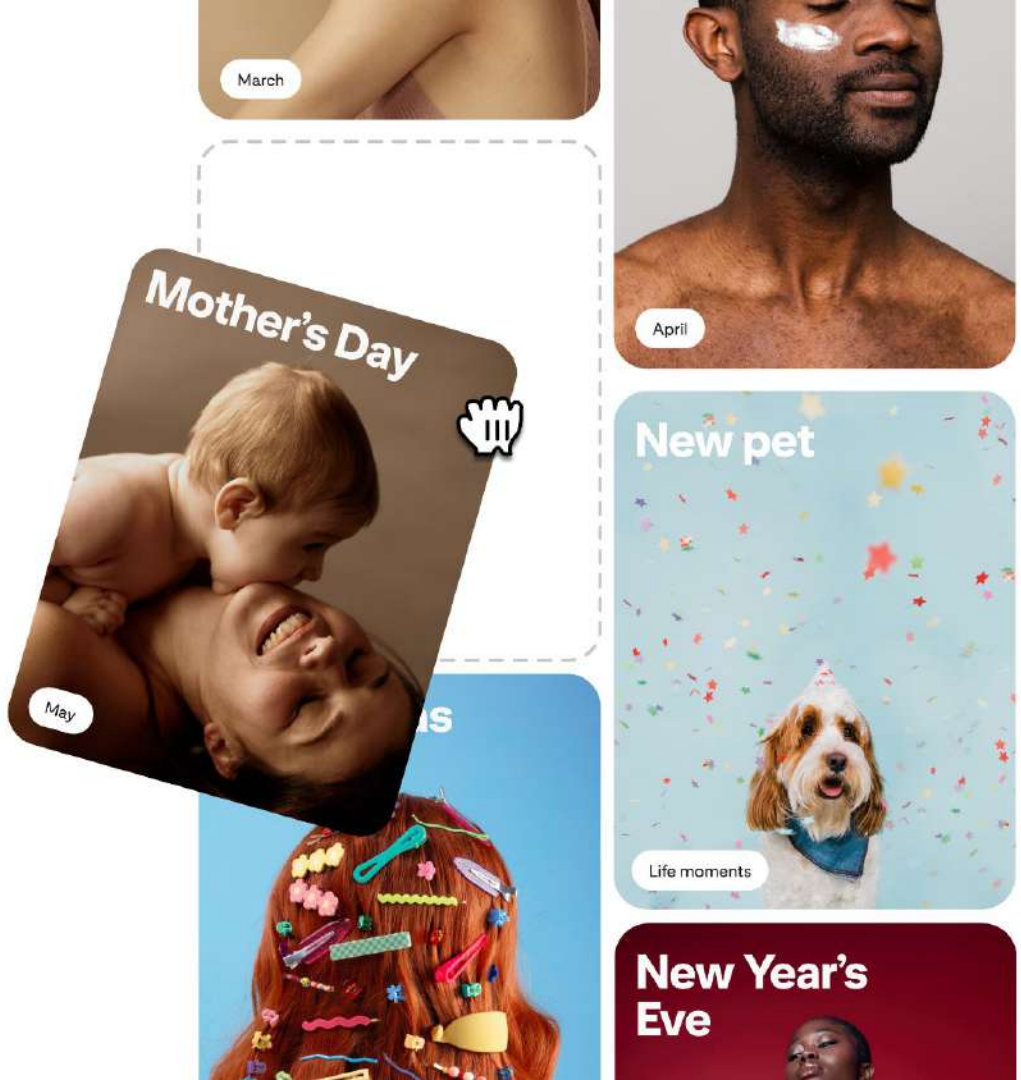
Pinterest

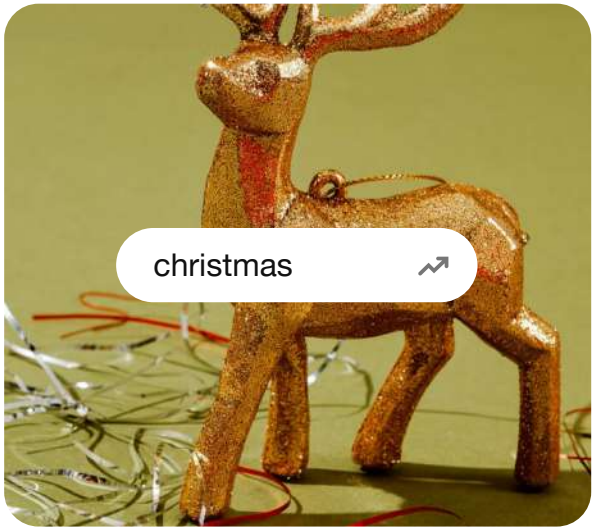
2025 marketing moments guide



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.

Types of moments

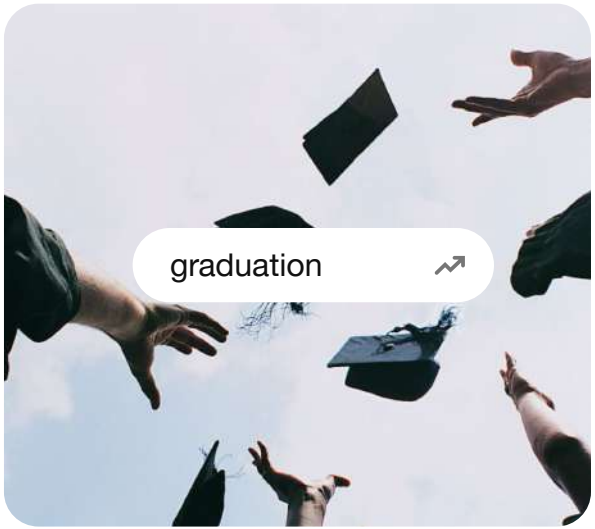


Calendar moments

