

NBF & Bed Advice UK's 2024 Marketing Calendar

Dates of significance around sleep, health & wellbeing and more to support your sales & marketing activities



Please note, while we endeavour to source the correct dates, please double-check the dates provided.

| January | February | March |
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| Winter sales period: new year, new bed/mattress? Share bed-buying tips alongside any sales promo. | 6 th Feb - Time to Talk Day: a good opportunity to highlight the connection between our sleep and mental wellbeing. | National Bed Month: keep an eye out for the downloadable marketing toolkit on the Marketing Support page . |
| 1 st - 31 st Dry January – raise awareness of the effects of alcohol on our health and wellbeing and share the benefits reducing it has on our sleep quality. Veganuary: the demand for vegan-friendly mattresses is growing - do any of yours cater for this demographic? | 10 th – 16 th – National Apprenticeship Week: a prime opportunity to promote any apprenticeships you offer and the benefits they bring. Read more about support for careers in the bed industry . | 6 th March - World Book Day 7 th – 8 th March sundown-sundown - National Unplugging Day: 24hr respite from technology |
| 1 st - 31 st Jan - Get Organised Month: a good opportunity to clean and tidy the bedroom and carry out a Bed MOT | 14 th Feb – Valentine's Day: share the ways to create a romantic bedroom or the benefits of sleeping in separate beds. | 9 th – 15 th March - USA's National Sleep Awareness Week |
| 3 rd Jan - Festival of Sleep Day | | 10 th – 16 th March – Nutrition & Hydration Week: raise awareness of the connection between nutrition and our sleep. Listen to this Sleep On podcast episode for guidance. |
| 10 th Jan - Houseplant Appreciation Day: share the benefits of having houseplants | | 10 th March - National Napping Day |
| | | 14 th March - World Sleep Day |
| | | 18 th March - Global Recycling Day: highlight the importance of recycling old mattresses and promote any take-back schemes you offer. |
| | | 20 th March International Day of Happiness First Day of Spring / March equinox |
| | | 18 th – 21 st April: Easter Bank Holiday weekend and sales opportunity |
| | | 30 th March - BST begins, clocks go forward: share sleep and wind-down routine tips as we lose an hour of sleep. |

| April | May | June |
|--|---|---|
| <p>Stress Awareness Month: highlight the connection between stress and our sleep quality.</p> <p>National Pet Month</p> | <p>MAY Be Time for a New Mattress month-long campaign - keep an eye out for the downloadable marketing toolkit on the Marketing Support page.</p> | <p>Begin sharing advice on how to sleep better during the lighter mornings and keeping your bedroom cool</p> |
| <p>4th April - Walk to Work Day: share the benefits of exposure to daylight in the morning to help reset your circadian rhythm, as well as the benefits of exercise.</p> | <p>National Walking Month – highlight the benefits of walking on our health, wellbeing and sleep.</p> | <p>5th June - World Environment Day: see our Sustainability section on Bed Advice UK for tips on making more sustainable choices around beds/mattresses and their end-of-life.</p> |
| <p>7th April - World Health Day</p> | <p>12th – 18th May - Mental Health Awareness Week: The Sleep Charity has helpful resources on the benefits of sleep and its impact on our mental health</p> | <p>5th - 11th June - Child Safety Week</p> |
| <p>16th April - Wear Your PJs to Work Day</p> | <p>4th May - International Dawn Chorus Day</p> | <p>14th June - Knaresborough Bed Race</p> |
| <p>22nd April: Earth Day</p> | <p>6th May - World Asthma Day: see Allergy Awareness Week</p> | <p>19th – 15th June - Men's Health Week</p> |
| <p>20th – 26th April</p> <p>Stop Snoring Week</p> <p>Allergy Awareness Week: indoor allergy sufferers say their symptoms feel worse in the bedroom - is it time for a new mattress? Share tips on how to reduce symptoms in the bedroom.</p> | <p>11th – 17th – National Women's Health Week</p> | <p>20th June - Clean Air Day: what is your business doing to reduce its carbon emissions?</p> |
| <p>28th April - World Day for Safety and Health at Work: NBF members are encouraged to use NBF Protect for advice and support.</p> | <p>21st May - International Tea Day: avoid caffeine in the afternoon/evening; consider a herbal tea instead.</p> | <p>21st June - Summer Solstice/longest day</p> |

