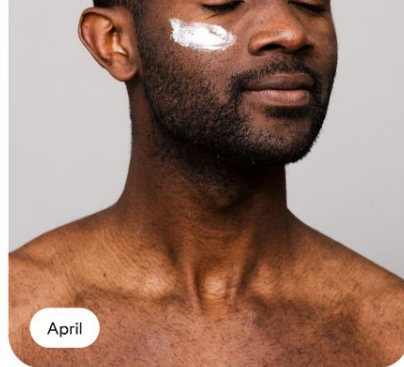




2025 marketing moments guide



March

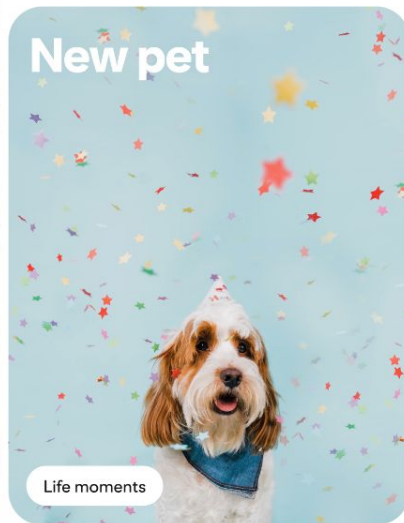


April



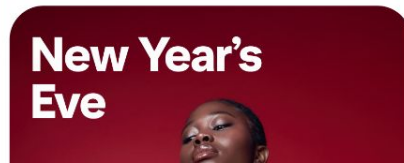
Mother's Day

May



New pet

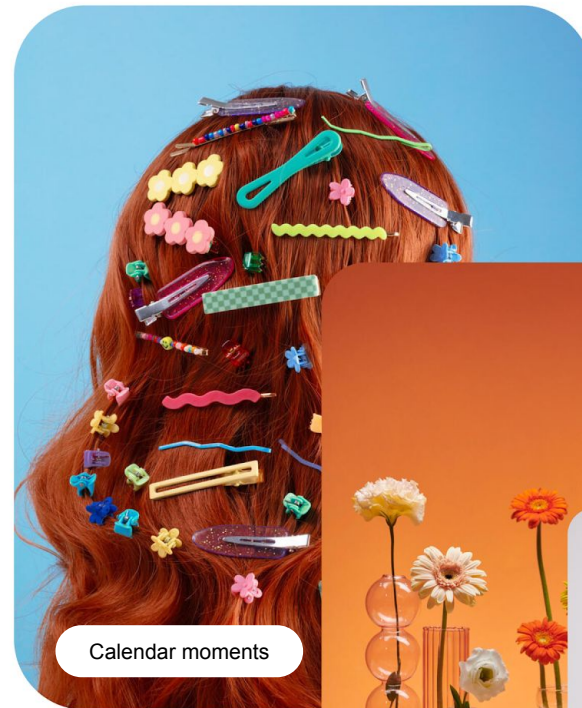
Life moments



New Year's
Eve

Moments are made on Pinterest

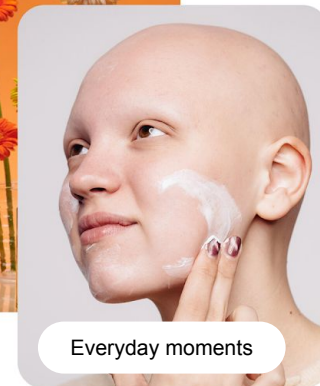
From major holidays to personal milestones, people on Pinterest are always planning for something special. Use this guide to plan against a mix of moments so your strategy resonates with the right people, at the right time.



