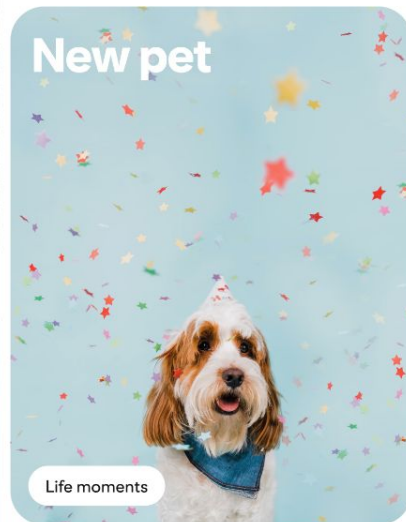
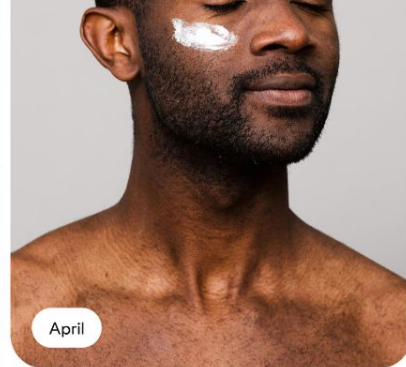


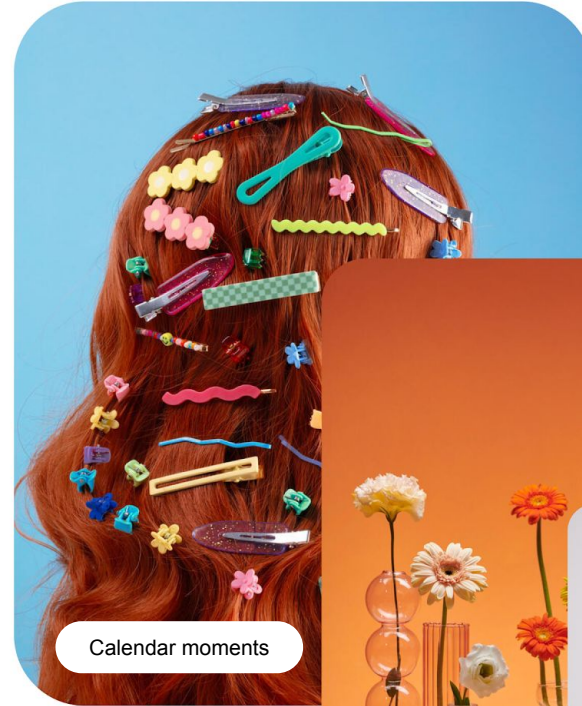


2025 marketing moments guide



Moments are made on Pinterest

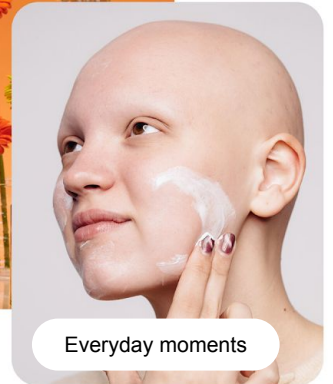
From major holidays to personal milestones, people on Pinterest are always planning for something special. Use this guide to plan against a mix of moments so your strategy resonates with the right people, at the right time.



