

# 2025 Moments Annual Planning Guide



# What's inside the guide

01

Moments on Reddit

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02

2025 Seasonal Moments Calendar

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03

Moments by season

- Winter
- Spring
- Summer
- Autumn
- Festive
- Lifestyle



# Moments on Reddit



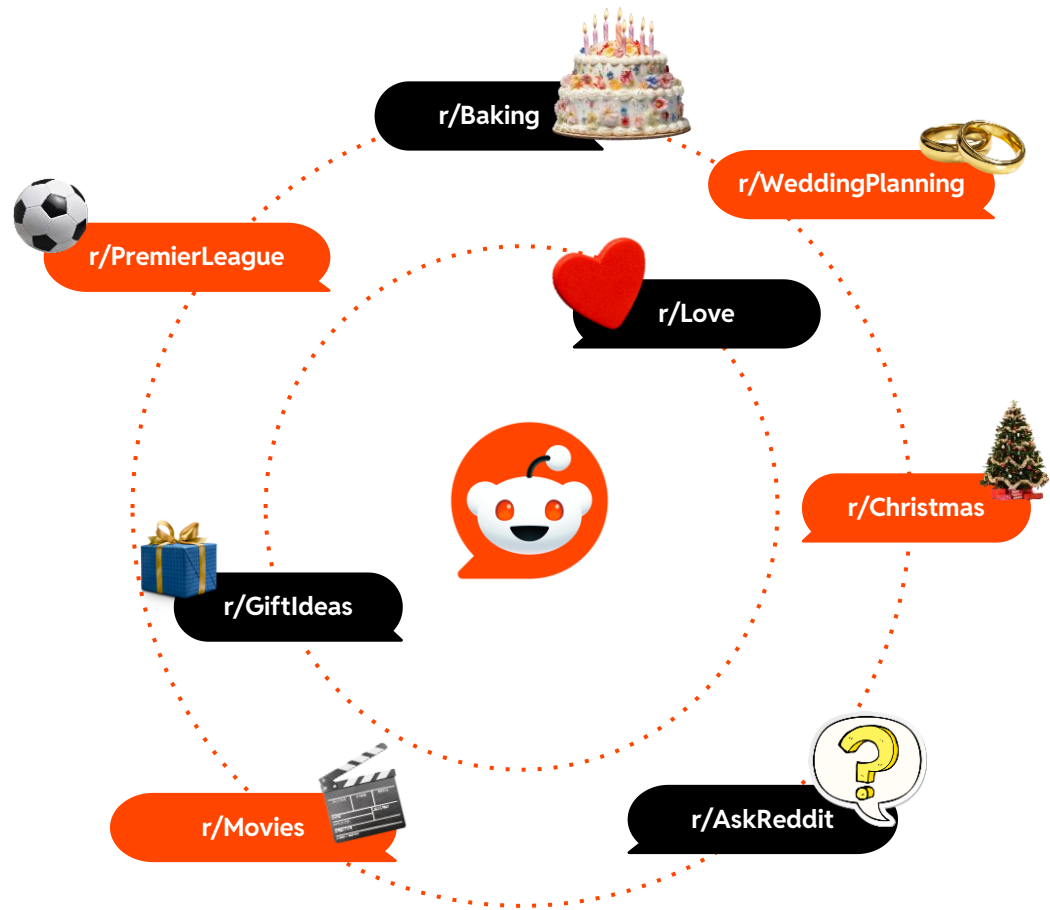
# Reddit is a community of communities

**+100K**

Active communities<sup>1</sup>

**#1**

Platform for community<sup>2</sup>



# Reddit communities are here for all of life's moments

People use Reddit to discover ideas, research products/brands and validate that their purchases are the right ones.<sup>1</sup>

"I personally like the groups that focus on showing **home decorating ideas** for the different seasons of the year."<sup>1</sup>



"It gives me **recommendations for Christmas shopping**...it is a platform that motivates me to participate and help other users."<sup>1</sup>



"The content on Reddit is much more informative. It's easier to read **through reviews & explanations of school items** compared to the less than helpful reviews on other sites. I discover new products and find better choices."<sup>2</sup>



# When the moment matters, Reddit delivers

During the biggest moments of the year, such as Back to School and the Holiday season, Reddit drives results from the full funnel.

**+29%**

Holiday campaigns on Reddit drove **29% higher Action Intent\*** than industry norms<sup>1</sup>

**21%**

Reddit delivers **21% higher ad awareness** during the back to school season<sup>2</sup>



Source: <sup>1</sup>Source: Reddit Brand Lift & Kantar Brand Lift Plus Attribution, 2024 vs. Kantar

6 MarketNorms, Q4 2023. N=20; \*Action Intent = measurement of how likely a consumer is to take action (purchase, consider, etc. based on main client KPI); <sup>2</sup>Reddit Brand Lift & Kantar Brand Lift Plus Attribution, 2024. N=15.



