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Your 2025 Marketing Calendar

*We've done the hard work...
so you don't have to!*

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Key Dates

- MAR 8** **International Women's Day**
Give a spotlight on the amazing women in your workforce or how your products, equipment, apparel, and so on fit the good cause.
- MAR 17** **Saint Patrick's Day**
It's a busy day for pubs - perfect for reworking Drop & Free business cards, menus and more. Make those connections while the luck of the Irish is on your side.
- MAR 30** **Mother's Day**
Represent all Mums - Grandmothers, stepmothers, Same-Sex Moms, ETC. In your Mother's Day marketing, always customers feel represented and remembered for good reason.



March

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|---------------------------|----------------------------|--------------------------|--------------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 24 | 25 | 26 | 27 | 28 | 1 | 2 |
| | | | | | Saint David's Day | |
| 3 | 4 Pancake Day | 5 | 6 World Book Day | 7 Employee Appreciation Day | 8 International Women's Day | 9 |
| 10 Commonwealth Day | 11 | 12 | 13 | 14 Pi Day (Pieme Awareness) | 15 | 16 Disability Access Day |
| 17 Saint Patrick's Day | 18 Global Recycling Day | 19 Saint Joseph's Day | 20 International Day of Happiness | 21 Red Nose Day | 22 | 23 World Meteorological Day |
| 24 | 25 | 26 | 27 World Theatre Day | 28 | 29 | 30 Mother's Day |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

www.instantprint.co.uk **All months: Women's History Month, British Science Week**

Key Dates

JAN

1

January Sales

New year, same old activity! Stand out from the crowd by **avoiding the colour traditional red** and **place posters in resolution focus spots** like gyms or healthy cafes.

JAN

20

Blue Monday

Support clients with something thoughtful like a personalised postcard featuring **positive affirmations**. Who doesn't love a little unexpected kindness in their letter box?

JAN

24

International Day of Education

Celebrate the power of education by **donating custom printed journals and notebooks** featuring your branding, **encouraging learning and sustainable growth** all year long.



| MON | TUE | WED | THUR | FRI | SAT | SUN |
|----------------------------------|---------------------------------|---------------------|-------------------------------|--------------------------------------|-----------------------------------|--------------------------|
| 30 | 31 | 1 New Year's Day | 2 | 3 | 4 World Braille Day | 5 |
| 6 Epiphany (Three Kings' Day) | 7 Orthodox Christmas | 8 | 9 | 10 | 11 International Thank You Day | 12 |
| 13 | 14 Orthodox New Year | 15 | 16 Appreciate a Dragon Day | 17 | 18 Winnie the Pooh Day | 19 World Religion Day |
| 20 Blue Monday | 21 National Hugging Day (UK) | 22 | 23 National Pie Day | 24 International Day of Education | 25 Burns Night | 26 |
| 27 Holocaust Memorial Day | 28 | 29 | 30 | 31 Backwards Day | 1 | 2 |

Key Dates

FEB

9

National Pizza Day

Grab a slice of the action - get pizza for the office and **try marketing emails styled as pizza menus**.

FEB

14

Valentine's Day

Everyone hands out a standard Valentine's card - nobody gives a 5 foot (60") Valentine poster... **we're just going to leave that there...**

FEB

17

Random Acts of Kindness Day

Make kindness contagious by using your platform to **spotlight a local charity** on your marketing channels, or even **encourage customers to make a donation**.

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Flyers & Leaflets



February

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|-----------------------------------|---|------------------|-------------------------|---|-----------------------------|----------------------------|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 Yorkshire Pudding Day |
| 3 | 4 World Cancer Day | 5 | 6 Time to Talk Day | 7 Charles Dickens Day | 8 | 9 National Pizza Day |
| 10 | 11 International Day of Women and Girls in Science | 12 Tu Bishvat | 13 Galentine's Day | 14 Valentine's Day | 15 Singles Awareness Day | 16 |
| 17 Random Acts of Kindness Day | 18 | 19 | 20 Love Your Pet Day | 21 International Mother Language Day | 22 | 23 |
| 24 | 25 | 26 | 27 Pokemon Day | 28 First Day of Ramadan | 1 | 2 |

Key Dates

MAR

8

International Women's Day

Shine a spotlight on the amazing women in your workforce or how your incredible female clients use your products. Empowerment, applause, and all the good vibes!

