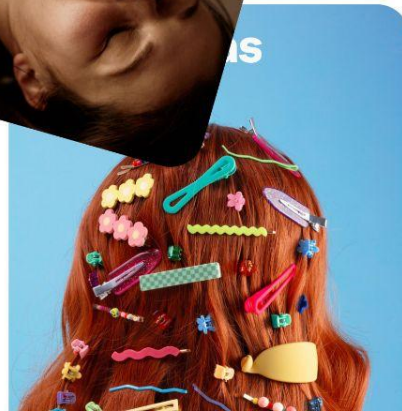
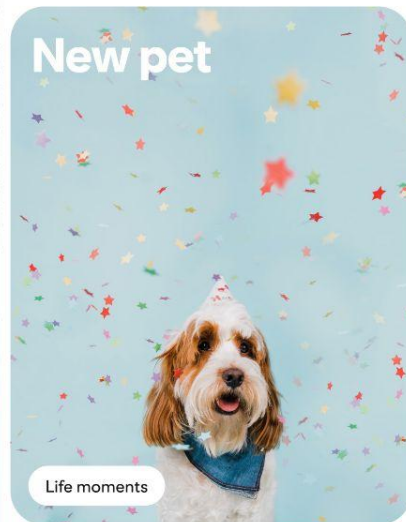


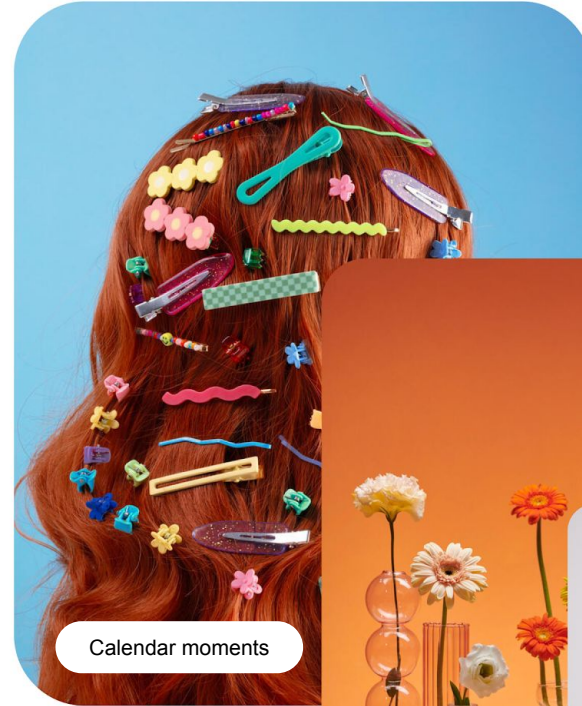


2025 Marketing moments guide



Moments are made on Pinterest

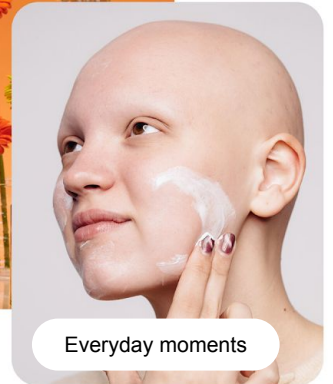
From festive occasions to personal milestones, people on Pinterest are always planning for something special. Use this guide to plan in line with a mix of moments, so that your strategy resonates with the right people at the right time.