These moments happen at a fixed time and include events like holidays, 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 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.

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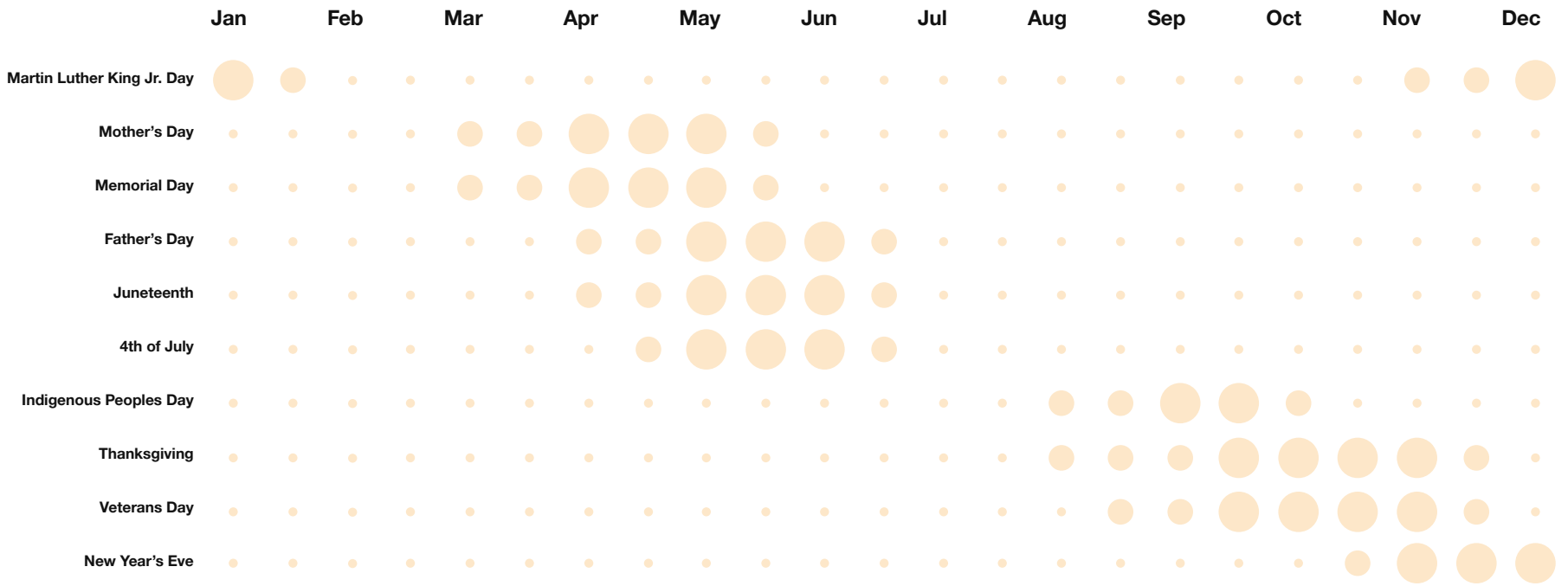
Calendar moments

