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2024 PR and Communications Content Planning Calendar

How to Use This Guide

The 2024 PR and Communications Content Planning Calendar is designed to guide you through the creation of your annual content strategy and communications plan. Use this calendar to identify key dates, holidays, and industry events to inspire and inform campaigns, key messaging, and other relevant content that will resonate with the right audiences at the right times. The monthly tips will help you refine your content creation, distribution, and promotion strategy throughout the year.

Note: Dates in this calendar are subject to change due to unforeseen circumstances, so always verify any content that is dependent on a specific event.

70% of communications teams struggle with creating effective content, according to the 2023 Global Comms Report. This guide is designed to help you meet that challenge.

JANUARY

MONTH HIGHLIGHTS

New Year's Day
Golden Globes
Consumer Electronics Show
Emmy Awards
World Economic Forum
Martin Luther King Jr. Day

PLANNING TIP

Set Clear Objectives

Start by defining your PR goals for the year. Are you aiming to increase brand awareness, improve reputation, or drive sales? Your content strategy should align with these objectives.

| 25. MONDAY | 26. TUESDAY | 27. WEDNESDAY | 28. THURSDAY | 29. FRIDAY | 30. SATURDAY | 31. SUNDAY |
|---|---|---------------|--|------------|---|------------------------|
| | | | | | | |
| 1. MONDAY | 2. TUESDAY | 3. WEDNESDAY | 4. THURSDAY | 5. FRIDAY | 6. SATURDAY | 7. SUNDAY |
| New Year's Day | | | | | | Golden Globes |
| 8. MONDAY | 9. TUESDAY | 10. WEDNESDAY | 11. THURSDAY | 12. FRIDAY | 13. SATURDAY | 14. SUNDAY |
| | Consumer Electronics Show (CES) <i>Ends January 12</i> | | | | African Cup of Nations <i>Ends February 11</i> | Orthodox New Year |
| 15. MONDAY | 16. TUESDAY | 17. WEDNESDAY | 18. THURSDAY | 19. FRIDAY | 20. SATURDAY | 21. SUNDAY |
| Emmy Awards Martin Luther King Jr Day World Economic Forum <i>Ends January 19</i> Australian Open <i>Ends January 28</i> | | | Sundance Film Festival <i>Ends January 28</i> | | | World Religion Day |
| 22. MONDAY | 23. TUESDAY | 24. WEDNESDAY | 25. THURSDAY | 26. FRIDAY | 27. SATURDAY | 28. SUNDAY |
| Ukraine Day of Unity | | | Mahayana (Buddhist New Year) | | International Holocaust Remembrance Day | International Lego Day |
| 29. MONDAY | 30. TUESDAY | 31. WEDNESDAY | 1. THURSDAY | 2. FRIDAY | 3. SATURDAY | 4. SUNDAY |
| | | | | | | |

FEBRUARY

MONTH HIGHLIGHTS

Black History Month
 Grammy Awards
 Super Bowl LVIII
 Mardi Gras
 Valentine's Day
 Fashion Weeks (New York, London, Milan, & Paris)

PLANNING TIP

Know Your Audience

It's the cornerstone of any effective content creation plan. Employ market research or email surveys, review social media and website analytics, and gather feedback from sales and other customer-facing teams to understand the interests, perceptions and behaviors of the audiences you want to target. Use this intel to build content around the topics that will resonate with your audiences.

