

Key Advertising Dates for Advertiser in Q1 2025		
Holiday	Date	Target Audience
New Year's	January 1	Celebrations, travel, wellness resolutions, and retail discounts
Australia Open	January 12	Sports and Fitness
Milan Fashion Week	January 17	Luxury fashion and high-end apparel
Paris Fashion Week (Starts)	January 21	Haute couture, pop culture, and global fashion trends
Data Privacy Day	January 28	Cybersecurity, Technology
Lunar (Chinese) New Year	January 29	Asian culture, family traditions, and festive retail
Black History Month	February 1 - March 1	Inclusion, diversity, & Black Community Initiatives
67th Grammy Awards	February 2	Music, pop culture, and celebrity trends
New York Fashion Week	February 6 - February 11	Fashion-forward trends and retail shopping
Super Bowl (LIX)	February 9	Sports, entertainment, and party supplies
Valentine's Day	February 14	Romance, gifts, and experiences (dining, travel, jewelry)
NBA All-Star Weekend	February 14 - February 16	Sports and Fitness
President's Day	February 17	Retail sales, electronics, and home improvement
London Fashion Week	February 20 - February 24	Luxury fashion and high-end apparel
Ramadan (Starts)	February 28 - March 29	family traditions, Gifts, food shopping
97th Academy Awards	March 2	Film, entertainment, and fashion trends
International Women's Day	March 8	Women empowerment, gender equality, and inspirational content
March Madness	March 16 - April 7	Sports and Fitness
St. Patrick's Day	March 17	Irish culture, parties, and food & drinks
Earth Hour Day	March 22	Sustainability, eco-friendly products, and climate awareness