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

National holidays

Bubbles represent approximate opportunity size, by month



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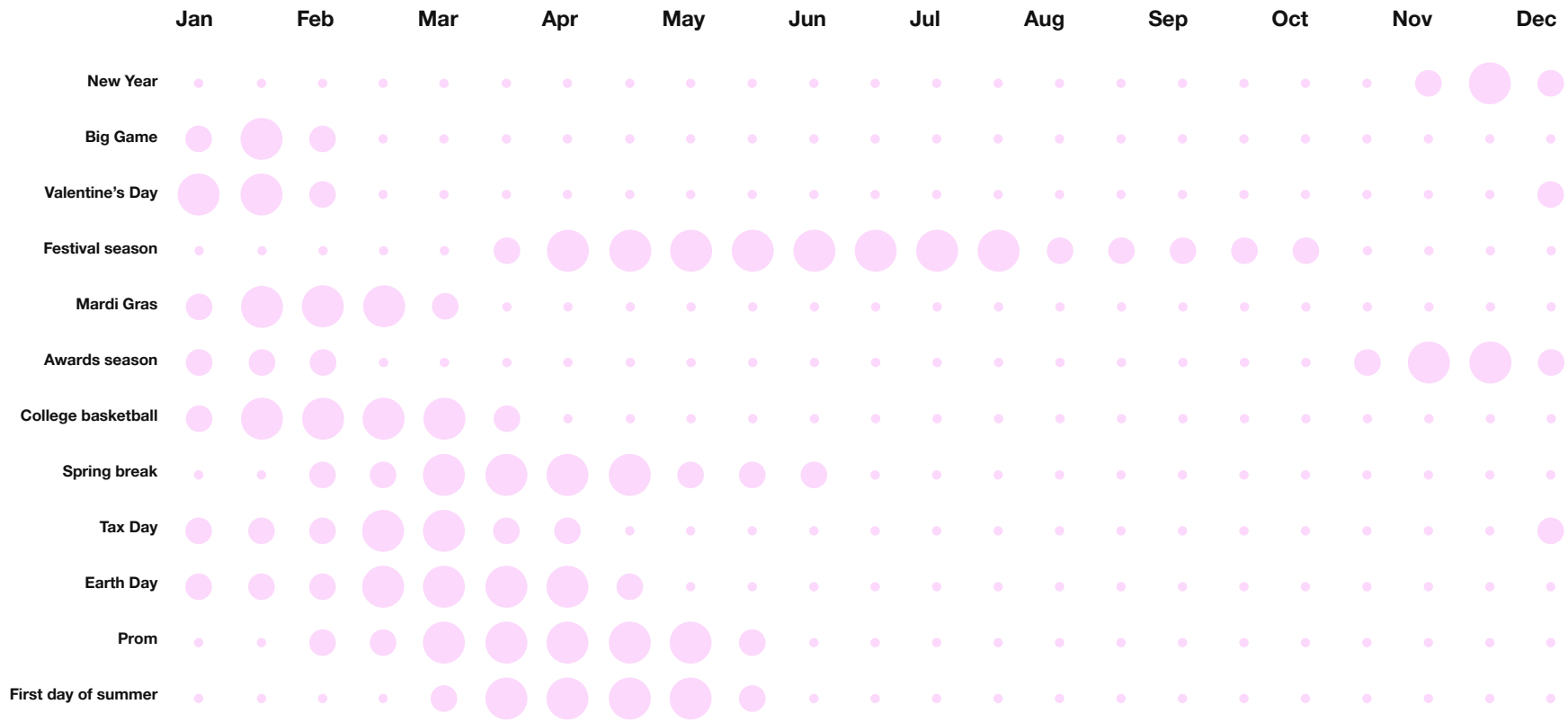
Seasonal

