



2025 Moments Annual Planning Guide

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- Winter
- Spring
- Summer
- Autumn
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- Lifestyle



Moments on Reddit



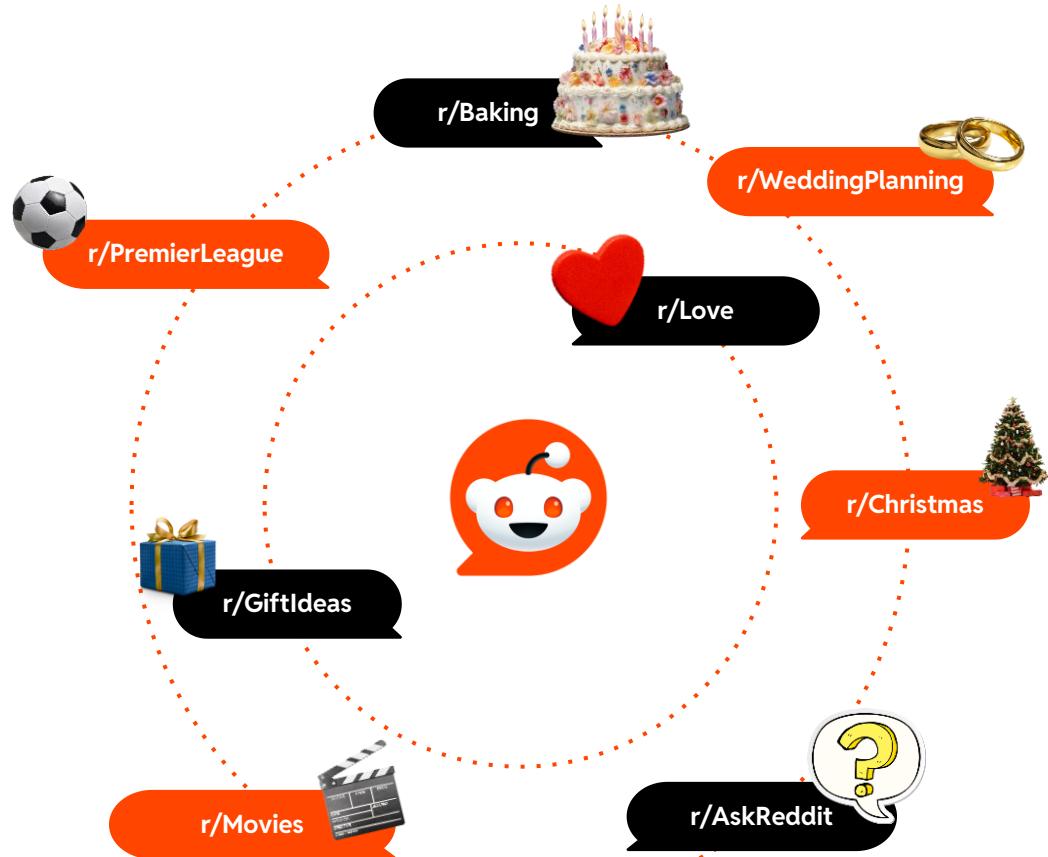
Reddit is a community of communities

+100K

Active communities¹

#1

Platform for community²



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.¹

“I personally like the groups that focus on showing **home decorating ideas for the different seasons of the year.**”¹



“It gives me **recommendations for Christmas shopping**...it is a platform that motivates me to participate and help other users.”¹



“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.”²



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 norms¹

Reddit delivers 21% higher ad awareness during the back to school season²



Source: ¹Source: 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); ²Reddit 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

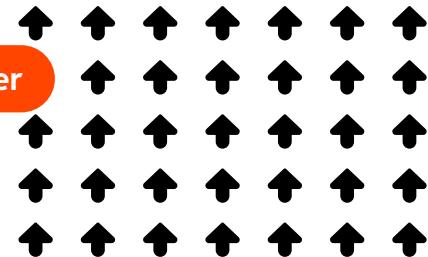
Getting Married
Welcoming Baby
Moving



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 skill¹

48M+ monthly screenviews to Healthy Living communities²



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 technology¹

98M+ monthly screenviews to Tech & Computing communities²



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 Day¹

170M+ monthly screenviews to Family & Relationships communities²





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.¹

1-in-3 redditors in the UK follow or watch Formula^{1²}

3.9M subscribers to r/formula^{1³}



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 in the UK have educated themselves on women's empowerment issues in the last 6 months⁴

8K+ communities engaged in posts & comments related to International Women's Day⁵



Mother's Day

With 7 in 10 redditors in the UK planning to celebrate Mother's Day,⁶ 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 Day⁷

170M+ monthly screenviews to Family & Relationships communities⁸



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 YoY¹

17M+ monthly screenviews to Food & Drinks communities²



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 Easter³

170M+ monthly screenviews to Family & Relationships communities²



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 product⁴

Redditors in the UK are...
+82% more likely* to be influenced by a brand's transparency around sustainability⁵





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.¹

3-in-5 redditors in the UK watch Eurovision²

384M+ monthly screenviews to Entertainment communities³



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.⁴

1-in-2 redditors in the UK are interested in and follow Premier League⁵

190M+ monthly screenviews to Sports communities³

Source: ¹Reddit Internal, Global Data, 11 May 2024 vs. monthly average mentions in May 2024; ²GWI Zeitgeist, UK, March 2023; ³Reddit Internal, UK, May 2024; ⁴Reddit Internal, UK, screenviews in May 2024 compared to full season monthly average screenviews August 2023-April 2024; ⁵GWI, UK, Q2 2023-Q1 2024



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 advertising¹

1-in-3 UK redditors are more likely* to buy from brands that support Pride Month²



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 users³

27M+ monthly screenviews to College Education communities⁴



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 Day⁵

170M+ monthly screenviews to Family & Relationships communities⁴





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 Wimbledon¹

4.5M+ monthly screenviews to Tennis communities²



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 fans¹

+3X increase in screenviews to r/championsleague from the UK YoY³



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 children⁴

1-in-2 redditor parents made back to school purchases based on information on Reddit⁵



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 fans¹

3.8M subscribers to r/premierleague²



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 fashion³

48M+ monthly screenviews to Fashion & Style communities⁴

Source: ¹GWI, UK, Q2 2023-Q1 2024; ²Reddit Internal, Global, May 2024; ³GWI, UK, Q2 2023-Q1 2024; ⁴Reddit Internal, UK, May 2024





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.¹

30% of UK redditors are interested in rugby²

190M+ monthly screenviews to Sports communities³



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 Halloween⁴

384M+ monthly screenviews to Entertainment communities³



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 Friday¹

1-in-4 redditors in the UK plan to start monitoring prices and deals earlier²



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 users³

1-in-2 redditors in the UK like to buy from local/independent retailers³



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 volunteering³

Redditors in the UK are...
+29% more likely* to use social media to support/connect with good causes³





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 gifts¹

1-in-3 redditors in the UK use Reddit to decide where to purchase festive gifts¹



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.

UK redditors made a festive season gift purchase **7-in-10** thanks to information on Reddit¹

3-in-5 of redditors in the UK plan to spend money on Christmas²

Source: ¹Reddit/Attest, UK, Holiday/Festive Gifting & Shopping, n=1000, A18+, May 2023. Frequent reddit monthly users (very frequently OR frequently used Reddit in the last month).; ²GWI Zeitgeist, UK, January 2023





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 deals¹

1-in-2 UK redditors shop more on big sales days, like Boxing Day, than non-redditors²



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 celebrations³

1-in-2 redditors in the UK plan on making resolutions for the new year⁴



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

