



# 2024

# MARKETING CALENDAR

PLANNING YOUR ANNUAL EVENTS  
WITH YOUR LOCAL MEDIA



# INTRODUCTION

*Organizing key events or picking the perfect dates for them can be quite challenging. It involves scouring various websites to identify holidays, notable celebration months, and more, ensuring they align well with your business and customer base.*

*Executing a well-timed and contextually appropriate promotion can significantly impact your outcomes.*

*To [assist in this endeavor](#), we offer some critical factors to keep in mind while searching for your event.*

# JANUARY

2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## DAYS

1	New Year's Day
3	Festival of Sleep Day
8	Bubble Bath Day
13	Make Your Dream Come True Day
14	Organize Your Home Day
17	Ditch New Year's Resolutions Day
19	Popcorn Day
25	National Plan for Vacation Day
28	Data Privacy Day

*Spark New Beginnings and Smart Strategies, where every day is an opportunity to connect, engage, and grow!*



# FEBRUARY

2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

## MONTH

National Children's Dental Health Month

National Wedding Month

Black History Month

## DAYS

2	Groundhog Day
10	National Umbrella day / Chinese New Year
11	Super Bowl LVIII /World Wedding Day
14	Valentine's Day

*Embrace connection and celebration, from the warmth of Valentine's Day to the shared heritage of Black History Month.*

# MARCH

2024

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



## MONTH

Nutrition Month

## DAYS

1	National Wedding Planning Day
1	Employee Appreciation Day
8	International Women's Day
17	St-Patrick's Day
18	Global Recycling Day
20	Spring equinox
30	National Doctors' Day (US)

*Empowering growth and sustainability, from International Women's Day to Global Recycling Day and beyond!*



# APRIL

2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## MONTH

Earth Month

Oral Health Month

## DAYS

1	Easter Fools' Day
7	World Health Day
9	Easter
15	US Tax Day
21	World Creativity and Innovation Day
22	Earth Day
23	World Book Day
24	Administrative Professionals Day

*Cultivate innovation and celebrate our planet, from the creative sparks of World Creativity Day to the global solidarity of Earth Day.*



# MAY

2024

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## MONTH

National Barbecue Month

Clean Air Month

Mental Health Awareness

## DAYS

1	International Workers' Day
1	National Physician's Day (Canada)
5	Cinco de Mayo
11	World Fair Trade Day
12	Mother's Day
20	Victoria Day / National Patriots' Day (Canada / Quebec)
28	International Day of Action for Women's Health

*Nurturing wellness and honoring bonds, from Mental Health Awareness to Mother's Day celebrations.*



JUNE

2024

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MONTH

National Fresh Fruit and Vegetables Month

Men's Health Month

DAYS

1	Global Day of Parents
3	World Bicycle Day
5	World Environment Day / National Cancer Survivors Day
16	Father's Day
21	Summer solstice / International Yoga Day
24	Saint-Jean-Baptiste (Quebec national day)

Celebrate vitality and diversity, from the energy of World Bicycle Day to the reflections of Father's Day.



# JULY

2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## DAYS

1	Canada Day
3	International Plastic Bag Free Day
4	Independence Day (US)
5	National Bikini Day
7	Chocolate Day
21	National Ice Cream Day
26	Paris 2024 Summer Olympics <u>Start</u>

# AUGUST

2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
<u>11</u>	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## DAYS

5	Civic Holiday (CAN)
9	Book Lovers' Day
11	Paris 2024 Summer Olympics <u>End</u>
12	International Youth Day
15	Relaxation Day
21	Senior Citizens Day (US)
25	National Secondhand Wardrobe Day
26	Women's Equality Day (US)

*Celebrate the peak of summer with a tapestry of days that color our world, from the joy of books to the wisdom of age.*



# SEPTEMBER

2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## MONTH

Back to school

National Yoga Month

## DAYS

2	Labour Day (Canada)
5	International Day of Charity
7	World Beard Day
8	International Literacy Day / World Physical Therapy Day
8	Grandparents Day
21	International Day of Peace / World Gratitude Day
22	World Car Free Day
22	Autumnal Equinox
29	Coffee Day
30	International Podcast Day

*Fostering growth and gratitude, from the heart warming Grandparents Day to the harmonious Autumnal Equinox.*

# OCTOBER

2024

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## DAYS

1	National Seniors Day (Canada) / World Vegetarian Day
4	World Animal Day
5	World Teachers Day
6	World Smile Day
9	Fire Prevention Day
10	World Mental Health Day / Thanksgiving (Canada)
16	World Bread Day
31	Halloween



# NOVEMBER

2024

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## MONTH

National Skin Health Month

Movember

## DAYS

1	World Vegan Day
3	National Sandwich Day
6	World Paper-Free Day
11	Remembrance Day
20	Universal Children's Day
28	Thanksgiving (US)
29	Black Friday
30	Small Business Saturday (US)

*Embrace gratitude and giving, from the remembrance of veterans to the warmth of Thanksgiving.*

# DECEMBER

2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



## MONTH

Universal Human Rights Month

## DAYS

2	Cyber Monday
3	International Day of Persons with Disabilities / Giving Tuesday
10	Human Rights Day / International Animal Rights Day
11	International Mountain Day
14	Free Shipping Day
21	Winter Solstice
25	Christmas
26	Boxing Day
31	New Year's Eve

*Wrap up the year with celebration and reflection, from the festive joys of Christmas to the hopeful promise of New Year's Eve.*



# ABOUT US

**m32ads.com** is a platform that connects local media buyers with local publishers' Ad Centers. Build your ads in minutes and connect directly with your local customers!

A French version can be found at [pubm32.com](http://pubm32.com)

Visit us now and invest with your local media!

Powered by [m32connect.com](http://m32connect.com)





# 2024

# MARKETING CALENDAR

PLANNING YOUR ANNUAL EVENTS  
WITH YOUR LOCAL MEDIA