# Join the conversations where people share life's moments with community, because **conversations drive decisions**



## **Holiday Moments**

National and observed holidays or events during the year, many of which involve celebrations, gatherings and gifting.



## **Culture Moments**

Sports, entertainment and pop culture events where people come together to share their passions and fandom.



## **Lifestyle Moments**

Milestone events and celebrations that occur once a year, once in a while or even once in a lifetime.





## Seasonal Moments

### National or observed bank holidays, events and celebrations

Valentine's Day  
Women's History Month  
Mother's Day  
St. Patrick's Day  
Easter  
Earth Day  
Pride  
Father's Day  
Halloween  
Black Friday  
Small Business Saturday  
Giving Tuesday  
Cyber Monday/Week  
Hanukkah  
Christmas  
Boxing Day/Week  
New Year's Eve



## Culture Moments

### Sports, Entertainment & Pop-culture

January New Tech Launches  
Formula 1  
Eurovision  
Wimbledon  
UEFA Champions League  
Premier League  
London Fashion Week  
Rugby Season



## Lifestyle Moments

### Once-a-year

Back to School & Campus  
Birthday  
Graduation  
New Year, New Me

### Once-in-a-while/lifetime

Getting Married  
Welcoming Baby  
Moving

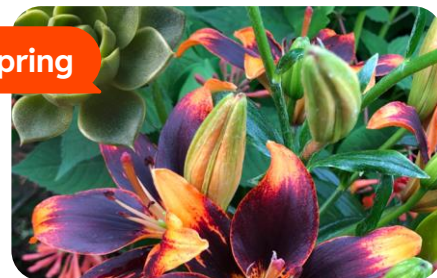
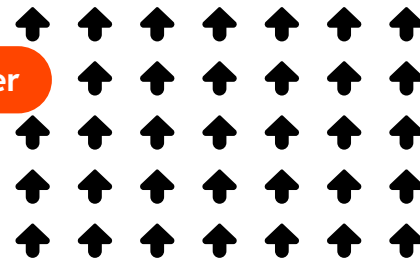




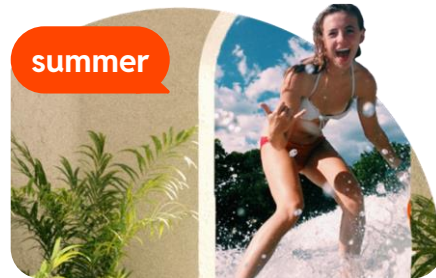
# Moments by season



winter



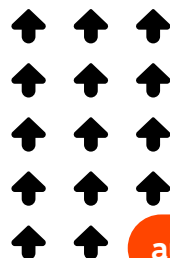
spring



summer



autumn



festive

# 2025 Seasonal Moments Calendar - UK



# Winter

- ➔ New Year, New Me
- January New Tech Launches
- Valentine's Day
- Formula 1
- Women's History Month
- Mother's Day





### New Year, New Me

The new year brings new possibilities. Inspire redditors as they embark on a journey of personal growth, exploring topics such as goal-setting, resolutions, and inspiring stories of transformation within the Reddit community.

**2-in-3** redditors in the UK value learning a new skill<sup>1</sup>

**48M+** monthly screenviews to Healthy Living communities<sup>2</sup>



### January New Tech Launches

Redditors in the UK are early tech adopters who discuss innovations, share predictions and influence trends. Reach them at a key time of the year as the latest tech products are announced.

**7-in-10** redditors in the UK are interested in gadgets or technology<sup>1</sup>

**98M+** monthly screenviews to Tech & Computing communities<sup>2</sup>



### Valentine's Day

Love is in the air for redditors in the UK planning their Valentine's Day celebrations. Reach them as they discover gift suggestions, unique date ideas, and heart-warming decor.

**56%** of redditors in the UK plan to celebrate Valentine's Day<sup>1</sup>

**170M+** monthly screenviews to Family & Relationships communities<sup>2</sup>





### Formula 1

Reddit is the premier pit-stop for the growing Formula 1 fandom. Accelerate into F1 conversations within related communities, where activity spikes 8x during Grand Prix weekends throughout the season.<sup>1</sup>

**1-in-3** redditors in the UK follow or watch Formula1<sup>2</sup>

**3.9M** subscribers to r/formula1<sup>3</sup>



### Women's History Month

Redditors care deeply about equality and inclusivity. Connect with them as they engage in thoughtful discussions and share creative, meaningful ways to celebrate.

