

Affiliate Marketing Editorial Calendar

Dates are estimates as some events and holidays vary from year to year. Some events will require months of pre-planning while others can be jumped on with only a day's notice. As a general rule, the bigger the holiday, the further in advance that you will need to set your own editorial calendar.

January

New Years
Martin Luther King, Jr. Day
Chinese New Year

February

Groundhog Day
Chinese New Year
Superbowl
Valentine's Day
Daytona 500
President's Day
Fat Tuesday/Mardi Gras
Leap Day
Lent
Oscars
Black History Month
American Heart Month

March

Purim
Passover
Easter
First Day of Spring
March Madness (NCAA)
Ides of March
St. Patrick's Day
Pi Day

April

April Fool's Day
Earth Day
MLB Season Begins
NBA Playoffs
NHL Playoffs
Tax Day
Arbor Day

First Communion
Secretary's Day

May

May Day
Cinco de Mayo
Triple Crown Series (Kentucky Derby, Preakness, Belmont)
Principal's Day
Mother's Day
Weddings
Anniversaries
Memorial Day
Indy 500
Graduation/College/Highschool

June

Father's Day
Atlantic Hurricane Season
Flag Day
First Day of Summer
Teacher/Staff Appreciation

July

Independence Day (US)
Peak Travel Season
"Christmas in July"

August

NFL Preseason Starts
National Friendship Day
Back to School
Ramadan

September

Labor Day
Grandparents Day
First Day of Autumn
Emmy Awards
Rosh Hashanah
Yom Kippur
Bulb Planting
NASCAR Chase Begins

October

Breast Cancer Awareness Month
Sweetest Day
NBA Season
NHL Season
Halloween
Mole Day (Chemistry)
Sweetest Day

November

Election Day
NASCAR Team Changes
Daylight Savings Time Ends
Veterans Day
Thanksgiving
Black Friday
Cyber Monday

December

St. Nicholas Day
Hanukkah
First Day of Winter
Christmas
Kwanzaa
College Football Bowl Games
New Year's Eve

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