Calendar moments

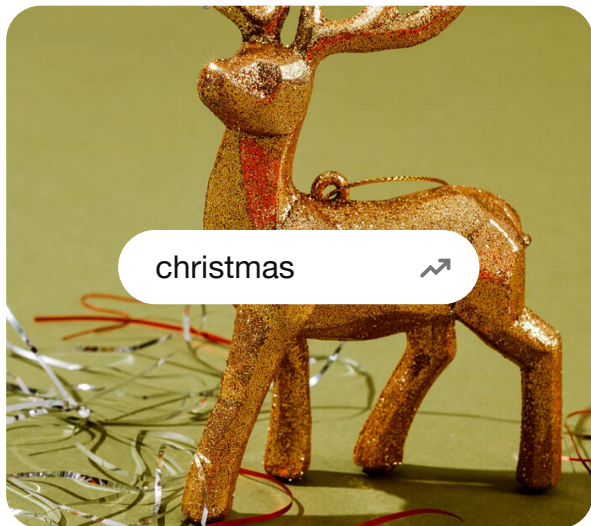


Life moments



Everyday moments

Types of moments



Calendar moments

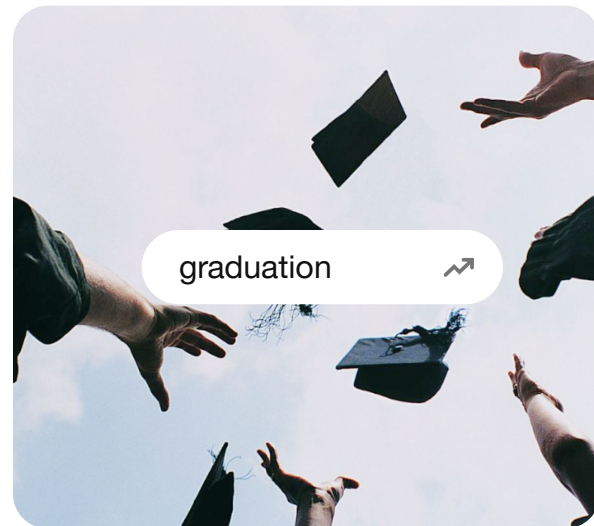
These moments happen at a fixed time and include events like holidays, cultural celebrations and religious festivals.