MAR

17

Saint Patrick's Day

It's a busy day for pubs - perfect for networking! Drop a few business cards around and make those connections while the luck of the Irish is on your side.

MAR

30

Mother's Day

Represent all Mums - Grandmothers, Stepmothers and Same-Sex Mums in your Mother's Day marketing to ensure your customers feel represented and connected to your brand.



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Menu Printing



March

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|---------------------------|----------------------------|--------------------------|--------------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 24 | 25 | 26 | 27 | 28 | 1 Saint David's Day | 2 |
| 3 | 4 Pancake Day | 5 | 6 World Book Day | 7 Employee Appreciation Day | 8 International Women's Day | 9 |
| 10 Commonwealth Day | 11 | 12 | 13 | 14 Pi Day (Maths Awareness) | 15 | 16 Disabled Access Day |
| 17 Saint Patrick's Day | 18 Global Recycling Day | 19 Saint Joseph's Day | 20 International Day of Happiness | 21 Red Nose Day | 22 | 23 World Meteorological Day |
| 24 | 25 | 26 | 27 World Theatre Day | 28 | 29 | 30 Mother's Day |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

Key Dates

APR

5

End of Tax Year

Business stationery is tax deductible... Get your orders in before the end of the financial year to **keep that tax bill as low as possible.**

APR

21

Easter Bank Holiday

Egg hunt? Church gathering? Chocolate-based offers? **Flyers have every base covered** when it comes to getting your message across.

APR

28

World Day for Safety and Health at Work

Some say boring, we say a great opportunity to **refresh your signage** and keep people **safe at work.**

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Cards & Invites



The hunt begins at 12.00!
Don't forget your basket!
For more info call us at +00 123 456 7890

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forget your basket!
For more info call us at + 00 123 456 7890

April

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|---|-----------------------|---------------------------------|--------------------------------------|--------------------------------|-----------------------|---------------------|
| 31 | 1 April Fool's Day | 2 World Autism Awareness Day | 3 | 4 | 5 End of Tax Year | 6 |
| 7 World Health Day | 8 | 9 | 10 | 11 National Pet Day | 12 | 13 Palm Sunday |
| 14 Vaisakhi (Sikh New Year) | 15 World Art Day | 16 | 17 International Haiku Poetry Day | 18 Good Friday Bank Holiday | 19 Easter Saturday | 20 Easter Sunday |
| 21 Easter Monday | 22 Earth Day | 23 Saint George's Day | 24 | 25 | 26 | 27 |
| 28 World Day for Safety and Health at Work | 29 | 30 | 1 | 2 | 3 | 4 |

Key Dates

MAY

1

May Day Bank Holiday

Raining outside? No problem! Use our **waterproof print range** to promote your events, deals, and discounts. Your business will **stand out come rain or shine!**

MAY

18

World Baking Day

Want to get everyone baking? **Feature mouth-watering visuals** and a **clear call to action** in your marketing materials to get people involved and raise money for a great cause!

MAY

30

National Creativity Day

Harness the power of your customers' creativity! **Showcase how your customers use your products in creative ways**, from DIY projects to design hacks.