Calendar moments

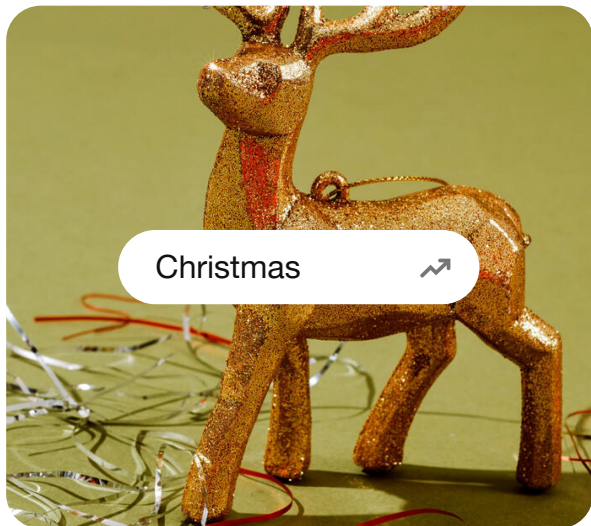


Life moments



Everyday moments

Types of moments



Calendar moments

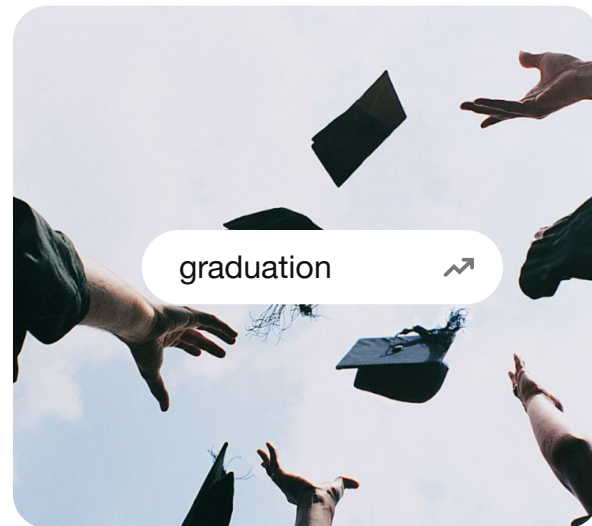
These moments happen at a fixed time and include events like holidays, cultural celebrations and religious festivals.

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.