Calendar moments

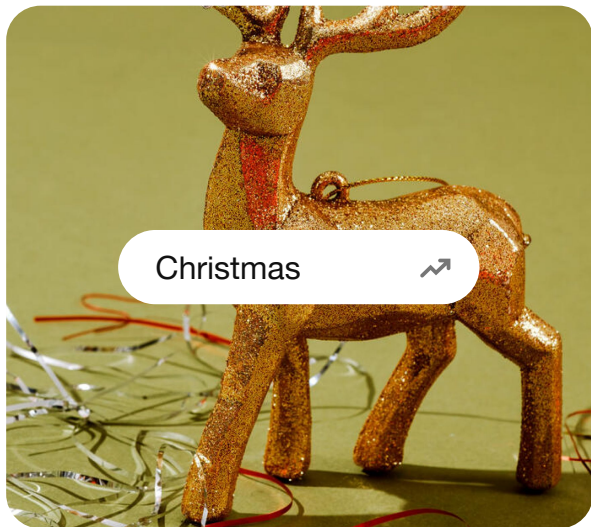


Life moments



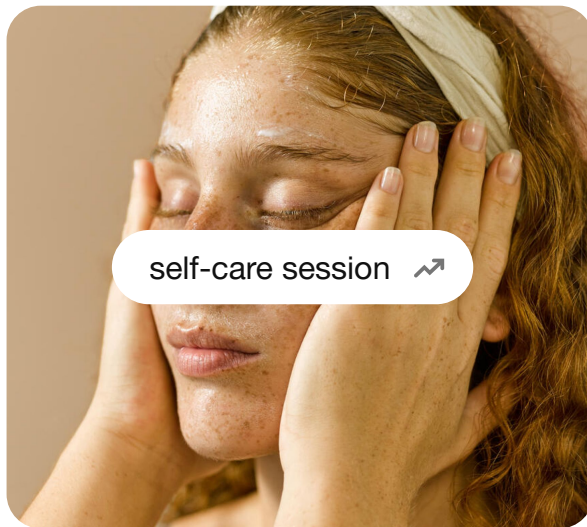
Everyday moments

Types of moments



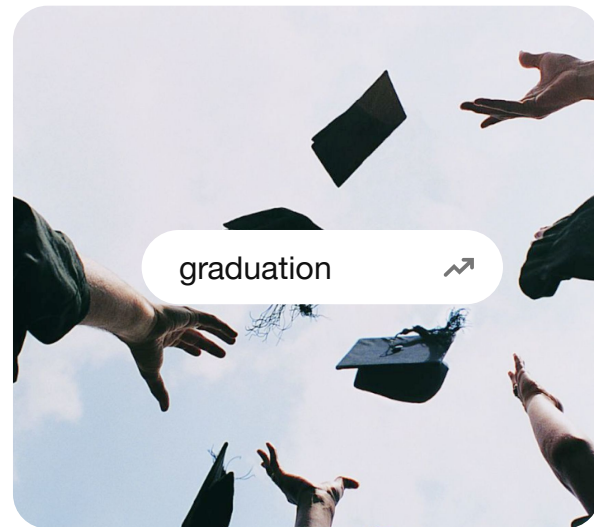
Calendar moments

These moments happen at a fixed time and include events such as festive occasions, cultural celebrations and religious festivals.



Everyday moments

People are looking to elevate the everyday, whether that's treating themselves to something nice or spending time with their loved ones. Some of these moments happen all year long, while others are more seasonal.



Life moments

These are personal milestones such as birthdays, anniversaries and weddings. They happen at different times for different people, all year long.

Please note that Pinterest's [Advertising Guidelines](#) prohibit the targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.



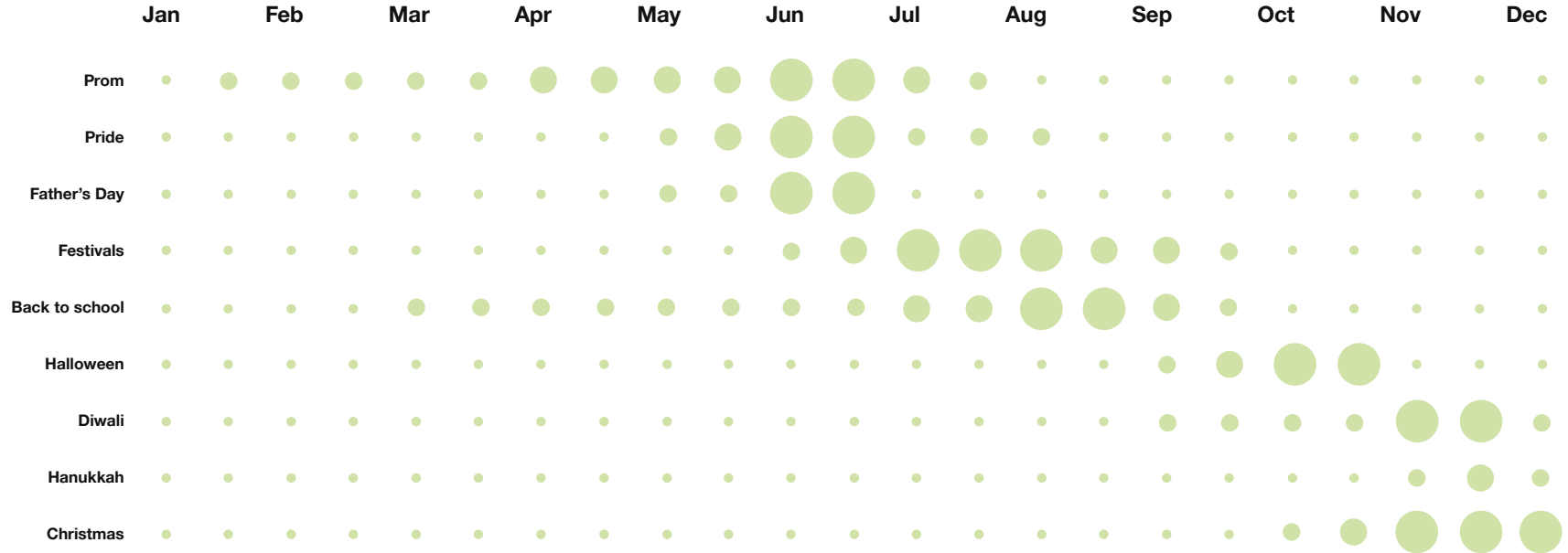
Calendar moments

Explore the top calendar moments on Pinterest, organised by month.



📅 Key moments (cont.)

