AL-FITR 2 in 3 members of the Muslim community say that food is one of their favourite parts of Eid	10	11 THE PLAYERS CHAMPIONSHIP	12	13 WORLD SLEEP DAY On average, our readers get 6 and a half hours sleep per night, but wish they got 8 hours!	14 THE OSCARS We published 139 videos on the Oscars, generating 16M views and 1.3M engagements
15	16	17 ST PATRICK'S DAY 13M pints of beer are consumed worldwide every Paddy's Day — sláinte! 	18	19 RED NOSE DAY Over £30M was raised for Red Nose Day 2026	20 SPRING EQUINOX Searches for "spring cleaning" peak	21  CLOCKS GO FORWARD
22 WORLD WATER DAY HOLI	23	24	25	26 GOOD FRIDAY 1 in 5 of our audience looked at social media for inspiration on things to do/gift/cook at Easter	27 WORLD THEATRE DAY Our 'Art & Theatre Aficionados' segment contains 1.6M unique browsers	28 EASTER SUNDAY 80% of our audience cooked a meal from scratch on Easter Sunday
29 EASTER MONDAY (BANK HOLIDAY)	30 54% of our audience say their favourite part about Easter is spending time with family	31 INTERNATIONAL TRANSGENDER DAY OF VISIBILITY				

SOURCES: TGI FEBRUARY 2026, DMG:ID TRENDS, MAIL METRO MEDIA MOMENTS THAT MATTER, GOOGLE ANALYTICS, IPSOS IRIS