NBF & Bed Advice UK's 2026 Marketing Calendar

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

While we endeavour to source the correct dates, please double-check the dates provided.

January	February	March
Winter sales period: new year, new bed/mattress? Share bed-buying tips alongside any sales promo.	5th 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.
1st - 31st 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?	9th – 15th – 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.	5th March - World Book Day 6th – 7th March sundown-sundown - National Unplugging Day: 24hr respite from technology
1st - 31st Jan - Get Organised Month: a good opportunity to clean and tidy the bedroom and carry out a Bed MOT	14th Feb – Valentine's Day: share the ways to create a romantic bedroom or the benefits of sleeping in separate beds.	8th – 14th March - USA's National Sleep Awareness Week
3rd Jan - Festival of Sleep Day		16th – 22nd March – Nutrition & Hydration Week: raise awareness of the connection between nutrition and our sleep. Listen to this Sleep On podcast episode for guidance.
10th Jan - Houseplant Appreciation Day: share the benefits of having houseplants		9th March - National Napping Day
		13th March - World Sleep Day
		18th March - Global Recycling Day: highlight the importance of recycling old mattresses and promote any take-back schemes you offer.
		20th March International Day of Happiness First Day of Spring / March equinox
		29th March - BST begins, clocks go forward: share sleep and wind-down routine tips as we lose an hour of sleep.

April	May	June
Stress Awareness Month: highlight the connection between stress and our sleep quality. National Pet Month	MAY Be Time for a New Mattress month-long campaign - keep an eye out for the downloadable marketing toolkit on the Marketing Support page.	Begin sharing advice on how to sleep better during the lighter mornings and keeping your bedroom cool
3rd – 6th April: Easter Bank Holiday weekend and sales opportunity 3rd 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.	National Walking Month – highlight the benefits of walking on our health, wellbeing and sleep.	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.
7th April - World Health Day	11th – 17th May - Mental Health Awareness Week: The Sleep Charity has helpful resources on the benefits of sleep and its impact on our mental health	1st – 7th June - 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. Share our child bed safety tips.
16th April - Wear Your PJs to Work Day	3rd May - International Dawn Chorus Day	13th June - Knaresborough Bed Race
20th – 26th April: Allergy Awareness Week – share tips on making the bedroom and bed an allergy-friendly environment. Mattresses are the perfect breeding ground for dust mites. 22nd April: Earth Day	5th May - World Asthma Day: see Allergy Awareness Week	9th – 16th June - Men's Health Week
21st – 27th April Stop Snoring Week 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.	10th – 16th – National Women's Health Week	18th June - Clean Air Day: what is your business doing to reduce its carbon emissions?
28th April - World Day for Safety and Health at Work: NBF members, and Retail Champions who have signed up for the enhanced benefits package, are encouraged to use NBF Protect for advice and support.	21st May - International Tea Day: avoid caffeine in the afternoon/evening; consider a herbal tea instead.	21st June - Summer Solstice/longest day

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. This year, Bed Advice UK is sponsoring the campaign. **Click for some ideas on how you can get involved.**
6th – 12th July - Alcohol Awareness Week: The Sleep Charity has helpful information on how alcohol affects our sleep.	10th Aug - National Lazy Day	Self-Improvement Month
24th July - International Self Care Day	15th Aug - National Relaxation Day	5th Sept - International Day of Charity: please support our long-term partner, The Sleep Charity, and make the most of their free resources.
	31st Aug – Bank holiday and sales opportunity.	11th Sept - National Make Your Bed Day
	'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.	19th 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.
		21st Sept International Day of Peace World Gratitude Day
		24th 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.

New NBF Mattress Scams Awareness campaign launching in autumn 2026 – stay tuned!

October	November	December
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. Positive Attitude Month	Men's Health Month & Movember	Christmas/holiday period: ask consumers to carry out a Bed MOT – buy a new bed/mattress during the upcoming sales? Share guest bed ideas Share bed-buying tips during the sales
1st Oct - International Coffee Day: avoid caffeine in the afternoon/evening.	Begin to share tips on staying warm in bed during winter.	21st Dec - Winter Solstice, shortest day
5th – 11th 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.	1st Nov - World Vegan Day and World Vegan Month: see Veganuary.	
10th Oct - World Mental Health Day: see Mental Health Awareness Week.	15th – 21st Nov - Fraud Awareness Week: see Scams Awareness Weeks.	
20th Oct - European 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.	15th – 21st – Road Safety Week. Share The Sleep Charity info on the connection between fatigue and road safety.	
25th Oct - National Sleep In Day: BST ends, clocks go back and gain an hour	16th – 22nd Nov – National Self-Care Week	
Dates TBC - Scams Awareness Campaign 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.		