



# 2025 Moments Annual Planning Guide



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# Moments on Reddit



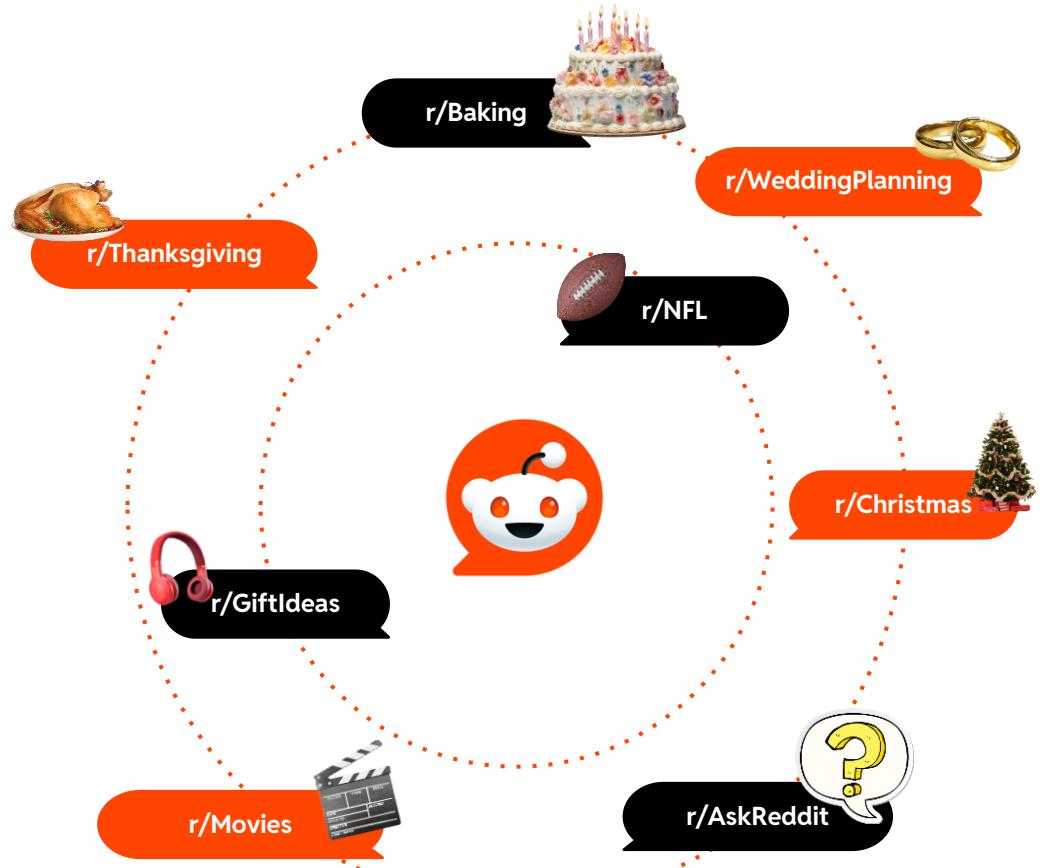
# Reddit is a community of communities

+100K

Active communities<sup>1</sup>

175M+

Unique weekly active users (WAUq) in US<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%

21%

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

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

<sup>6</sup> 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.



## Holiday Moments

### National or observed holidays, events and celebrations

Valentine's Day  
Women's History Month  
St. Patrick's Day  
Easter  
Tax Season  
Earth Day  
Cinco de Mayo  
Small Business Week  
Mother's Day  
Memorial Day  
Pride  
Father's Day  
4th of July  
Labor Day  
Halloween  
Thanksgiving  
Black Friday  
Small Business Saturday  
Giving Tuesday  
Cyber Monday/Week  
Hanukkah  
Christmas  
New Year's Eve



## Culture Moments

### Sports

Formula 1  
March Madness  
MLB Season  
US Open Golf  
US Open Tennis  
PGA Championship  
MLS  
NASCAR  
NCAA Football  
NFL Season  
NBA Season  
NHL Season  
NCAA Basketball  
Wimbledon

### Entertainment/pop-culture

January New Tech Launches  
The Grammy's  
Academy Awards  
April Fools' Day  
Music Festival Season  
Met Gala  
May the 4th  
Summer Game Launches  
Comic-Con  
Fall Fashion Week  
The Emmys