Bubbles represent approximate opportunity size, by month



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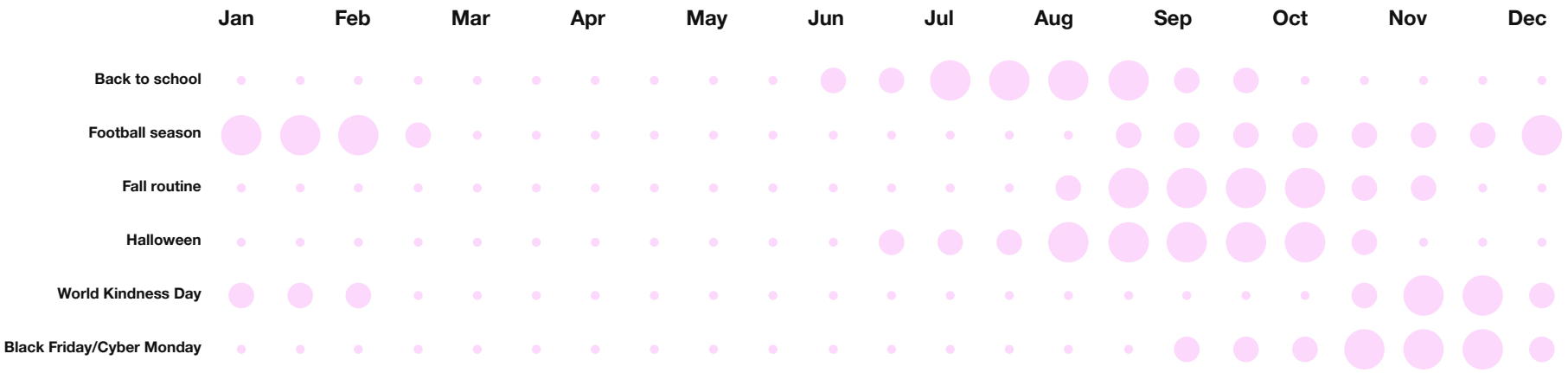
Seasonal (cont.)