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



Everyday moments

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



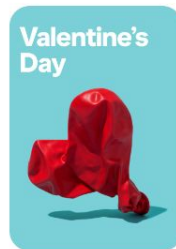
Life moments

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



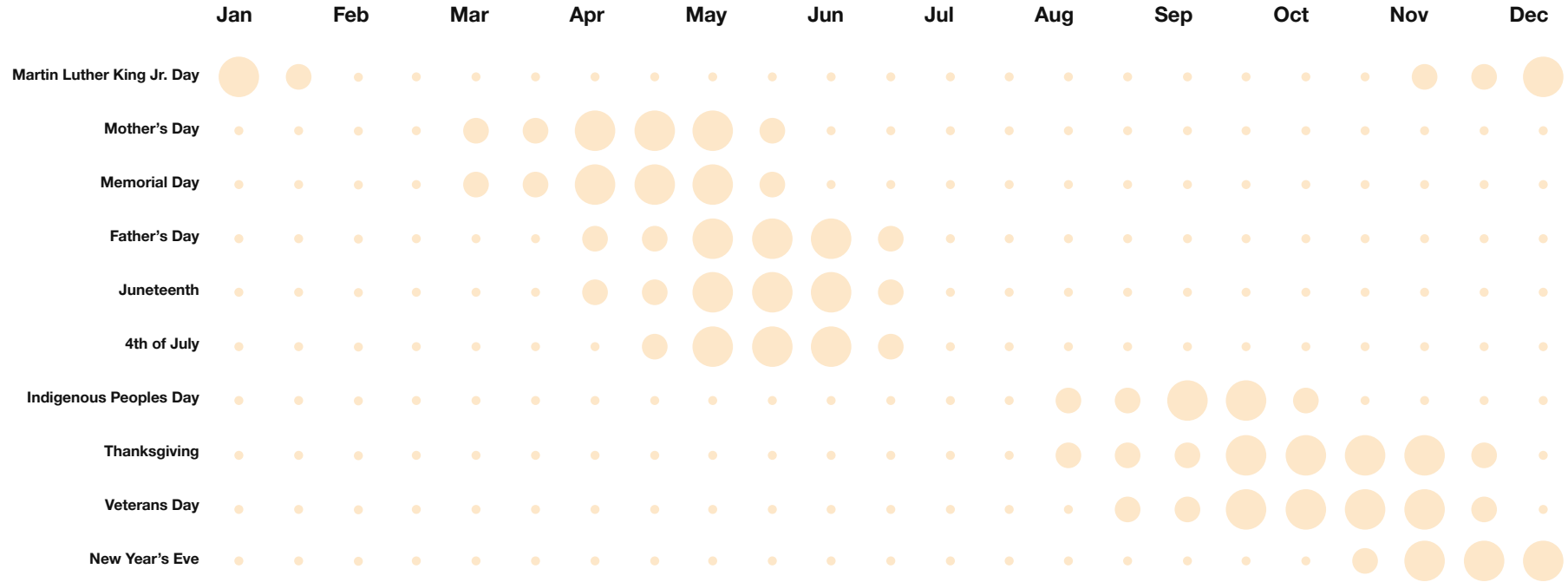