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Folded Leaflets



May

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|--------------------------------|-------------------------------|--|--|-------------------------------|----------------------------|-------------------------------|
| 28 | 29 | 30 | 1 | 2 | 3 | 4 Star Wars Day |
| 5 May Day Bank Holiday | 6 World Asthma Day | 7 | 8 VE Day Anniversary (Victory in Europe) | 9 | 10 Fair Trade Day | 11 National Technology Day |
| 12 International Nurses Day | 13 World Cocktail Day | 14 | 15 International Day of Families | 16 | 17 | 18 World Baking Day |
| 19 Walk to School Week | 20 RHS Chelsea Flower Show | 21 World Day for Cultural Diversity | 22 International Day for Biological Diversity | 23 | 24 | 25 |
| 26 Spring Bank Holiday | 27 | 28 | 29 | 30 National Creativity Day | 31 World No Tobacco Day | 1 |

Key Dates

JUN

5

World Environment Day

Care about the environment? Of course you do! **Stand out by using eco-friendly flyers printed on FSC-certified paper.**

JUN

15

Father's Day

Celebrate all Dads with **inclusive branded greetings cards** - include Grandfathers, Stepdads, and Same-Sex Fathers in your marketing to **ensure everyone feels represented.**

JUN

19

National Writing Day

What do people write on? Paper. What do we print on? Paper. How can you take advantage? Give away **paper with your brand on!**

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Greetings Cards



HAPPY
FATHER
DAY

June

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|-------------------------|------------------------|--------------------------------|----------------------------|---|-----------------------------|---------------------------|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 Global Parents Day |
| 2 | 3 World Bicycle Day | 4 | 5 World Environment Day | 6 D-Day Anniversary | 7 | 8 World Oceans Day |
| 9 | 10 | 11 | 12 | 13 International Sewing Machine Day | 14 World Blood Donor Day | 15 Father's Day |
| 16 | 17 | 18 International Picnic Day | 19 | 20 | 21 Summer Solstice | 22 |
| 23 National Pink Day | 24 | 25 Glastonbury | 26 | 27 Micro, Small and Medium-Sized Enterprises Day | 28 | 29 National Camera Day |
| 30 Social Media Day | 1 | 2 | 3 | 4 | 5 | 6 |

Key Dates

JUL

15

National Give Something Away Day

Whatever you give away today - **make sure there's a clear connection to your brand, products or services.** build loyalty and encourage repeat visits. It's a win-win!

JUL

24

International Self Care Day

Taking care of business. Use posters that **offer your customers a special deal** by **partnering with local businesses** that offer wellness services!

JUL

25

School Summer Holidays

The early bird catches the worm! **Advertise with PVC banners** near schools before the holidays to **catch proactive parents' attention during the school run!**

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July

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|------------------------------|-----|----------------------------|-----------------------------------|----------------------------|-----|---------------------------|
| 30 | 1 | 2 | 3 | 4 | 5 | 6 National Kissing Day |
| 7 World Chocolate Day | 8 | 9 | 10 | 11 World Population Day | 12 | 13 |
| 14 Bastille Day | 15 | 16 World Snake Day | 17 | 18 | 19 | 20 |
| 21 National Junk Food Day | 22 | 23 | 24 International Self-Care Day | 25 | 26 | 27 |
| 28 World Hepatitis Day | 29 | 30 World Friendship Day | 31 | 1 | 2 | 3 |

Key Dates

AUG

1

International Beer Day

Let's raise a toast to exclusive brews! **Use table talkers to show off your best beers** and effortlessly upsell your offering with table talkers.

AUG

9

National Book Lovers Day

What better time to **switch up your communications and try books**? Mix high impact imagery with messaging that resonates.

AUG

25

Summer Bank Holiday

Don't just tell - **show families the fun!** Take your excitement outdoors with PVC banners that showcase the action inside. After all, **a picture speaks a thousand words.**



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Books & Booklets



Fortunately, shooting modes for landscape photography are something you can learn. If you're new to landscape photography, here are the modes you'll want to use.

When you need to work fast, often the light is shifting, so you are trying to grab a shot before it's gone for good. In these situations, you also have very little control over the camera's shutter speed. In these situations, landscape photographers want control over their shutter speed. The Automatic mode will take care of that for you. In these situations, you'll want to use the Manual mode.