Bubbles represent approximate opportunity size, by month



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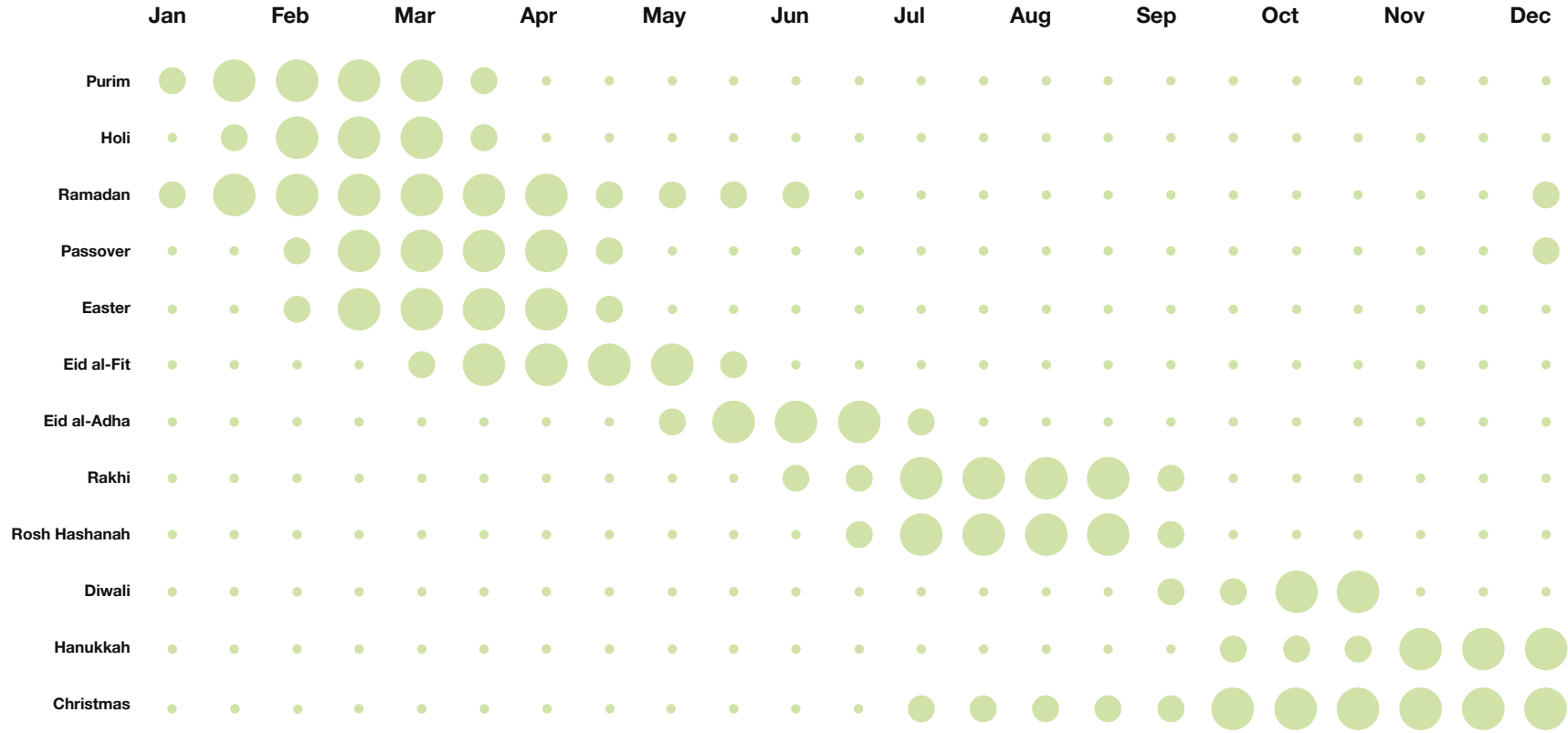
Religious observances