## Lifestyle Moments

### Once-a-year

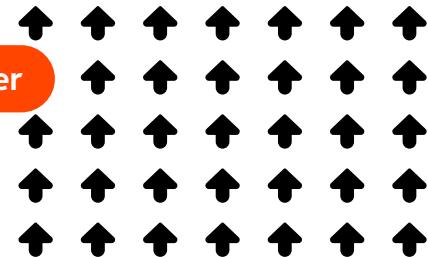
Anniversary  
Back to School & Campus  
Birthday  
Graduation  
New Year, New Me  
Prom

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

Career Transition  
Dream Vacation  
Getting Married  
Welcoming Baby  
Moving  
Retirement



# Moments by season



# 2025 Seasonal Moments Calendar



# Winter

- ➔ New Year, New Me
- January New Tech Launches
- NFL Playoffs
- Super Bowl
- The Grammys
- Valentine's Day
- NASCAR
- MLS 2025 Season
- Formula 1
- Women's History Month
- Academy Awards
- St. Patrick's Day
- March Madness





## 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**

of redditors achieved at least some of their new years resolution<sup>1</sup>

**745M+**

monthly screenviews to Healthy Living communities<sup>2</sup>



## January New Tech Launches

Reddit users are early tech adopters, with 1 in 2 users following the latest technology trends and news.<sup>1</sup> Reach them at a key time of the year as the latest tech products are announced.

**3-in-5**

redditors are interested in new technology<sup>1</sup>

**1.5B+**

monthly screenviews to Tech & Computing communities<sup>2</sup>



## NFL Playoffs & Super Bowl

Reddit is the #1 platform redditors who are NFL fans visit on game-day and throughout the season.<sup>3</sup> Connect with fans during the postseason when excitement and conversation jumps to season highs.

**3-in-5**

redditors are football fans<sup>1</sup>

**4B+**

screenviews to football communities on Reddit over the past year<sup>4</sup>





## The Grammy's

Music is a top entertainment category on Reddit. When it's time to celebrate the industry's stars, redditors fill communities with live updates, reactions to winners and snubs, and debates over the best moments.

**3-in-4** redditors are music fans<sup>1</sup>

**1.4B+** monthly screenviews to Music & Audio communities<sup>2</sup>



## Valentine's Day

Love is in the air for 72% of Redditors planning to celebrate Valentine's Day.<sup>2</sup> Engage with them as they seek gift ideas, explore unique date plans, and find inspiration for heartwarming decor.

of redditors who celebrate Valentine's Day plan to spend more or the same on a gift compared to last year<sup>1</sup>

**1.9B+** monthly screenviews to Family & Relationships communities<sup>2</sup>



## NASCAR

NASCAR thrills fans with high-speed action and intense competition. Engage NASCAR fans on Reddit as they discuss race strategies, driver stats, and the latest news.

**35%** of people who watch or follow NASCAR are on Reddit<sup>3</sup>

**87M+** screenviews to r/NASCAR over the past year<sup>4</sup>





## MLS 2025 Season

Reddit communities are buzzing with excitement as another MLS season kicks off. Engage with redditors as they discuss favorite players and thrilling matches, all while counting down to the 2026 World Cup in North America.

**40%**

of people who watch or follow Major League Soccer are on Reddit<sup>1</sup>

**441M+**

monthly screenviews to Soccer communities in the US<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>3</sup>

**1-in-5**

redditors are interested in attending a Formula 1 event in person<sup>4</sup>

**106M+**

monthly screenviews to r/formula1<sup>2</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.

Redditors are...

**+50%** more likely\* to consider themselves feminists<sup>5</sup>

**8K+**

communities engaged in posts & comments related to International Women's Day<sup>6</sup>





## Academy Awards

Lights, camera, action! With 65% of redditors planning to visit a movie theater in the next 6 months, connect with a passionate community of film enthusiasts during this star-studded season.<sup>1</sup>

**56%** of redditors are interested in films or cinema<sup>1</sup>

**1.7B+** monthly screenviews to TV & Film communities<sup>2</sup>



## St. Patrick's Day

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

**1-in-2** redditors plan to celebrate St. Patrick's Day<sup>3</sup>

**+36%** increase in mentions of St. Patrick's Day on Reddit YoY<sup>4</sup>



## March Madness

As the action heats up, the excitement in Reddit's basketball communities goes off the charts. Connect with fans as they share predictions, bracket strategies, and favorite teams.