| July | August | September |
|---|--|---|
| Samaritans' Talk to Us month - the Samaritans are available for anyone who needs someone to speak to. Good reminder about the link between sleep and our mental health. | Reminder that the school holidays are the ideal time for parents and caregivers to check their child's beds are still up to scratch. Share signs to look out for and if replacing, buy from an Approved NBF member. | Sleeptember - The Sleep Charity's annual awareness campaign looks at how to get a good night's sleep and why it's beneficial. |
| 7 th – 13 th July - Alcohol Awareness Week: The Sleep Charity has helpful information on how alcohol affects our sleep. | 10 th Aug - National Lazy Day | Self-Improvement Month |
| 24 th July - International Self Care Day | 15 th Aug - National Relaxation Day | 5 th Sept - International Day of Charity: please support our long-term partner, The Sleep Charity, and make the most of their free resources. |
| | 25 th Aug – Bank holiday and sales opportunity. | 11th Sept - National Make Your Bed Day |
| | 2 nd – 8 th August – Child Safety Week: encourage consumers to check their child's bed is up to scratch and for peace of mind, buy from an NBF-approved member. Never buy second-hand or from the back of a van and avoid online marketplaces. | 20 th Sept - World Clean Up Day: do you have a take-back scheme for old mattresses? Encourage your customers to recycle their mattresses to avoid them going to landfill. |
| | 'Back to school' – whilst parents and caregivers buy new school uniforms and shoes, encourage them to check if their children's beds are still comfortable, supportive and big enough. If replacing, buy from an Approved NBF member. | 21st Sept International Day of Peace World Gratitude Day |
| | | 25 th Sept - National Manufacturing Day : primarily for NBF members to share the benefits of working in our diverse industry. Read more about careers in beds. |
| | | 30th Sept - International Podcast Day - did you know about BedBiz podcast series? Available to watch via our Resources section . We also sponsored and appear on The Sleep Charity's consumer-focused ' Sleep On ' podcast. |

| October | November | December |
|---|---|--|
| <p>Stoptober – the campaign encourages smokers to quit smoking for the month and beyond. Highlight the benefits of quitting smoking on our anxiety and mood, and therefore sleep.</p> <p>Positive Attitude Month</p> | Men's Health Month & Movember | <p>Christmas/holiday period: ask consumers to carry out a Bed MOT – buy a new bed/mattress during the upcoming sales?</p> <p>Share guest bed ideas</p> <p>Share bed-buying tips during the sales</p> |
| 1 st Oct - International Coffee Day: avoid caffeine in the afternoon/evening. | Begin to share tips on staying warm in bed during winter. | 21 st Dec - Winter Solstice, shortest day |
| 7 th – 11 th Oct - Back Care Awareness Week: encourage your customers to regularly check if their beds are still comfortable and supportive. Visit Backcare charity for expert info. | 1 st Nov - World Vegan Day and World Vegan Month: see Veganuary. | |
| 10 th Oct - World Mental Health Day: see Mental Health Awareness Week. | 9 th – 15 th Nov - Fraud Awareness Week: see Scams Awareness Weeks. | |
| 20 th Oct - World Statistics Day: remind consumers our mattresses are subject to a staggering 20,000 hours of wear and tear over a seven-year lifespan; if you spend £1,000 on a new bed, this works out at only 40p per night over seven years, or 20p each for a couple. | 16 th – 22 nd – Road Safety Week. Share The Sleep Charity info on the connection between fatigue and road safety. | |
| 26 th Oct - National Sleep In Day: BST ends, clocks go back and gain an hour | 17 th – 23 rd Nov – National Self-Care Week | |
| | Dates TBC - Scams Awareness Week from Citizens Advice: Share our tips on avoiding being tricked by mattress fraud and back-of-the-van traders. Always look for the NBF-approved tick, check for the BS 7177 label and never buy from the back of a van. | |