Bubbles represent approximate opportunity size, by month



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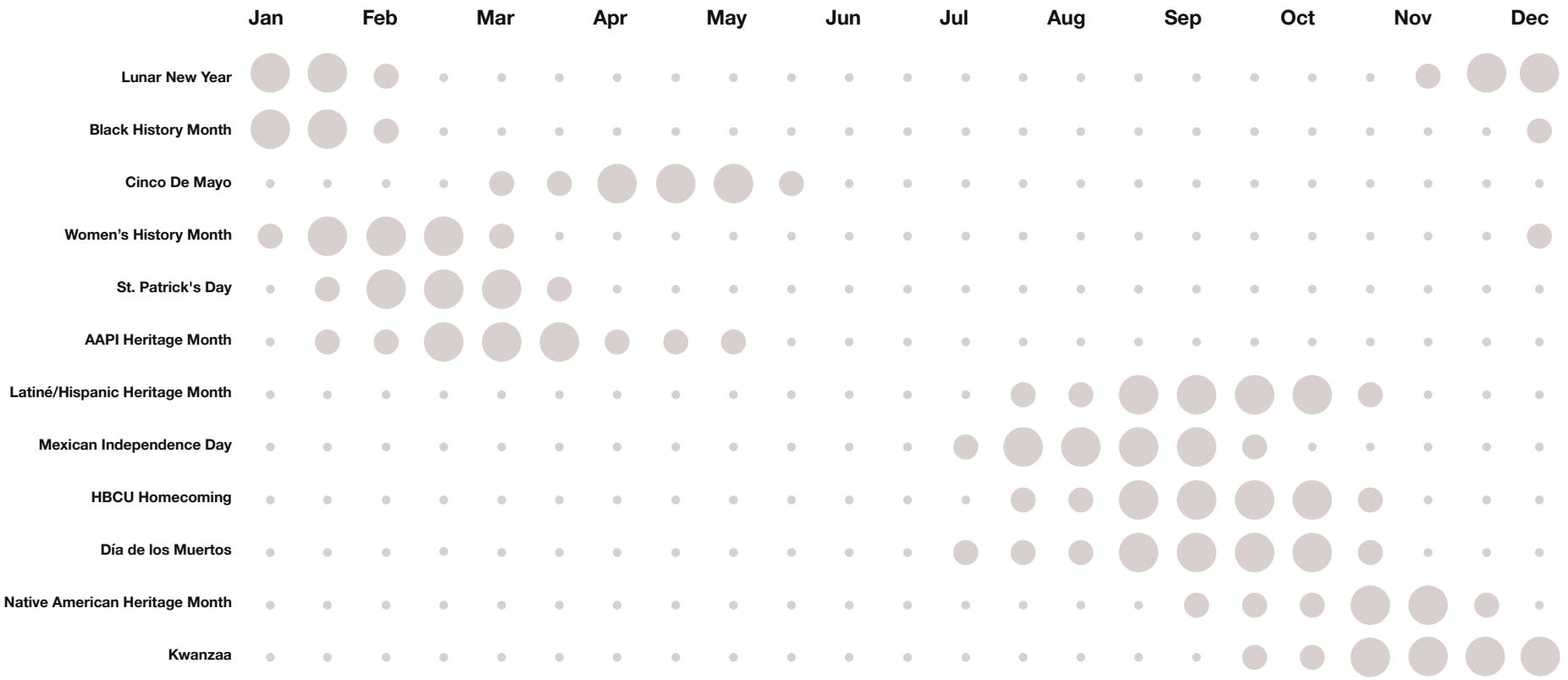
Cultural and historical moments

Bubbles represent approximate opportunity size, by month



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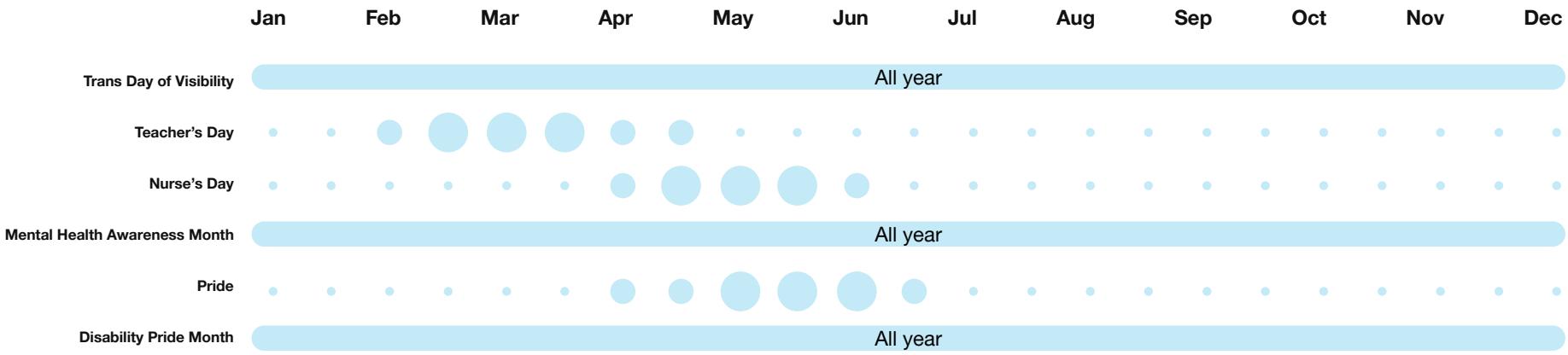
Identity celebration

Bubbles represent approximate opportunity size, by month



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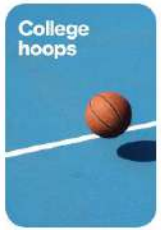


Everyday moments

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

April

spring style

international travel

baseball game outfit

gardening planning

Examples are for inspirational purposes only. Results not guaranteed.