**30%** of people who watch or follow March Madness are on Reddit<sup>5</sup>

**21M+** monthly screenviews to College Sports communities<sup>2</sup>



# Spring

- ➔ MLB 2025 Season
- Easter
- April Fool's Day
- Music Festival Season
- Tax Season
- NBA Playoffs
- Earth Day
- NFL Draft
- Met Gala
- May the 4th
- Cinco de Mayo
- Prom
- Small Business Week
- Mother's Day
- PGA Championship
- Graduation





## MLB 2025 Season

Step up to the plate for the Major League Baseball (MLB) season with the Reddit community. Join discussions on team strategies, player performances, ballpark traditions, and shopping for fan gear.

**1-in-3** redditors are fans of Major League Baseball<sup>1</sup>

**126M+** monthly screenviews to Baseball 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.

**63%** of redditors plan to celebrate Easter<sup>3</sup>

**1.9B+** monthly screenviews to Family & Relationships communities<sup>2</sup>



## April Fool's Day

Join the laughter and connect with fellow redditors who are embracing the fun of April Fool's Day. Dive into discussions on pranks, jokes, memes, and inventive ways to celebrate this day.

**30%** of users come to Reddit to find funny content<sup>4</sup>

**1.7B+** monthly screenviews to Humor communities<sup>2</sup>





## Music Festival Season

With 1 in 3 redditors attending festivals to enjoy time with friends or meet new people,<sup>1</sup> excitement builds in Reddit communities as they get ready to experience their favorite lineup alongside fellow festival goers.

**1-in-4** redditors are interested in music festivals<sup>2</sup>

**49M+** screenviews to festival-related subreddits during the season<sup>3</sup>



## Tax Season

With tax season just around the corner, users turn to Reddit communities to engage in discussions about their personal financial experiences, including taxes.

**45%** of redditors look for advice when making big financial decisions<sup>2</sup>

**362M+** monthly screenviews to Personal Finance communities<sup>4</sup>



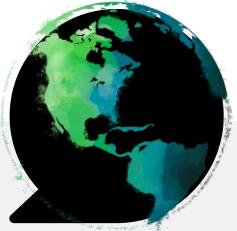
## NBA Playoffs

As the NBA playoffs approach, redditors discuss their favorite teams, players, and game predictions. Connect with a community of basketball enthusiasts, sharing excitement and unforgettable game moments.

**2X** increase in NBA mentions on playoff game days vs. monthly average<sup>5</sup>

**484M+** monthly screenviews to Basketball communities<sup>4</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.

**1-in-2** redditors believe it is important to live a sustainable lifestyle<sup>1</sup>

Redditors are...

**+28%** more likely\* to be interested in environmental issues<sup>1</sup>



## NFL Draft

Football fans on Reddit are buzzing with excitement as they discuss player picks and draft predictions. Join the conversation and connect with fellow fans as the future stars of the NFL are unveiled.

**+77%** increase in screenviews to r/nfl during the NFL Draft<sup>2</sup>

**4B+** screenviews to Football communities on Reddit over the past year<sup>3</sup>



## Met Gala

Get ready for the glamour of the Met Gala with redditors. Join discussions on iconic fashion statements, celebrity appearances, red carpet highlights, and memorable moments from this prestigious event.

**+40%** increase in mentions of the Met Gala on Reddit communities YoY<sup>4</sup>

**677M+** monthly screenviews to Fashion & Style communities<sup>5</sup>





## May the 4th

May the Force be with you in this fan-filled celebration. Redditors, 20% more likely to be fans of the franchise than users on other social media platforms, discuss favorite characters, theories, and news.<sup>1</sup>

**40%** of redditors are Star Wars fans<sup>1</sup>

**1.7B+** monthly screenviews to TV & Film communities<sup>2</sup>



## Cinco de Mayo

Join discussions as redditors celebrate Cinco de Mayo traditions and honor its history. For those hosting, Reddit communities are sharing their favorite dishes and ideas to make the celebration a true *fiesta*.

redditors agree that the  
**1-in-5** most important part of  
a celebration is the  
food/drink<sup>3</sup>

**368M+** monthly screenviews  
to Food & Drink  
communities<sup>2</sup>



## Prom

From stunning dresses and sharp tuxedos to memorable dances and heartfelt moments, join discussions on promposal ideas to after-party plans, all while celebrating this milestone.

