

2027 Marketing Calendar

Every date worth planning for in 2027, market by market:
United States, United Kingdom and the big international moments

- US

United States (federal holidays)
- GB

United Kingdom (England and Wales bank holidays)
- INT

International (UN days, community celebrations, online shopping events in Asia)

● festive ○ respectful □ solemn ◆ neutral

01 January ● ○	02 February ● ○ ● ● ● ●	03 March ● ○ ○ ● ● ○ ○ ○
04 April ● ● ● ○ ●	05 May ● ● ● ○ □ ●	06 June ● ● ○ ● ●
07 July ◆ ●	08 August ●	09 September ● ●
10 October ○ ○ ● ◆ □ ○ ○ ●	11 November ● □ ● ○ □ ○ ● ● ●	12 December ○ ○ ● ◆ ●

How to use this calendar

- 1 Find your market with the codes US and GB. The INT code marks an international occasion: keep it if some of your customers celebrate it.
- 2 Each month takes two pages: the calendar first, then the list of dates with three content ideas.
- 3 Copy the two milestones printed under each date into your planner: 30 days out to prepare, 14 days out to announce.
- 4 Pick three to five occasions a month, no more. A few well-prepared occasions beat every date done halfway.
- 5 Tailor each idea to your business: replace the words in brackets, like [product] or [city].
- 6 Before you post, check any date marked "estimated" or "to be confirmed" against the official announcement.
- 7 Copy the planning grid on page 29 for each occasion you choose, and review how it went afterward.

Good to know

This calendar is a planning tool. It does not guarantee any sales or audience results. Dates were checked against the sources listed on page 30 at the time of writing (October 2026); governments can add a holiday or move a date. Rules on sales events and advertising are mentioned for information only and are not legal advice: if in doubt, check with the FTC or your state attorney general in the US, or Trading Standards in the UK. Event names owned by companies are not used.

Tone of the occasion

- festive**
Offers, games and events welcome.
- respectful**
Religious celebration or international day: warm wishes and thoughtful gestures, no jokes about faith, no religious symbols used as gimmicks.
- solemn**
Day of remembrance or mourning: no promotion tied to the day, practical information only.
- neutral**
National holiday or civic observance: opening hours and a simple message, no political comment.

Date status

- estimated** Lunar calendar celebration: the date can shift by a day depending on the country and the moon sighting.
- to be confirmed** The date has been announced but can still change.
- calculated** Date worked out from a fixed rule (for example, the second Sunday in May).
- fixed date** Same date every year, set by custom (for example, February 14).
- official** Date set by law or by an official body.

Markets covered

- US** United States (federal holidays)
- GB** United Kingdom (England and Wales bank holidays)
- INT** International (UN days, community celebrations, online shopping events in Asia)

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05 May

Two bank holidays in England and Wales, Mother's Day in the US on May 9, and Eid al-Adha around May 16 or 17. Memorial Day on May 31 is a day of mourning in the US: keep any summer campaign away from that day.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3 ● Early May bank holiday	4	5	6	7	8	9 ● Mother's Day (US)
10	11	12	13	14	15 ● International Day of Families	16
17 ○ Eid al-Adha	18	19	20	21	22	23
24	25	26	27	28	29	30
31 □ Memorial Day ● Spring bank holiday						

To prepare this month

- 1 May **14 days out** International Day of Families · announce
- 1 May **30 days out** Spring bank holiday · prepare
- 2 May **30 days out** Global Day of Parents · prepare
- 3 May **14 days out** Eid al-Adha · announce
- 6 May **30 days out** World Environment Day · prepare
- 17 May **14 days out** Spring bank holiday · announce
- 18 May **14 days out** Global Day of Parents · announce
- 21 May **30 days out** Father's Day · prepare
- 22 May **14 days out** World Environment Day · announce
- 28 May **30 days out** Micro-, Small and Medium-sized Enterprises Day · prepare

● festive ○ respectful □ solemn ◆ neutral
 ----- estimated / to be confirmed — period

May dates p. 13

3 May Monday

Early May bank holiday

GB festive

First Monday in May in England and Wales: a long weekend.

Content ideas

- Post your bank holiday hours by Thursday.
- Put together a selection for long-weekend outings, garden days or DIY projects.
- Offer a weekend-only deal on [product], with clear start and end dates.

30 days out 3 Apr 14 days out 19 Apr

9 May Sunday

Mother's Day (US)

US calculated festive

Second Sunday in May, set by federal law. In the UK, Mothering Sunday was on March 7.

Content ideas

- Post a gift guide by budget with your last order date for delivery.
- Offer an experience to give, like a class or a brunch, rather than an object.
- Show a short video of your gift wrapping, with a handwritten card option.

30 days out 9 Apr 14 days out 25 Apr

15 May Saturday

International Day of Families

INT festive

Content ideas

- Tell your story if yours is a family business.
- Offer something designed for families (sharing size, an activity to do together).
- Share a family photo of a loyal customer, with their permission.

30 days out 15 Apr 14 days out 1 May

17 May Monday

Eid al-Adha

INT estimated respectful

Estimated for May 17 based on the moon sighting. The Umm al-Qura calendar gives May 16, and many mosques in the US and UK may celebrate that day. Celebrations last several days.

Simple wishes; no jokes about the sacrifice or about faith.

Content ideas

- Announce your closing and reopening days well ahead.
- Post your last order date for gifts and festive outfits.
- Share a simple, warm greeting from the team.

30 days out 17 Apr 14 days out 3 May

31 May Monday

Memorial Day

US solemn

Last Monday in May. It honors the members of the armed forces who died in service.

A day of mourning; no promotion tied to the day; share your hours only.

31 May Monday

Spring bank holiday

GB festive

Last Monday in May in England and Wales, often during the school half-term week.

Content ideas

- Post your bank holiday hours and half-term plans.
- Suggest activities or products to keep kids busy during half-term.
- Offer a picnic or barbecue bundle: [product] + [product].

30 days out 1 May 14 days out 17 May

Planning grid

Copy or print this grid for each occasion you choose. Fill it in 30 days out, check off each step, then note how it went after the date.

Occasion and date	Markets	Goal (just one)	Offer or content	Channel	30 days out: prepared	14 days out: announced	3 days out: reminder	On the day	Review: keep, change

My month at a glance

Write the date in each box, then one planned post at most. Leave some boxes empty: they keep you from burning out.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

electronarium

2027 Marketing Calendar — dates by
market and post ideas, PDF +
spreadsheet + calendar file

Full version at
electronarium.com

This sample shows 5 of 30 pages.

The complete file is available for instant download
after purchase.