



2020

MARK YOUR CALENDAR!

Sync your campaigns with the BIGGEST sales of the year!

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 Chinese New Year
26	27	28	29	30	31	
			Saudi International - Powered by SBIA 30/1-2/2			

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
					Saudi International - Powered by SBIA 30/1-2/2	
2	3	4	5	6	7	8
Saudi International - Powered by SBIA 30/1-2/2				New York Spring Fashion Week		
9	10	11	12	13	14	15
					Valentine's Day London Spring Fashion Week	
16	17	18	19	20	21	22
		Milan Spring Fashion Week			Dubai Food Festival	
23	24	25	26	27	28	29
Paris Spring Fashion Week		Kuwait National Day				

Notes

* 14/2 Valentine's Day - Expect discounts in Egypt/UAE merchants.

* Affiliates who have fashion or beauty blogs - this month is a great chance to boost your site SEO by adding articles about the international fashion weeks

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
International Women's Day						
15	16	17	18	19	20	21
						Mother's Day
22	23	24	25	26	27	28
Al Isra Wal Miraj		Art Dubai Dubai World Cup				
29	30	31				

Notes

* Women's Month - great opportunity to promote gifts for women!

* Ramadan is coming next month - make sure that your pixels are all set so that you can retarget your audience.

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			April Fool's Day			
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Easter					Arab Club Champion's Cup Final	
19	20	21	22	23	24	25
	Sham El-Nessim				Ramadan	
26	27	28	29	30		
Ramadan						

Notes

- * Many days off especially for the Egyptian market.
- * Ramadan starts in the end of April but your Ramadan Plan must be ready by the beginning of this month.
- * Expect higher media costs in campaigns - everyone wants to sell during Ramadan or to promote their brands.
- * Expect higher conversions as your audience will probably double or even triple the time that they spend online on their mobile.
- * Make sure to stay up-to-date on all of the special affiliate offers for Ramadan.

MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Ramadan	
3	4	5	6	7	8	9
Ramadan						
10	11	12	13	14	15	16
Ramadan						
17	18	19	20	21	22	23
Ramadan					Eid al-Fitr	
24	25	26	27	28	29	30
Eid al-Fitr						
31						

Notes

- * Ramadan continues - expect to see changes in your site peak hours and monitor your website to make sure that it's stable and fast.
- * Your audience will probably be shopping Eid gifts and Eid outfits - adjust your content and campaigns accordingly.
- * Start working on your Eid Plan.
- * Expect cheaper traffic after Eid but also lower conversion rate.

JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Father's Day						
28	29	30				

Notes

* Summer vacations are just around the corner - good time to promote travel offers with high payouts.

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
					World Emoji Day	
19	20	21	22	23	24	25
				Egypt National Day		
26	27	28	29	30	31	1
		Arafat (Haj) Day			Eid al-Adha	

Notes

* World Emoji Day - you can't sell much but we think it would be cool to post about it in social media and get some free organic engagement.

* Eid al-Adha is at the end of this month - shopping websites will announce sales and increase purchases. This is a great chance for you to boost your earnings.

AUGUST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Eid al-Adha
2 Eid al-Adha	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Islamic New Year	20	21	22
23	24	25	26	27	28 Emirati Women's Day	29
30	31					

SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Back-to-School				
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
			Saudi National Day			
27	28	29	30			

OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Notes

- * Not much is going on this month, but keep your pixels and remarketing campaigns ready for Big November 2020.
- * Plan your content strategy.
- * Grow your followers and fan-base because it will be much less expensive for you than in November.

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11 Single's Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 ArabClicks' Birthday	28
Pre-White Friday					White Friday	
29	30 Cyber Monday					

Notes

White Friday & Cyber Monday!

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		UAE National Day				
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
			Christmas Eve	Christmas Day		
27	28	29	30	31		
			New Year's Eve			



STAY TUNED ALWAYS!

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2020