

January

2024

How to get your brand on the January Editorial Calendars

PRShots Editorial Calendar

January is all about fitness and health and getting back on track after a Christmas and New Year Holidays break, plus it's about starting to prepare for outfits and gifts for Valentine's Day next month. But also, we're looking forward to next season so make sure anything SS24 is flagged on your drops. Plus, as we're mid-winter there will still be searches for anything cosy, so pyjamas, slippers, coats, hygge, winter warmers, knitwear, scarves and everything warm.

For more hints see the full details on our [Marketing Retail Diary](#)

Image: The National Trust



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 New Years Day	2 Dry January searches peak	3 Gym & Fitness Searches rise	4	5 Twelfth Night	6 Epiphany (Take your Christmas decorations down)
7 Orthodox Christmas Day	8 Diet Searches peak Divorce Day Takeback Monday	9	10	11	12 Alcohol-free searches peak	13
14 Orthodox New Year	15 Have a Brew and Chat Monday/Blue Monday	16	17	18	19 Winter Youth Olympics opening ceremony	20 Health Food Searches Peak Martin Luther King Day
21 National Hugging Day	22	23	24 Tu B'Shevat	25 Burns Night Dydd Santes Dwywnwen	26 Australia Day Indian Republic Day Arbor Day	27 Chocolate Cake Day
28 Data Privacy Day	29 Valentine's Day searches rise	30	31 Tax return payments are due today			

Other events for January include Veganuary, Dry January, National Storytelling Week (30th Jan – 6th Feb)
Winter Youth Olympics (19th Jan – 1st Feb)

February

2024

How to get your brand on the February Editorial Calendars

PRShots Editorial Calendar

Aside from continuing to keep an eye on those SS24 drops the first half of the month is about preparing for Valentine's Day issues and the second half is about getting ready for Easter. For Valentine's Day make sure everything has some of the keywords the media will be looking for eg gifts, pink, red, lingerie etc. For Easter make sure everything has some of the keywords the media will be looking for eg eggs, chocolate, easter bunny, easter egg, chick etc.

For more hints see the full details on our [Marketing Retail Diary](#)

Image: Cutter & Squidge



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Winter Youth Olympics closing ceremony World Hijab Day	2 Groundhog Day Again!! National Wear Red Day	3
4 World Cancer Day Yorkshire Pudding Day UK	5	6 National Sickie Day	7	8 Valentine's Day searches peak	9 National Pizza Day	10 Chinese Luna New Year
11 Flowers searches peak for Valentine's Day NFL Super Bowl	12 Pancake Day and UK Holiday searches rise	13 Pancake Day/Shrove Tuesday	14 Ash Wednesday Valentine's Day	15 Singles Awareness Day	16	17 Random Acts of Kindness Day
18 Maha Shivaratri Quadragesima National Drink Wine Day	19 BAFTA Film Awards	20	21	22 New car searches rise	23 UK Holiday searches peak	24
25	26	27	28	29 Leap day		

Other events for February include LGBT+ History Month, National Wedding Month, National Bird Feeding Month, Bread Week (16th-25th Feb), National Storytelling Week (30th Jan – 6th Feb), Moda NEC Birmingham (4-7th), National Apprenticeship Week (5th - 11th), New York Fashion Week (9th-14th), Source Fashion - Just Around the Corner x Pure London Exhibition (11th-13th), London Fashion Week (16th – 20th), Paris Fashion Week (26th Feb – 5th Mar)

March

2024

How to get your brand on the March Editorial Calendars

PRShots Editorial Calendar

March is mostly about preparing for the big Easter holidays in April so make sure you are starting to include relevant Easter keywords, plus it's also the time people make their first big getaway abroad so any keywords and clothes for warmer climes, loungewear, going out wear, swimsuits, bikinis etc. should be added.

For more hints see the full details on our [Marketing Retail Diary](#)

Image: Joe Browns



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 St David's Day	2 Dr Seuss Day (US) Brit Awards
3 World Wildlife Day World Hearing Day	4 World Obesity Day Dog product searches peak ahead of Crufts	5	6 UK Spring Budget	7 Crufts begins World Book Day	8 International Women's Day	9 Made in UK Day
10 The Oscars Mother's Day UK Start of Ramadan	11 Commonwealth Day	12	13 No Smoking Day	14	15 World Sleep Day Red Nose Day for Comic Relief	16
17 St Patrick's Day	18 Global Recycling Day	19	20 First Day of Spring	21 International Day of Forests World Poetry Day	22 World Water Day Passover Begins Easter egg searches rise	23 Gardening searches rise
24	25 Holi Hindu Festival National Bridesmaids Day	26 Four years since first lockdown started in the UK in 2020	27	28 Wear a Hat Day (Brain Tumour Research)	29 Good Friday	30 Oxford and Cambridge Boat Race Passover Ends
31 British Summertime Begins Easter Sunday						

Other events for March include Ovarian Cancer Awareness Month, British Pie Week (4th-10th), Butchers Week (4th-10th), British Science Week (8th-17th), The Big Walk and Wheel (11th – 22nd), English Tourism Week (18th – 27th), National Fragrance Week (18th-24th), Bridal Fashion Week (24th-26th), Ideal Home Show (Mar 22nd – 7th Apr)