May

racing season

taco tuesdays

patriotic quotes

June

summer hair

gemini aesthetic

bonfire season

international travel

stargazing

pool time

Examples are for inspirational purposes only. Results not guaranteed.

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

October

charspookerie board

trunk or treat

skulls

spooky nail design

Examples are for inspirational purposes only. Results not guaranteed.

November

friendsgiving

fall decor

holiday travel

acorn squash recipe

December

mindfulness

cookie baking competition

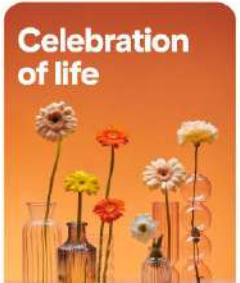
glitter eye makeup

gingerbread house

Examples are for inspirational purposes only. Results not guaranteed.

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.

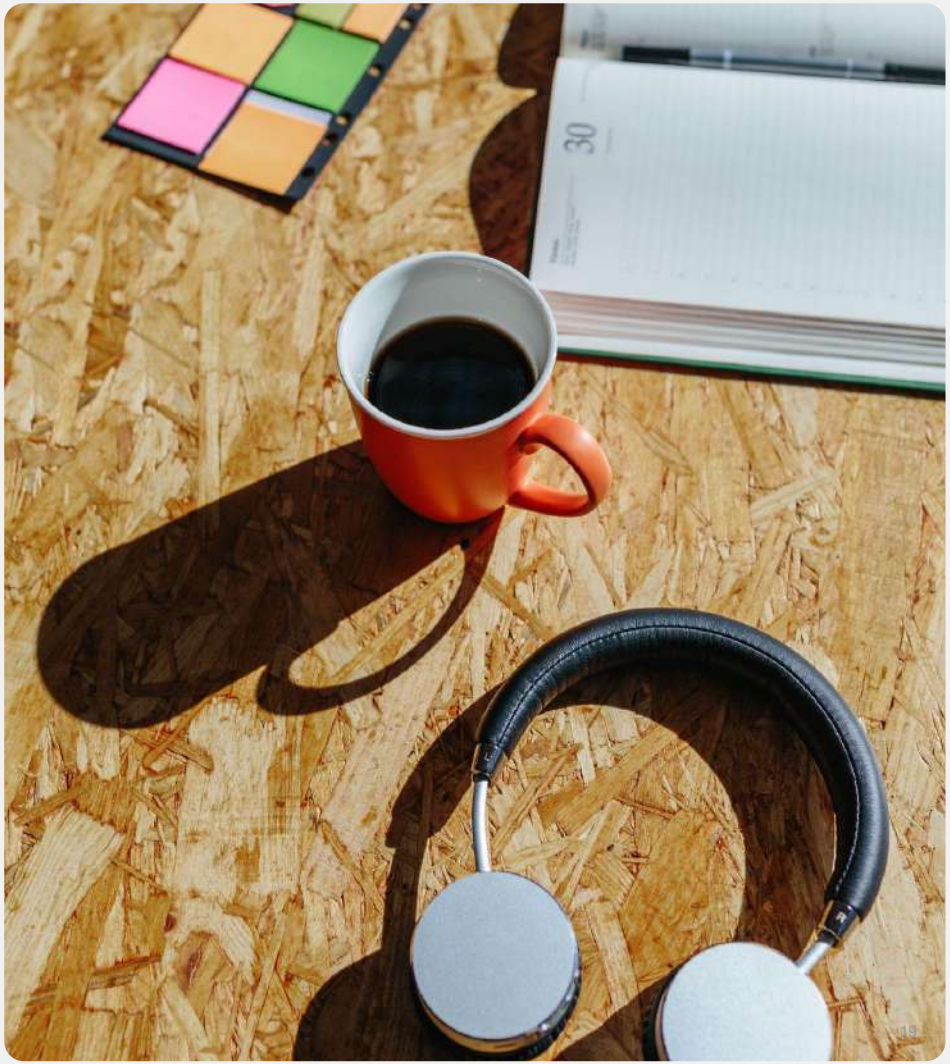


New job

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



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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

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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

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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

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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

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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

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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

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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

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