



Month	Event	Opportunities
January	Football playoffs, Super Bowl, national championship BCS,	Electronic retailers sell more TV this month than any other
	New Year's	Weight loss, smoking
	Vacation planning	Busiest month of year for cruise lines/ travel
	White sales	Traditional month for discounting bedding and other home items
	Martin Luther King Jr. Day	
February	Valentine's Day	Retail, gift, jewelry, floral, greeting cards, etc.
	Groundhog Day	Winter clearance
	President's Day	Traditional time for retail promotions
	All-Star games for NBA, NHL, NFL	Male oriented products, consumer services
	Tax prep	Tax forms hit home in February
	Daytona 500	NASCAR 's Super Bowl: male oriented southern skew/ more people watch this than you think
	February sweeps	TV stations rating period
	Black History Month	Cross cultural products
	Chinese New Year	Varies from year to year; January or February
	Mardi Gras	
March	March Madness- caution for NCAA advertisers to use of trademarks	Male oriented products
	St. Patrick's	Alcohol, anything that has green?
	Spring	Do-it-yourself market begins, Hardware, Gardening
	Academy Awards	2nd highest TV rating of year- female skew, entertainment skew
April	Easter	Peak retail for spring fashion
	Passover	Jewish products
	Tax day	Financial
	Spring	Do-it-yourself market begins, Hardware, gardening
	Baseball Opening day	Sports, lawn & gardening, etc.
	Master's golf	Super Bowl of golf
	Prom	Teen girls, Formal wear
	Administrative Professional's Day (aka Secretary's Day)	Flowers, gifts
May	Mother's day	Retail, gift, jewelry, floral, greeting cards, etc.
	Memorial Day	Unofficial first day of summer- travel by car, gas, hotel, outdoor entertainment

	Moving Month	Real estate, Apartments, U-haul, Rental
	Indy 500	Male oriented products
	Kentucky Derby	Upscale
	May sweeps for TV stations	Most important month of the year for TV station's performance
	Season finales for network TV	Entertainment advertisers
	Cinco de Mayo	California, Southwest, and Florida markets
	College graduation	Gifts, entertainment
June	NBA, NHL finals	Male oriented
	Cable season begins	Cable networks wait for broadcast to go to reruns to start their unofficial season of new shows and movies
	School is out	Activities for the kids
	High-school graduation	Gifts, entertainment
	Father's Day	Female to buy for Dad, Dad to ask for dad
	Flag Day	Patriotic products
	US Open golf	Upscale, golf
	Wimbledon	Upscale, begins about 6/20
July	4th of July	Movies, beverage, beer, entertainment
	British Open golf	3rd major- combine with Wimbledon?
	Baseball all-star game	Male, beer, entertainment
August	Back to School	Target mom's, kids, office supplies, clothing
	Pre-Labor day	Car travel
	Pre-upfront season for TV promotion begins	Entertainment
	Brickyard 400	Big NASCAR race, Winston Cup starts to heat up
	PGA Championship	Upscale, golf
	US Open Tennis	Upscale, tennis begins mid- August
	Moving Month	Real estate, apartment, moving vans, rental
September	Labor day	Do-it-yourself retail
	NFL opens	Male
	Fall premieres for networks	Entertainment
	Ryder Cup	Upscale golf

	Rosh Hashanah, Yom Kippur	Jewish High Holidays
	Grandparents Day	Gifts, cards
October	Halloween	Candy industry- sell 75% of their business this holiday
	Baseball playoffs/ World Series	Male, automotive
	Car launches	Depends on company but a great month for cars
	Sweetest day	Retail, gift, jewelry, floral, greeting cards, etc....
	Fall cleanup	Last hurrah for DIY
	Winston Cup	NASCAR championship
	NHL opening night	NHL sponsors
	National safety month	Security, fire detector, spy
	Columbus Day	Traditional time for retail promotions
November	Christmas sales cycle	Retail
	Thanksgiving	Retail, grocery
	NBA opening night	NBA sponsorship
	November sweeps	Entertainment
	Winter	Ski, Snowboard, Winter activities
	Veteran's Day	
December	Winter	Ski, Snowboard, Winter activities
	Christmas	Annual holiday celebrating the birth of Jesus of Nazareth
	Hanukkah	Jewish
	Kwanzaa	African American
	New Years	Financial- get it done before 12/31- lots of money floating around that didn't get spent and departments don't want to give it back