**1-in-3** redditors in the UK have educated themselves on women's empowerment issues in the last 6 months<sup>4</sup>

**8K+** communities engaged in posts & comments related to International Women's Day<sup>5</sup>



### Mother's Day

With 7 in 10 redditors in the UK planning to celebrate Mother's Day,<sup>6</sup> join our community in sharing unique gift ideas, heartfelt tributes, and creative ways to honour the amazing moms and mother figures in our lives.

**1-in-2** redditors in the UK plan to spend money for Mother's Day<sup>7</sup>

**170M+** monthly screenviews to Family & Relationships communities<sup>8</sup>





# Spring

- ➔ St. Patrick's Day
- Easter
- Earth Day
- Eurovision
- Premier League Final





### St. Patrick's Day

Your brand can strike gold this St. Patty's Day by engaging with fun-loving redditors in the UK discussing everything from green-themed makeup and outfits to festive drinks and vibrant foods for their celebrations.

**+36%** increase in mentions of St. Patrick's Day on Reddit YoY<sup>1</sup>

**17M+** monthly screenviews to Food & Drinks communities<sup>2</sup>



### Easter

Hop on board this Easter season by connecting with redditors as they discuss everything from egg decorating and spring-themed decor to treats and family activities for their celebrations.

**3-in-5** redditors in the UK celebrate Easter<sup>3</sup>

**170M+** monthly screenviews to Family & Relationships communities<sup>2</sup>



### Earth Day

As Earth Day approaches, redditors unite in discussions about eco-friendly practices, environmental awareness, and ways to protect our planet. Join the conversation and share ideas for a greener future.

**54%** of UK redditors would pay more for an eco-friendly product<sup>4</sup>

Redditors in the UK are...  
**+82%** more likely\* to be influenced by a brand's transparency around sustainability<sup>5</sup>





### Eurovision

Cheer on redditors as they support and discuss their favorite artists. When it's time to vote for the winning entry, the excitement reaches new heights with Eurovision mentions on Reddit jumping 6x during the Grand Finals.<sup>1</sup>

**3-in-5** redditors in the UK watch Eurovision<sup>2</sup>

**384M+** monthly screenviews to Entertainment communities<sup>3</sup>



### Premier League Final

As the Finals approach, tap into the fervour of football fans with a remarkable +31% increase in screenviews on r/PremierLeague by UK Redditors in the final month compared to the season average.<sup>4</sup>

**1-in-2** redditors in the UK are interested in and follow Premier League<sup>5</sup>

**190M+** monthly screenviews to Sports communities<sup>3</sup>





# Summer

- ➔ Pride
- Graduation
- Father's Day
- Wimbledon
- UEFA Champions League
- Back to School & Campus





## Pride

Redditors value inclusivity and want to see positive messages from brands in support of Pride month. Related conversations span a wide range of communities from Life Advice and Dating to Humor and Entertainment.

**1-in-5**

redditors in the UK would like to see organizations with inclusive year-round advertising<sup>1</sup>

**1-in-3**

UK redditors are more likely\* to buy from brands that support Pride Month<sup>2</sup>



## Graduation

Inspire redditors with unique ways to celebrate and gift their graduates. It's also a great time to connect with new grads as they embark on their next chapter and plan for their future.

Redditors in the UK are...

**84%**

more likely to buy a graduation gift than other social media users<sup>3</sup>

**27M+**

monthly screenviews to College Education communities<sup>4</sup>



## Father's Day

Inspire redditors to celebrate the fathers and father figures in their lives with ideas for fun activities, thoughtful gifts, and opportunities to share heartfelt moments together.

**3-in-5**

redditors in the UK plan to celebrate Father's Day<sup>5</sup>

**170M+**

monthly screenviews to Family & Relationships communities<sup>4</sup>





### Wimbledon

Wimbledon fever is in full swing as Reddit's tennis community shares predictions, reminisces about match highlights, and honours rising stars and legends. Join the excitement as fans celebrate the tradition and competition.

**30%** of redditors in the UK watch or follow Wimbledon<sup>1</sup>

**4.5M+** monthly screenviews to Tennis communities<sup>2</sup>



### UEFA Champions League

Champions League fever is at its peak in Reddit's football communities. Engage with fans as they honour the skill and passion of top teams and players while diving deep into match analysis and predicting outcomes.

**30%** of UK redditors are UEFA Champions League fans<sup>1</sup>

**+3x** increase in screenviews to r/championsleague from the UK YoY<sup>3</sup>



### Back to School & Campus

Back-to-school means back-to-Reddit for parents, uni students, and brands. Engage with redditors as they seek out trusted advice, support and product recommendations to help them ace the academic year.