Bubbles represent approximate opportunity size, by month





Everyday moments

Help people to make daily life more special with fun, seasonal twists. We're sharing some thought-starters to help you inspire your audience to try something new.





January

vision board party

self-care season

après ski

winter getaway

cosy night in

fresh start

healthy eating

me time

Examples are for inspirational purposes only. Results not guaranteed.



February

Galentine's spa night

gifts for kids

indoor plants

self-care



March

strong women quotes

spring flower
arrangements

spring cleaning hacks

Examples are for inspirational purposes only. Results not guaranteed.



April

spring style

international travel

Easter décor

gardening planning



May

racing season

taco Tuesdays

vegetable garden

Examples are for inspirational purposes only. Results not guaranteed.



June

summer hair

Gemini aesthetic

summer wardrobe

international travel

beach time

stargazing



July

national parks

summer playlists

Cancer tattoo

summer movie night

camping

vegan hot dog

international travel

solo trip

casual summer outfits



August

Holiday outfits summer

fashion week

festival makeup

autumn recipes

summer skin care



September

pumpkin patch

homemade chai

cosy home

first-day-of-school hairstyles

Libra vibes

Examples are for inspirational purposes only. Results not guaranteed.



October

charspookerie board

trick or treat

skulls

spooky nail design



November

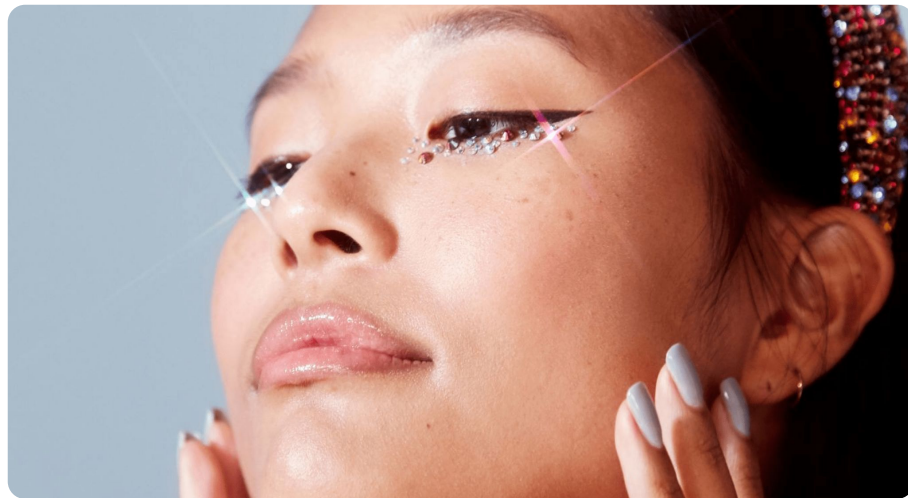
firework nails

autumn décor

warming soups

butternut squash recipe

Examples are for inspirational purposes only. Results not guaranteed.



December

mindfulness

biscuit baking competition

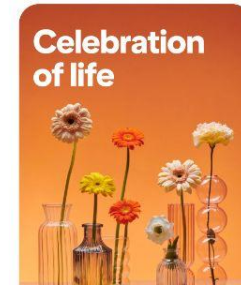
glitter eye make-up

gingerbread house



Life moments

Life moments vary widely by audience and location, so there's no one-size-fits-all approach. Here are some sample moments to consider.



Engagement

A big moment before the big day. Showcase unique ring cuts and styles, inspire a surprise photoshoot or provide gift guides for the soon-to-be-wed.

Popular search terms

engagement gifts

unique engagement rings

engagement party

engagement dress



Wedding

Inspire Pinners as they prep for their special wedding look with an ultimate head-to-toe checklist. From different dress and suit styles, hairstyles and ring sets, to a variety of accessory ideas.

Popular search terms

wedding dresses

wedding ideas

wedding cakes

wedding hairstyles



New baby

New parents have a lot to navigate, from announcements and preparations to feeding schedules and the best new products for their baby. Help them to centralise it all with quick tips, product guides and fun ideas.

Popular search terms

baby shower ideas

nursery decor

safari nursery

baby clothes

Pinterest internal data, UK, November 2023 - October 2024

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on sensitive health or medical conditions, including medical conditions, symptoms or treatments related to fertility or pregnancy. For more information, please see our [Advertising Guidelines](#).



Moving home

Lead the way from empty space to favourite place with ideas about everything from entertainment to furniture basics. Showcase products, paint colours, styled rooms and more to inspire future purchases.

Popular search terms

new home card

first home checklist

smart home

housewarming party



Retirement

From volunteering to exercise, help retired Pinners, and the people who care about them most, to explore new activities, crafts, exercises and interests.

Popular search terms

retirement quotes

retirement cake

retirement party ideas

retirement gifts



Birthday

Show Pinners what a Pinterest-inspired birthday looks like with the celebration they deserve - from unique cupcakes to glistening gifts that fit their personality and style.

Popular search terms

birthday cake

birthday outfit

birthday cake ideas

birthday wishlist