| | | | | | | |
|---|---|-----------------|--------------|-------------------------------------|---|---|
| 29. MONDAY | 30. TUESDAY | 31. WEDNESDAY | 1. THURSDAY | 2. FRIDAY | 3. SATURDAY | 4. SUNDAY |
| | | | | Groundhog Day World Wetlands Day | | World Cancer Day Grammy Awards |
| 5. MONDAY | 6. TUESDAY | 7. WEDNESDAY | 8. THURSDAY | 9. FRIDAY | 10. SATURDAY | 11. SUNDAY |
| | | | | | Chinese New Year Chicago Auto Show 2024 <i>Ends February 19</i> | International Day of Women and Girls in Science Super Bowl LVIII |
| 12. MONDAY | 13. TUESDAY | 14. WEDNESDAY | 15. THURSDAY | 16. FRIDAY | 17. SATURDAY | 18. SUNDAY |
| | World Radio Day Shrove Tuesday Mardi Gras Day | Valentine's Day | | | Random Acts of Kindness Day | Daytona 500 NBA All-Star Game |
| 19. MONDAY | 20. TUESDAY | 21. WEDNESDAY | 22. THURSDAY | 23. FRIDAY | 24. SATURDAY | 25. SUNDAY |
| Presidents' Day | World Day of Social Justice | | | | | |
| 26. MONDAY | 27. TUESDAY | 28. WEDNESDAY | 29. THURSDAY | 1. FRIDAY | 2. SATURDAY | 3. SUNDAY |
| Mobile World Congress 2023 <i>Ends February 29</i> Geneva Motor Show <i>Ends March 3</i> | | | | | | |
| 4. MONDAY | 5. TUESDAY | 6. WEDNESDAY | 7. THURSDAY | 8. FRIDAY | 9. SATURDAY | 10. SUNDAY |
| | | | | | | |

MARCH

MONTH HIGHLIGHTS

International Women's Day
SXSU
Academy Awards
St. Patrick's Day
Earth Hour
Easter

PLANNING TIP

Collaborate with Stakeholders

Coordinate with other departments and stakeholders – such as sales and customer success teams, marketing, human resources and executive leadership – to ensure your content plan aligns with the overall company strategy and messaging.

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|-----------------------------------|---------------------------------|---|------------------|---|---|---|
| 26. MONDAY | 27. TUESDAY | 28. WEDNESDAY | 29. THURSDAY | 1. FRIDAY | 2. SATURDAY | 3. SUNDAY |
| | | | | | | World Wildlife Day |
| 4. MONDAY | 5. TUESDAY | 6. WEDNESDAY | 7. THURSDAY | 8. FRIDAY | 9. SATURDAY | 10. SUNDAY |
| | ITB 2024 <i>Ends March 7</i> | | World Book Day | International Women's Day SXSU <i>Ends March 16</i> | | 95th Academy Awards Ramadan <i>Ends April 9</i> |
| 11. MONDAY | 12. TUESDAY | 13. WEDNESDAY | 14. THURSDAY | 15. FRIDAY | 16. SATURDAY | 17. SUNDAY |
| | | | Pi Day | World Sleep Day | | St. Patrick's Day |
| 18. MONDAY | 19. TUESDAY | 20. WEDNESDAY | 21. THURSDAY | 22. FRIDAY | 23. SATURDAY | 24. SUNDAY |
| Global Recycling Day | | Spring Equinox International Day of Happiness | World Poetry Day | | Earth Hour Purim <i>Ends March 24</i> | Laylat al Bara'at <i>Ends March 25</i> |
| 25. MONDAY | 26. TUESDAY | 27. WEDNESDAY | 28. THURSDAY | 29. FRIDAY | 30. SATURDAY | 31. SUNDAY |
| Holi (Hindu Festival of Color) | | | | Good Friday | | Easter Sunday |
| 1. MONDAY | 2. TUESDAY | 3. WEDNESDAY | 4. THURSDAY | 5. FRIDAY | 6. SATURDAY | 7. SUNDAY |
| | | | | | | |

APRIL

MONTH HIGHLIGHTS

April Fools
Coachella
Tax Day
Earth Day
Passover

PLANNING TIP

Use the Past to Steer Your Future

Data around past content performance can provide additional insight into your audiences' interests and help inform your plan for the year ahead. Use resources like Google Analytics and social media metrics to understand what topics and keywords have performed well in the past (driven website traffic, downloads, social media engagement, press release pickup, sales leads, etc.), in what formats (short-form videos, infographics, data visualization, etc.), and on what channels.

