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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 all the good stuff.

MAR 17 **Saint Patrick's Day**
It's a busy day for pubs - perfect for reworking Opa's & 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 Moms - Grandmothers, Stepmothers, Same-Sex Moms, ETC. In your Mother's Day marketing, always customers feel represented and remembered for good.



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 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.



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January

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 Chinese New Year	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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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

5

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

25

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



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 & National Writing Day	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.** You'll then build loyalty and encourage repeat business. 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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PVC Banners



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 National Give Something Away Day	16 World Snake Day	17	18	19	20
21 National Junk Food Day	22	23	24 International Self-Care Day	25 School Summer Holidays	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 top five to know and how to use them.

When you need to work fast, often the light is drifting, so you are trying to grab a shot before it's gone for all reasons. To auto, it's very fast, but you also have very little control. Most of the time, landscape photographers want control. You will realise very quickly that Automatic, for all its ease, won't give you what you need. That's why you might migrate to one of the other options.

Aperture Priority Mode

Aperture priority mode is the most preferable default setting in this mode, you control your aperture (f-stop) and the camera takes care of 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 your scene from front to back that falls into focus.

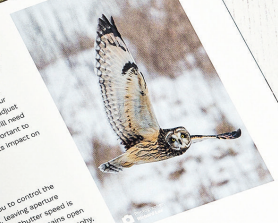
A fast Aperture, say $f/2.8$, will have a relatively narrow DOF. A slow aperture of $f/12$ will show



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 aperture priority mode is so important. With a stop of your camera's shutter, you can control the DOF. Another thing to consider is that, as you adjust your aperture, your shutter speed will tend to change to compensate. It's important to understand shutter speed, and its impact on your image.

Shutter Priority Mode

Shutter priority allows you to control the camera's shutter speed, leaving aperture in charge up to the camera. Shutter speed is an integral part of landscape photography. A long exposure can have a major impact on your image. A slow shutter speed will cause



August

MON	TUE	WED	THUR	FRI	SAT	SUN
28	29	30	31	1 Yorkshire Day & International Beer 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

20

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.



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

A5 Stapled Calendar

148mm x 210mm | 150gsm silk inners | 250gsm silk cover



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or find our full product range online at:**
www.instantprint.co.uk

Prices correct at time of print: 01/12/2024