Reddit parents with a  
high schooler made a  
purchase thanks to info  
on Reddit<sup>4</sup>

**677M+** monthly screenviews  
to Fashion & Style  
communities<sup>2</sup>





## Small Business Week

Reddit communities dedicated to small business are buzzing with tips for growth, stories of entrepreneurial journeys, and inspiration as redditors recognize the hard work and dedication behind these ventures.

**37%** of redditors buy products made locally<sup>1</sup>

**1B+** monthly screenviews to Business & Finance communities<sup>2</sup>



## Mother's Day

With 7 in 10 redditors planning to celebrate Mother's Day,<sup>3</sup> join our community in sharing unique gift ideas, heartfelt tributes, and creative ways to honor the amazing moms and mother figures in our lives.

**1-in-2** redditors plan to spend money for Mother's Day<sup>4</sup>

**1.9B+** monthly screenviews to Family & Relationships communities<sup>2</sup>





## PGA Championship

Tee off with golf enthusiasts on Reddit as they analyze player stats and tournament forecasts for the PGA Championship. Join discussions and connect with fans as golf's elite compete on the grand stage.

**1-in-4** people who watch or follow the PGA Championship are on Reddit<sup>1</sup>

+25% increase in engagements (posts, votes, and comments) on r/golf YoY during PGA Championship<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.

**1-in-4** redditors normally buy gifts for graduation<sup>3</sup>

Redditors are...  
**+21%** more likely\* to spend money on graduation parties<sup>4</sup>



# Summer

- ◆ Memorial Day
- Pride
- NHL Stanley Cup Finals & Draft
- NBA Finals
- Summer Game Launches
- US Open Golf
- Father's Day
- NBA Draft
- Wimbledon
- 4<sup>th</sup> of July
- San Diego Comic-Con
- Back to School & Campus
- US Open Tennis
- Labor Day





## Memorial Day

Join discussions as redditors pay tribute to those who have served our country. It's also the unofficial start of summer, so dive into conversations about BBQs, beach trips, and all the fun plans for the sunny season ahead.

**3-in-5** Reddit users say national holidays are their most celebrated events<sup>1</sup>

**368M+** monthly screenviews to Food & Drink communities<sup>2</sup>



## Pride

Reddit users 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 would like to see organizations with inclusive year-round advertising<sup>3</sup>

**1-in-3** redditors are more likely\* to buy from brands that support Pride month<sup>4</sup>



## NHL Stanley Cup Finals & Draft

As the action heats up on the ice, so does the conversation in Reddit hockey communities, surging 40% compared to the previous month.<sup>5</sup> Reach NHL fans as they dissect every game and share draft predictions.

**1-in-5** redditors are highly interested in NHL events<sup>6</sup>

Reddit users are...  
**+22%** more likely to be NHL fans than other social media users<sup>6</sup>





## NBA Finals & Draft

Cheer with NBA fans in Reddit basketball communities as they celebrate the Finals and Championships and gear up for the next season with the NBA Draft.

**40%** of redditors are highly interested in NBA events<sup>1</sup>

**+2X** increase in engagements (posts, votes, and comments) on r/basketball during finals month YoY<sup>2</sup>



## Summer Game Launches

Reddit is the #1 source for gaming information and recommendations.<sup>3</sup> It's no surprise that redditors are following everything from game previews to launch events, all while anticipating this summer's game releases.

**53%** of redditors are interested in gaming<sup>1</sup>

**4.8B+** monthly screenviews to Gaming communities<sup>4</sup>



## US Open Golf

Tee off on a successful campaign and reach an increasing number of golf enthusiasts on Reddit. With screenviews on r/golf up 32% YoY during the US Open, join redditors as they discuss the tournament.<sup>5</sup>

**1-in-4** people in the US who watch or follow the US Open Golf are on Reddit<sup>1</sup>

**64M+** monthly screenviews to Golf communities<sup>4</sup>

Source: <sup>1</sup>GWI, USA, Q2 2023 - Q1 2024; <sup>2</sup>Reddit Internal, Global, r/basketball, May 2024 vs. May 2023; <sup>3</sup>Reddit/Attest, U.S., n=1000, 18+, Monthly Reddit Users who have browsed gaming content in the past 6 months, Feb 2023, Reddit vs. Twitter, Instagram, Facebook, Twitch, TikTok, and Discord; <sup>4</sup>Reddit Internal, Global, May 2024; <sup>5</sup>Reddit Internal, Global, r/golf, June 2024 vs. June 2023