Aperture Priority Mode

Aperture priority mode is the most preferable for landscape photography. In this mode, you control your aperture (f-stop) and the camera takes care of the shutter speed. The aperture of your lens controls the amount of light that reaches the sensor and the depth of field (DOF).

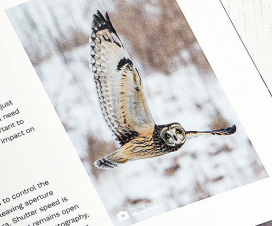
The DOF is the amount of area visible from front to back that falls into focus. A fast Aperture, say f2.8, will have a relatively narrow DOF. A slow aperture of f12 will show



most if not all of your scene in focus from foreground to background. The actual DOF depends on your lens and its focal length. In landscape photography, you often want to maximize DOF. That's why many landscape photographers use a wide-angle lens. The camera's ability to control the DOF is so important that you can control the DOF by adjusting your aperture. If you adjust your aperture, your shutter speed will need to change to compensate. It's important to understand shutter speed, its impact on your image.

Shutter Priority Mode

Shutter priority allows you to control the camera's shutter speed, leaving aperture in charge. In this mode, the camera's shutter remains open as long as you hold the shutter release. This allows you to capture a specific moment in time. A slow shutter speed will cause motion blur. A fast shutter speed will freeze



August

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|--|-------------------------------|--------------------------------------|----------------------------|--|--|----------------------|
| 28 | 29 | 30 | 31 | 1 Yorkshire Day | 2 | 3 |
| 4 National Single Working Women's Day | 5 | 6 Playday - National Day for Play | 7 | 8 International Cat Day | 9 National Book Lovers Day | 10 World Lion Day |
| 11 | 12 International Youth Day | 13 | 14 | 15 | 16 World Honey Bee Day | 17 |
| 18 National Never Give Up Day | 19 World Humanitarian Day | 20 | 21 | 22 Reading and Leeds Festival Start | 23 Day for the Remembrance of the Slave Trade and its Abolition | 24 |
| 25 Summer Bank Holiday | 26 National Dog Day | 27 | 28 National Bow Tie Day | 29 | 30 | 31 |

Key Dates

SEP

5

International Day of Charity

Supporting a cause close to your heart? **Use your charity's logo on your folded leaflets** to drive awareness and **set you apart from the competition!**

SEP

13

Positive Thinking Day

Smiles are free and contagious. Pass one on with a poster and watch the good vibes spread before your very eyes!

SEP

27

World Tourism Day

Tourism boosts economies! **Use posters and A-frames to highlight lesser-known destinations,** promoting unique travel spots while supporting various tourism initiatives.

Indoor Events



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September

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|--------------------------------------|---------------------------------|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------|----------------------------------|
| 1 | 2 | 3 | 4 | 5 International Day of Charity | 6 Read a Book Day | 7 |
| 8 International Literacy Day | 9 Emergency Services Day | 10 World Suicide Prevention Day | 11 | 12 | 13 Positive Thinking Day | 14 |
| 15 International Day of Democracy | 16 | 17 | 18 International Equal Pay Day | 19 | 20 World Cleanup Day | 21 International Day of Peace |
| 22 Autumnal Equinox | 23 Bi Visibility Day | 24 | 25 | 26 | 27 World Tourism Day | 28 |
| 29 | 30 International Podcast Day | 1 | 2 | 3 | 4 | 5 |

Key Dates

OCT

10

World Mental Health Day

Share helpful resources by **distributing business cards with mental health resources**. You could include them in orders to show your commitment to mental well-being.

OCT

21

Diwali

Make your Diwali promotions sparkle! Add a **touch of gold foil** and celebrate the Festival of Lights so your **marketing shines brighter** than a million diyas!