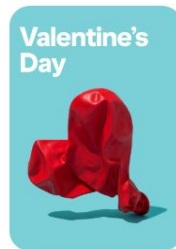
Life moments

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



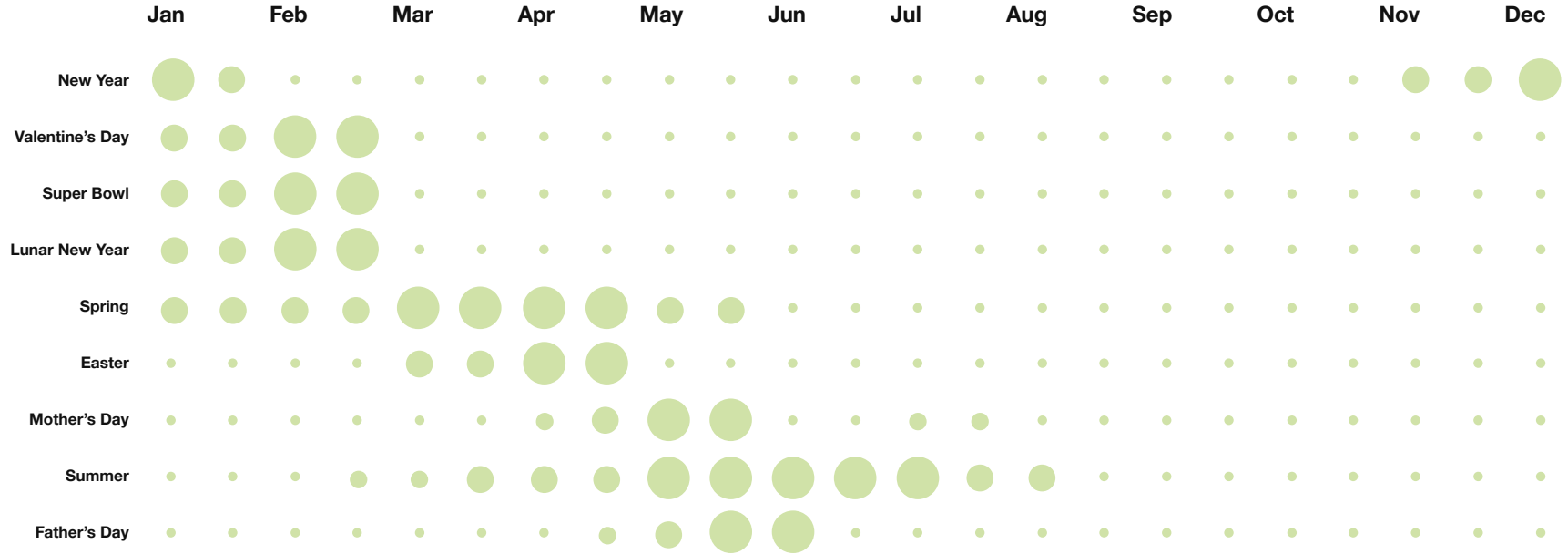
Calendar moments

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



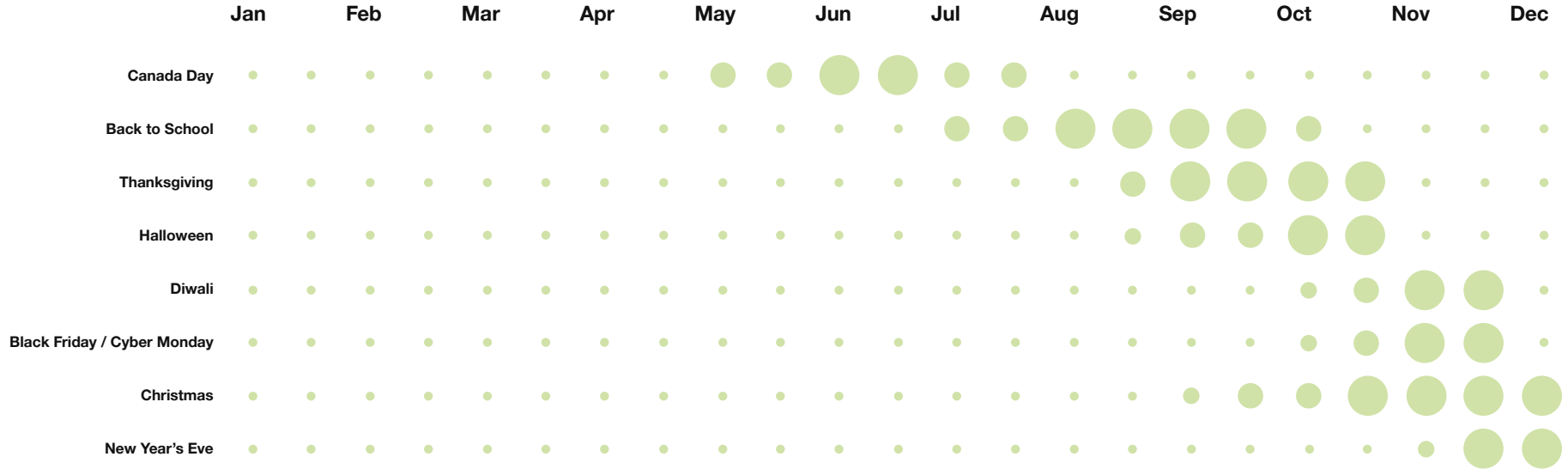
📅 Key moments

Bubbles represent approximate opportunity size, by month



📅 Key moments (cont.)

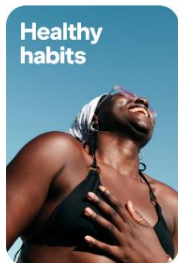
Bubbles represent approximate opportunity size, by month





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

healthy habits

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

weekend getaways

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

orange shirt day outfit

homemade chai

cozy home

libra vibes

apple picking

Examples are for inspirational purposes only. Results not guaranteed.



October

thanksgiving recipes

thanksgiving craft

charspookerie board

spooky nail design



November

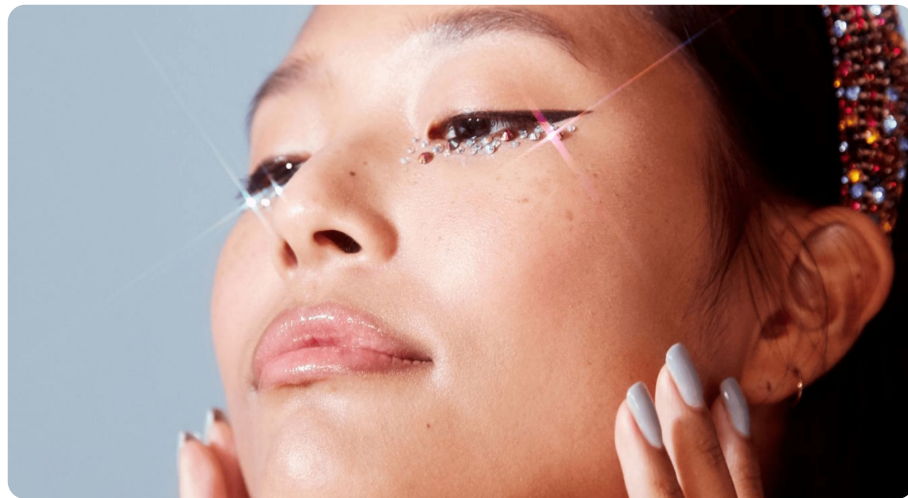
warming soups

fall decor

holiday travel

acorn squash recipe

Examples are for inspirational purposes only. Results not guaranteed.



December

mindfulness

cookie baking competition

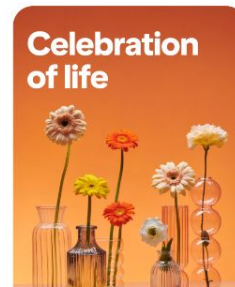
glitter eye makeup

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.



Graduation

Grads have reached this achievement and turned their tassels. Inspire loved ones to throw them a party complete with food, drink and gift options to celebrate their grad's accomplishment.

Popular search terms

graduation outfit ideas

graduation makeup

graduation cake ideas

graduation party ideas



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

weddings dresses

wedding guest dress

wedding ideas

wedding makeup



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

pregnancy outfits

toddler room

gender neutral nursery

Pinterest internal data, CA, July 2023 - June 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 favourite 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

first home

home essentials

buy first home



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 quotes

retirement house ideas

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 nails

birthday dinner party