Calendar moments

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



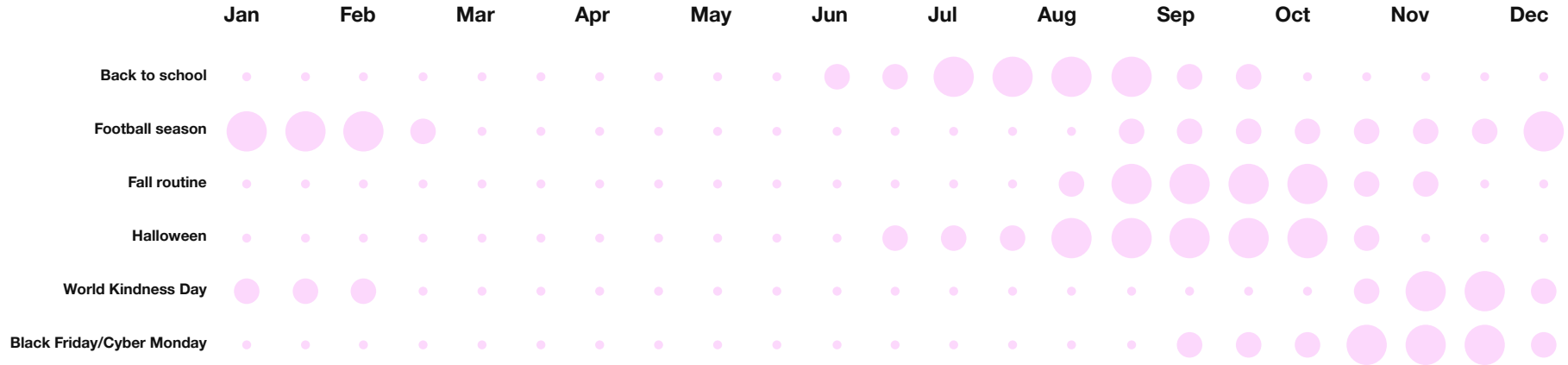
📅 National holidays

Bubbles represent approximate opportunity size, by month



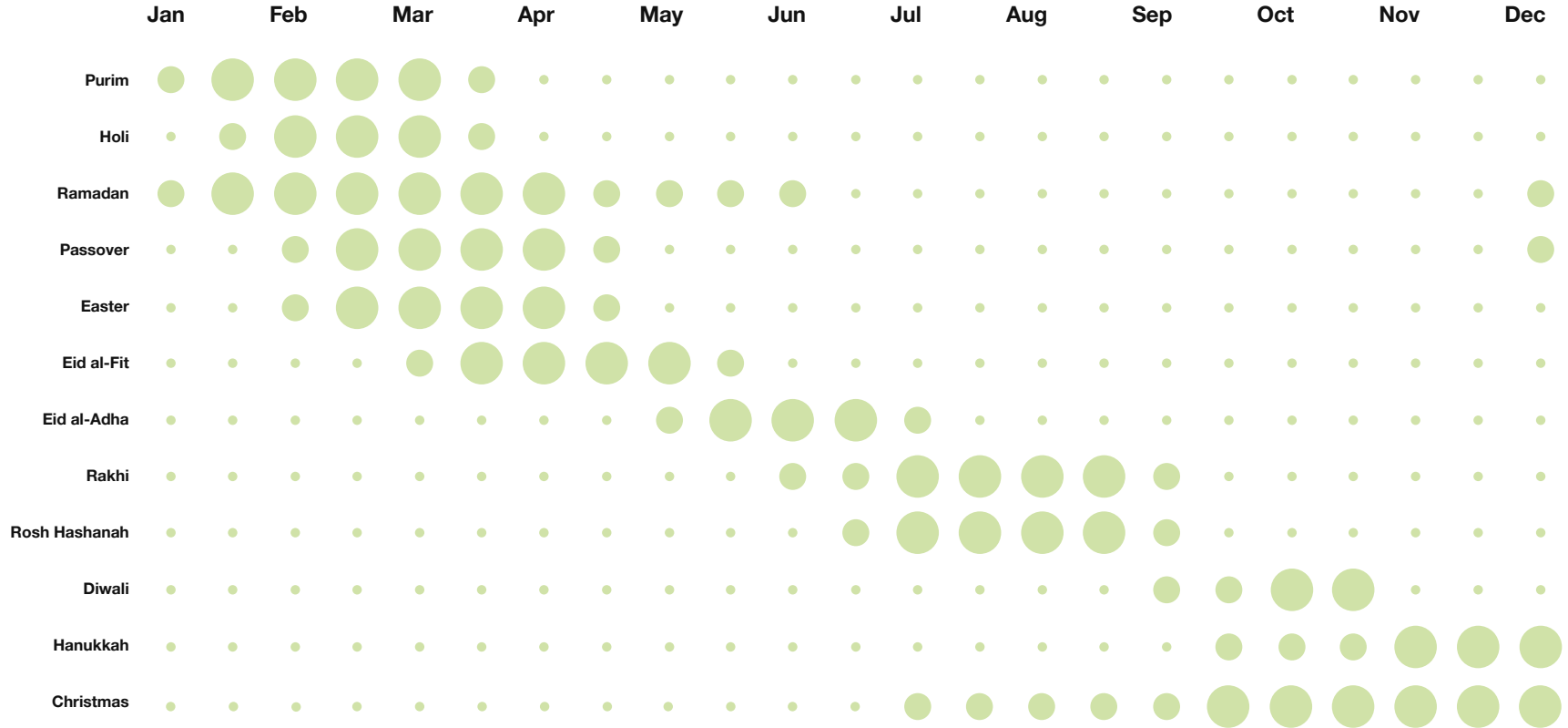
📅 Seasonal (cont.)