OCT

31

Halloween

Put a spell on your customers with Halloween deals that shine with spookily designed roller banners to **create an eerie atmosphere!**

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Business Cards



October



| MON | TUE | WED | THUR | FRI | SAT | SUN |
|------------------------------|------------------------|-------------------------------|--------------------------|-------------------------------|-------------------------------|----------------------------|
| 29 | 30 | 1 International Coffee Day | 2 National Poetry Day | 3 | 4 World Space Week | 5 |
| 6 Customer Service Week | 7 | 8 | 9 | 10 World Mental Health Day | 11 National Coming Out Day | 12 |
| 13 | 14 Ada Lovelace Day | 15 | 16 World Food Day | 17 | 18 | 19 |
| 20 Diwali | 21 | 22 | 23 | 24 United Nations Day | 25 National Pasta Day | 26 National Pumpkin Day |
| 27 National Mentoring Day | 28 | 29 | 30 | 31 Halloween | 1 | 2 |

Key Dates

NOV

1

World Vegan Day

Leaf your mark this World Vegan Day with **high quality FSC® certified flyers** that align with your **eco-friendly, cruelty-free philosophy**.

NOV

5

Bonfire Night

Make your Bonfire Night **sizzle with custom event tickets** that add flair to your celebration. Easily get ahead of competitors and **create excitement for your event!**

NOV

28

Black Friday

Black Friday? How about Pink Friday? **When everyone is zigging, it's time to zag!** Stand out with your unique perspective across all marketing materials.



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BLACK
FRIDAY
50% OFF
SALE
SHOP NOW

BLACK
FRIDAY
SALE

UP TO
50% OFF
SHOP NOW

Poster Printing



BLACK
FRIDAY
50% OFF
ORDER TODAY
AND SAVE
50% OFF
SHOP NOW

November

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|-----------------------------|---------------------|-------------------------------|--------------------------------|----------------------------|----------------------|---------------------------------------|
| 27 | 28 | 29 | 30 | 31 | 1 World Vegan Day | 2 All Souls' Day |
| 3 | 4 | 5 Bonfire Night | 6 | 7 | 8 | 9 Remembrance Sunday |
| 10 | 11 Armistice Day | 12 | 13 World Kindness Day | 14 | 15 | 16 International Day for Tolerance |
| 17 Anti-Bullying Week | 18 | 19 International Men's Day | 20 Universal Children's Day | 21 World Television Day | 22 | 23 |
| 24 National Sardines Day | 25 | 26 | 27 | 28 Black Friday | 29 | 30 St Andrew's Day |

Key Dates

DEC

6

Small Business Saturday

There's no better time to network, and **there's no better networking product than a business card!** Include a QR code that links to your website for an extra boost.

DEC

25

Christmas Day

Give your clients the gift that keeps on giving! Branded calendars are the perfect way to **keep your brand in sight all year long.**

DEC

31

New Years Eve

Hosting an event? Let Table Talkers do the ... talking! Include the menu and event details to **keep people hyped for what's to come.**

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Christmas Print



December



| MON | TUE | WED | THUR | FRI | SAT | SUN |
|-------------------|------------------------------------|---|---------------------|----------------------------------|---|-----------------------------------|
| 1 Cyber Monday | 2 National Grief Awareness Week | 3 International Day of Persons with Disabilities | 4 | 5 International Volunteer Day | 6 Small Business Saturday | 7 Pearl Harbor Remembrance Day |
| 8 | 9 | 10 Human Rights Day | 11 | 12 Gingerbread House Day | 13 St. Lucy's Day (Festival of Lights) | 14 Hanukkah |
| 15 | 16 | 17 | 18 | 19 | 20 International Human Solidarity Day | 21 Winter Solstice |
| 22 | 23 | 24 Christmas Eve | 25 Christmas Day | 26 Boxing Day | 27 | 28 |
| 29 | 30 | 31 New Year's Eve | 1 | 2 | 3 | 4 |