## 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 plan to celebrate Father's Day<sup>1</sup>

**36%** of redditors plan to spend money for Father's Day<sup>2</sup>

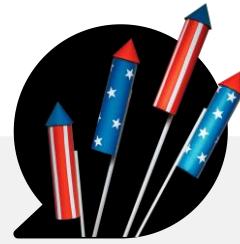


## Wimbledon

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

**35%** of people who watch or follow Wimbledon are on Reddit<sup>3</sup>

**+2X** increase in screenviews to r/wimbledon YoY during tournament months<sup>4</sup>



## 4<sup>th</sup> of July

Join in on the summer festivities as redditors browse Reddit communities for grilling tips, mouthwatering recipes, and refreshing cocktails—perfect for an Independence Day celebration.

**88%** of redditors plan to make a summer purchase (including grills, food, drink, lawn games, etc.)<sup>5</sup>

**368M+** monthly screenviews to Food & Drink communities<sup>6</sup>





## San Diego Comic-Con

Comic-Con feels like it was tailor made for redditors! 7 in 10 Reddit users are fans of the genres represented at Comic-Con including animation, fantasy, sci-fi, anime and superhero.<sup>1</sup>

**28%** of redditors love comics<sup>1</sup>

**5.4B+** monthly screenviews  
to Entertainment communities<sup>2</sup>



## Back to School & Campus

Back-to-school means back-to-Reddit for parents, college students, and brands. Engage with redditors as they seek tips for academic success, dorm room hacks, and products to help them ace this academic year.

**58%** of redditor parents researched or explored back to school products or brands on Reddit<sup>3</sup>

**551M+** monthly screenviews  
to College Education communities<sup>2</sup>





## US Open Tennis

As the final Grand Slam of the year, the US Open captivates fans with thrilling matches and surprising upsets. Join redditors to discuss player performances, predict outcomes, and honor tennis greats past and present.

**35%** of people who watch or follow US Open are on Reddit<sup>1</sup>

**+26%** increase in screenviews to r/tennis YoY during the tournament<sup>2</sup>



## Labor Day

Redditors honor the hardworking American spirit as they celebrate the last days of summer. Reach them as they discuss their weekend plans from getaways to shopping the best sales of the season.

**3-in-5** redditors spend time looking for the best deals<sup>1</sup>

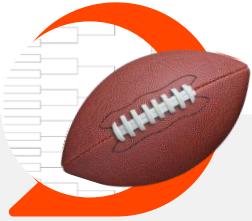
**64%** of redditors prefer brand loyalty programs offering discounts or coupons<sup>3</sup>



# Fall

- ➔ NCAA College Football
- NFL 2025/26 Season
- Fall Fashion & Fashion Week
- The Emmys
- NBA 2025/26 Season
- NHL 2025/26 Season
- NCAA College Basketball
- MLB Playoffs & World Series
- Halloween





## NCAA College Football

From the season opening kick-off to the National Championship game, be a part of the heated conversation on Reddit. Engage with fans during key moments and join in the excitement when the stakes are high.

**1-in-5** redditors follow college football leagues<sup>1</sup>

**21M+** monthly screenviews to College Sports communities<sup>2</sup>



## NFL 2025/26 Season

Reddit is the #1 platform redditors who are NFL fans visit on game-day and throughout the season.<sup>3</sup> Connect with this passionate and diverse fanbase discussing player performances, upcoming games, and predictions for the season.

**1-in-2** redditors are NFL fans<sup>1</sup>

**+2X** growth in subscribers to r/NFL during the 2023/2024 football season<sup>4</sup>



## Fall Fashion & Fashion Week

Showcase your fashion style on Reddit as the latest styles make their debut. It's the #1 most trustworthy platform to inform purchase decisions on fashion products/brands compared to social media platforms.<sup>5</sup>

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

**677M+** monthly screenviews to Fashion & Style communities<sup>2</sup>





## The Emmys

Get ready for the glitz and glamour of the Emmy Awards! Join TV fans on Reddit as they debate nominees, make predictions, celebrate winners, and discuss the biggest snubs of the night!