Bubbles represent approximate opportunity size, by month



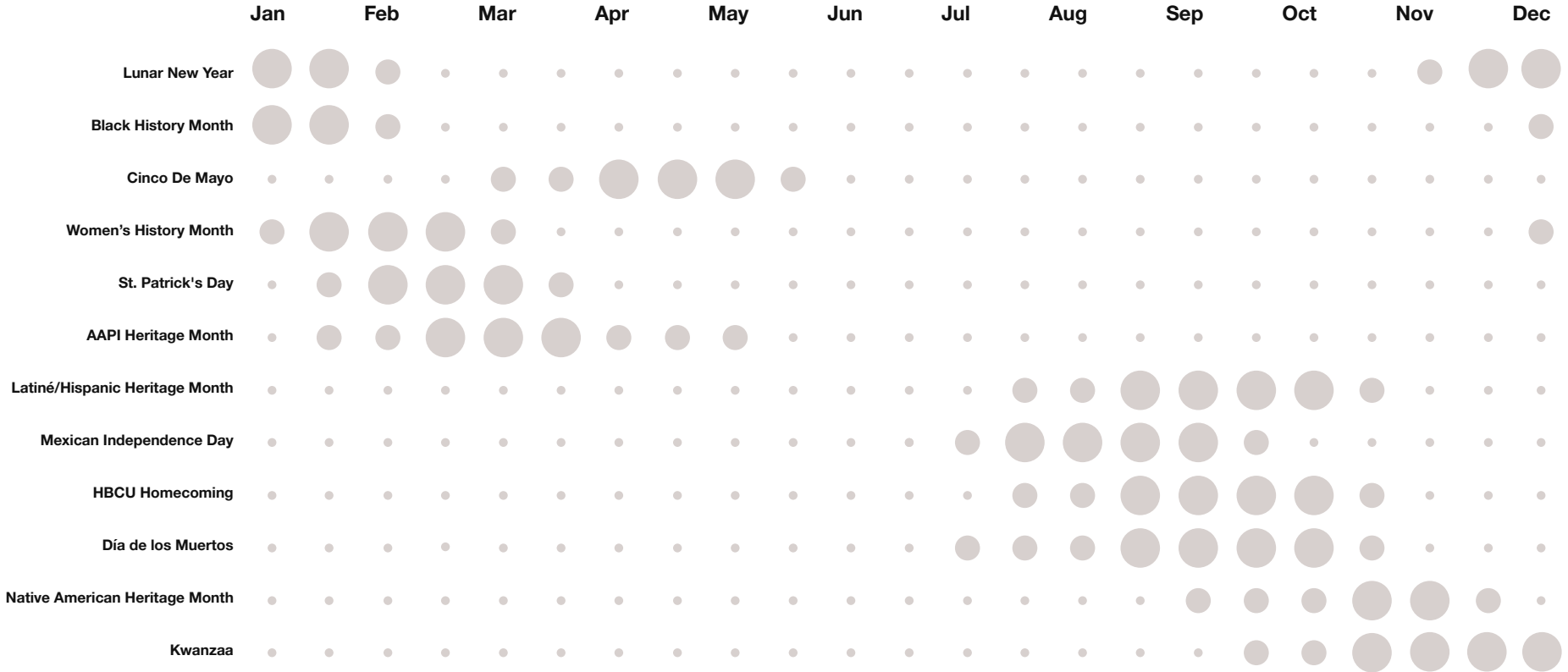
📅 Religious observances

Bubbles represent approximate opportunity size, by month



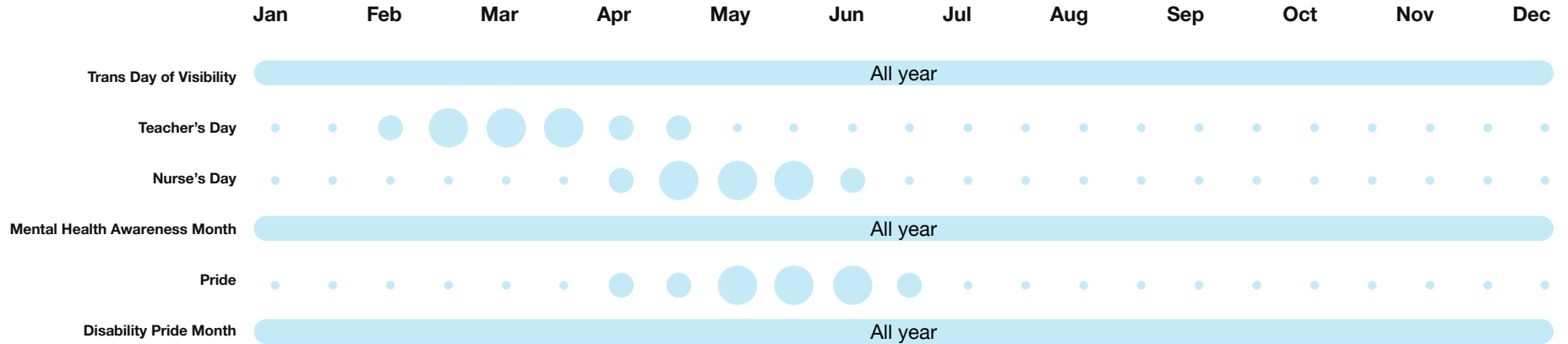
📅 Cultural and historical moments

Bubbles represent approximate opportunity size, by month



📅 Identity celebration

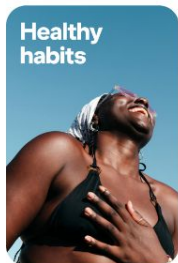
Bubbles represent approximate opportunity size, by month





Everyday moments

Help people 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

cozy 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

college hoops

spring cleaning hacks

Examples are for inspirational purposes only. Results not guaranteed.



April

spring style

international travel

baseball game outfit

gardening planning



May

racing season

taco tuesdays

patriotic quotes

Examples are for inspirational purposes only. Results not guaranteed.



June

summer hair

gemini aesthetic

bonfire season

international travel

stargazing

pool time



July

national parks

summer playlists

cancer tattoo

summer movie night

camping

vegan hot dog

international travel

solo trip

casual summer outfits

Examples are for inspirational purposes only. Results not guaranteed.