**28%** of redditors are parents of school-aged children<sup>4</sup>

**1-in-2** redditor parents made back to school purchases based on information on Reddit<sup>5</sup>



# Autumn

- ➔ Premier League 2025-26 Season
- London Fashion Week
- Rugby Season
- Halloween





### Premier League Season

From discussions on match strategies to celebrating standout performances and iconic goals, Reddit becomes the ultimate destination to engage with passionate football enthusiasts in the UK as the Premier League season begins.

**35%** of UK redditors are Premier League fans<sup>1</sup>

**3.8M** subscribers to r/premierleague<sup>2</sup>



### London Fashion Week

As the latest styles debut this autumn, Reddit becomes the hub where fashion enthusiasts unite to discuss the season's hottest trends, share insights, and find inspiration.

**1-in-3** UK redditors are interested in fashion<sup>3</sup>

**48M+** monthly screenviews to Fashion & Style communities<sup>4</sup>





### Rugby Season

As the action intensifies, excitement within Reddit's rugby communities soars. UK rugby enthusiasts are flocking to r/rugbyunion, with a 72% increase in screenviews from UK redditors YoY.<sup>1</sup>

**30%** of UK redditors are interested in rugby<sup>2</sup>

**190M+** monthly screenviews to Sports communities<sup>3</sup>



### Halloween

Reddit comes alive for spooky season. Whether you're a parent planning a party or a horror aficionado in search of the next scare, redditors turn to Reddit for Halloween tricks, treats, and everything in between.

**1-in-2** UK redditors celebrate Halloween<sup>4</sup>

**384M+** monthly screenviews to Entertainment communities<sup>3</sup>





# Festive

- ➔ Black Friday-Cyber Monday
- Small Business Saturday
- Giving Tuesday
- Hanukkah
- Christmas
- Boxing Day/Week
- New Year's Eve





### Black Friday - Cyber Monday

Redditors in the UK are getting ready for the biggest shopping event of the year. Reach them as they visit Reddit for the best product recommendations, deals, and community insights to validate their purchase decisions.

**2-in-3** redditors in the UK plan to buy presents during Black Friday<sup>1</sup>

**1-in-4** redditors in the UK plan to start monitoring prices and deals earlier<sup>2</sup>



### Small Business Saturday

Redditors value the entrepreneurial spirit, both in themselves and others. Join them this festive season as they support and shop from local businesses, share shopping tips, and perhaps even contemplate their own small business ventures.

Redditors in the UK are...  
**+57%** more likely to be interested in entrepreneurship than avg. social media users<sup>3</sup>

**1-in-2** redditors in the UK like to buy from local/independent retailers<sup>3</sup>



### Giving Tuesday

Redditors have big hearts and actively give back to organisations in support of causes they care about. Show them your brand cares, too...not just during the holidays, but year-round.

**23%** of redditors are interested in charities and volunteering<sup>3</sup>

Redditors in the UK are...  
**+29%** more likely\* to use social media to support/connect with good causes<sup>3</sup>







## Hanukkah

Celebrate the Festival of Lights with redditors as they share traditions, exchange gift ideas, and explore festive recipes to make Hanukkah bright and memorable.

**36%** of UK redditors use Reddit to compare features or prices for festive gifts<sup>1</sup>

**1-in-3** redditors in the UK use Reddit to decide where to purchase festive gifts<sup>1</sup>



## Christmas

Reach UK redditors during the festive season of celebration, togetherness, and generosity. As holiday inspiration strikes, people turn to Reddit for advice and to ensure their purchases bring joy and make the season merry and bright.

**7-in-10** UK redditors made a festive season gift purchase thanks to information on Reddit<sup>1</sup>

**3-in-5** of redditors in the UK plan to spend money on Christmas<sup>2</sup>





### Boxing Day/Week (Q5)

Deal-minded redditors hit the year-end sales to redeem gift cards, snag items they've been eyeing, or even stock up for the year ahead. Reddit communities help them source brands and retailers for the best post-Christmas deals.

**55%** festive shoppers on Reddit looked for more promotions, discounts and deals<sup>1</sup>

**1-in-2** UK redditors shop more on big sales days, like Boxing Day, than non-redditors<sup>2</sup>



### New Year's Eve

Ring in the New Year on Reddit with users sharing celebrations, resolutions, and reflections. Join the countdown, toast to new beginnings, and connect with redditors as they bid farewell to the old and welcome the new.

Redditors in the UK are...

**+26%** more likely\* to spend money on New Year's celebrations<sup>3</sup>

**1-in-2** redditors in the UK plan on making resolutions for the new year<sup>4</sup>



# Lifestyle

- ➔ Once-a-year
- Once-in-a-while
- Once-in-a-lifetime



# Once-a-year moments



Back to School & Campus\*



Birthday



New Year, New Me\*



Graduation\*



# Once-in-a-while or lifetime



Welcoming Baby



Getting Married



Moving



**Thank You**