**62%** of redditors are TV enthusiasts<sup>1</sup>

**+32%** increase in conversations about The Emmys YoY<sup>2</sup>



## NBA 2025/26 Season

From thrilling slam dunks to strategic gameplay, join discussions on Reddit as fans analyze games, cheer on their favorite teams, and celebrate standout players.

**46%** of redditors are NBA fans<sup>3</sup>

**484M+** monthly screenviews to Basketball communities<sup>4</sup>



## NHL 2025/26 Season

When the puck drops, excitement soars in Reddit hockey communities, where your brand can reach a concentrated group of dedicated fans—23% of redditors are NHL fans.<sup>3</sup>

**30%** of people who watch or follow ice hockey are on Reddit<sup>3</sup>

**155M+** monthly screenviews to Hockey communities<sup>4</sup>





## NCAA College Basketball

Show your support when redditors' favorite teams hit the court! Engage in playful banter and spirited discussions in basketball communities as fans talk about key games, epic shots, and standout players.

**1-in-5** college basketball fans are redditors<sup>1</sup>

**21M+** monthly screenviews to College Sports communities<sup>2</sup>



## MLB Playoffs & World Series

As the stakes get bigger, so do the opportunities for brands to connect with baseball fans. World Series conversation starts to grow in August and intensifies into the post-season.<sup>3</sup>

**2X** increase in conversation in October compared to the season average<sup>3</sup>

**126M+** monthly screenviews to Baseball communities<sup>2</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 evervthing in between.

**65%** of redditors celebrate Halloween<sup>1</sup>

**368M+** monthly screenviews to Food & Drinks communities<sup>2</sup>



# Festive

- ➔ Thanksgiving
- Black Friday-Cyber Monday
- Small Business Saturday
- Giving Tuesday
- Hanukkah
- Christmas
- Q4/Post-Holiday sales
- NCAA College Bowl Games
- New Year's Eve





## Thanksgiving

Inspire redditors as they prepare for a day of gratitude shared with family and friends by seeking recommendations for decor, attire, and travel. For the all-important menu, 7-in-10 holiday hosts bought food and drinks based on information they found on Reddit.<sup>1</sup>

**45%** of redditors host friends and family for Thanksgiving<sup>2</sup>

**368M+** monthly screenviews to Food & Drink communities<sup>3</sup>



## Black Friday - Cyber Monday

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

**7-in-10** redditors plan to buy holiday gifts during Black Friday<sup>2</sup>

**1-in-4** Redditors wait for events like Black Friday to make major purchases<sup>4</sup>



## Small Biz 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 are...  
**+38%** more likely to be interested in entrepreneurship than avg. social media users<sup>2</sup>

**1B+** monthly screenviews to Business & Finance communities<sup>3</sup>





## Giving Tuesday

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

**83%** of redditors donate to charity<sup>1</sup>

**31%** of redditors strongly care about social causes<sup>1</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.

**+32%** of people who celebrate Hanukkah are on Reddit<sup>2</sup>

Redditors are...

**+23%** more likely to research products/brands to gift during the holiday season<sup>3</sup>



## Christmas

Reach 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** redditors made a holiday gift purchase thanks to information on Reddit<sup>4</sup>

**1B+** monthly screenviews to Business & Finance communities<sup>5</sup>





## Post-holiday sales (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-holiday deals.

**2-in-5** redditors make an effort to browse end-of-season sales<sup>1</sup>

**7-in-10** redditors plan to exchange gifts during the winter holidays<sup>2</sup>



## NCAA College Bowl Games

Join the excitement on Reddit as the college football season culminates with the top teams vying for victory. Conversation on Reddit ramps up around favored teams, stand-out players, and memorable plays.

**1-in-5** redditors follow college football bowl games<sup>3</sup>

**21M+** monthly screenviews to College Sports communities<sup>4</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.

Reddit users are...

**+26%** more likely to spend money on New Year's celebrations<sup>5</sup>

**368M+** monthly screenviews to Food & Drink communities<sup>4</sup>



# Lifestyle

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



# Once-a-year moments



Anniversary



Back to School & Campus\*



Birthday



Graduation\*



New Year, New Me\*



Prom\*



# Once-in-a-while or lifetime



Career Transition



Dream Vacation



Getting Married



Welcoming Baby



Moving



Retirement





**Thank You**