August

fashion week

first day of school hairstyles

fall recipes

tailgating



September

pumpkin patch

homemade chai

cozy home

libra vibes

apple picking

Examples are for inspirational purposes only. Results not guaranteed.



October

charcuterie board

trunk or treat

skulls

spooky nail design



November

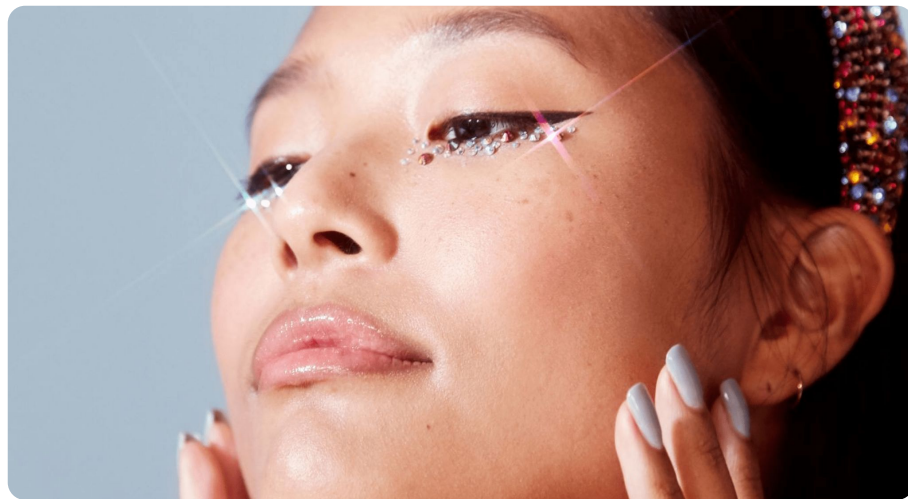
friendsgiving

fall decor

holiday travel

acorn squash recipe

Examples are for inspirational purposes only. Results not guaranteed.



December

mindfulness

cookie baking competition

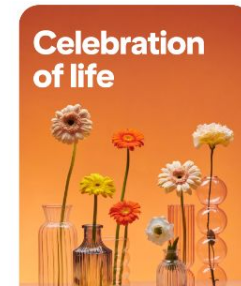
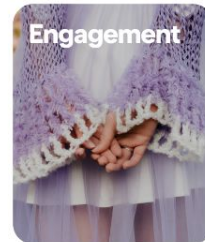
glitter eye makeup

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.



New job

On-site, online, or hybrid? Inspire new employees in all kinds of gigs with confidence-boosting affirmations, desk accessories, business casual wardrobe inspo and more.

Popular search terms

new job survival kit

new job gift

new job vision board

new job affirmations



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 photos

unique engagement rings

proposal ideas

engagement party



Celebration of life

A celebration of life party honors loved ones who have passed away with warmth and togetherness. Inspire Pinners with loving, sensitive ideas for these special gatherings.

Popular search terms

celebration of life memorial ideas

celebration of life table ideas

ideas for a celebration of life party

how to plan a celebration of life



New baby

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

Popular search terms

baby shower ideas

hospital bag checklist

baby announcement

gender neutral nursery

Pinterest internal data, search analysis, US, Jul 2023-Jun 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 homes

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

Popular search terms

housewarming gift ideas

new home checklist

first time home buyer

first home checklist



Retirement

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

Popular search terms

retirement party ideas

retirement gift basket

retirement advice

hobbies for retired women



Quinceañera

Help Pinners to put a twist on the tradition of turning 15 years old by helping them throw a party full of personality, inspired by their unique tastes and style.

Popular search terms

quince dresses

quinceanera themes

quince decorations

quince ideas

Pinterest internal data, search analysis, US, Jul 2023-Jun 2024

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Bar/Bat Mitzvah

This coming-of-age ceremony brings family, friends and community together. Whether it's the food, decor or inspiration to prepare, help people celebrate meaningfully.

Popular search terms

bat mitzvah themes

bat mitzvah ideas

bat mitzvah centerpieces

bar mitzvah decorations

Pinterest internal data, search analysis, US, Jul 2023-Jun 2024

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