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|---|-------------------------------------|---------------|--------------|-----------------------------------|--------------|------------------|
| 25. MONDAY | 26. TUESDAY | 27. WEDNESDAY | 28. THURSDAY | 29. FRIDAY | 30. SATURDAY | 31. SUNDAY |
| 1. MONDAY | 2. TUESDAY | 3. WEDNESDAY | 4. THURSDAY | 5. FRIDAY | 6. SATURDAY | 7. SUNDAY |
| Easter Monday April Fool's Day | World Autism Awareness Day | | | | | |
| 8. MONDAY | 9. TUESDAY | 10. WEDNESDAY | 11. THURSDAY | 12. FRIDAY | 13. SATURDAY | 14. SUNDAY |
| Masters Golf Tournament <i>Ends April 14</i> | Eid al-Fitr <i>Ends April 10</i> | | | Coachella <i>Ends April 21</i> | | Boston Marathon |
| 15. MONDAY | 16. TUESDAY | 17. WEDNESDAY | 18. THURSDAY | 19. FRIDAY | 20. SATURDAY | 21. SUNDAY |
| Tax Day | | | | | | National Tea Day |
| 22. MONDAY | 23. TUESDAY | 24. WEDNESDAY | 25. THURSDAY | 26. FRIDAY | 27. SATURDAY | 28. SUNDAY |
| Earth Day Passover <i>Ends April 30</i> | National Shakespeare Day | | | | | |
| 29. MONDAY | 30. TUESDAY | 1. WEDNESDAY | 2. THURSDAY | 3. FRIDAY | 4. SATURDAY | 5. SUNDAY |

MAY 2023

MONTH HIGHLIGHTS

Asian Pacific American Heritage Month
 Cinco de Mayo
 Small Business Week
 Mother's Day
 Memorial Day

PLANNING TIP

Take Advantage of News Stories and Trending Topics

Stay ahead of industry news and trends – and opportunities to capitalize on relevant current events and conversations – by setting up real-time news alerts and signing up for [daily news briefings](#). This can help boost your content's visibility and relevance. Even better: If you have [access to premium content](#) – content that is typically paywalled – you'll gain an even more complete picture of what's moving the needle.

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| 29. MONDAY | 30. TUESDAY | 1. WEDNESDAY | 2. THURSDAY | 3. FRIDAY | 4. SATURDAY | 5. SUNDAY |
| | | | | World Press Freedom Day | Star Wars Day Kentucky Derby | Cinco De Mayo |
| 6. MONDAY | 7. TUESDAY | 8. WEDNESDAY | 9. THURSDAY | 10. FRIDAY | 11. SATURDAY | 12. SUNDAY |
| | Small Business Week <i>Ends May 13</i> | | | | | International Nurses Day Mother's Day |
| 13. MONDAY | 14. TUESDAY | 15. WEDNESDAY | 16. THURSDAY | 17. FRIDAY | 18. SATURDAY | 19. SUNDAY |
| PGA Championship <i>Ends May 19</i> | Cannes Film Festival <i>Ends May 25</i> | | | | | |
| 20. MONDAY | 21. TUESDAY | 22. WEDNESDAY | 23. THURSDAY | 24. FRIDAY | 25. SATURDAY | 26. SUNDAY |
| | | | | | National Wine Day Africa Day | Indy 500 |
| 27. MONDAY | 28. TUESDAY | 29. WEDNESDAY | 30. THURSDAY | 31. FRIDAY | 1. SATURDAY | 2. SUNDAY |
| Memorial Day | Amnesty International Day | | | | | |
| 3. MONDAY | 4. TUESDAY | 5. WEDNESDAY | 6. THURSDAY | 7. FRIDAY | 8. SATURDAY | 9. SUNDAY |
| | | | | | | |

JUNE

MONTH HIGHLIGHTS

Pride Month
 Bonnaroo
 Father's Day
 Cannes Lions
 Juneteenth

PLANNING TIP

Create a Promotion Plan

“If you build it, they will come” doesn’t always apply to content. Invest some time in determining your distribution strategy before your content is ready to be published. We recommend using a mix of owned media (like your website, email and company-branded social media channels), earned media (which you can get from pitching), and paid media channels (such as [wire distribution services](#), paid social media ads and sponsored content).

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|--|---|-----------------------|---|---------------------------------------|--|--|
| 27. MONDAY | 28. TUESDAY | 29. WEDNESDAY | 30. THURSDAY | 31. FRIDAY | 1. SATURDAY | 2. SUNDAY |
| | | | | | | |
| 3. MONDAY | 4. TUESDAY | 5. WEDNESDAY | 6. THURSDAY | 7. FRIDAY | 8. SATURDAY | 9. SUNDAY |
| | | World Environment Day | | | | |
| 10. MONDAY | 11. TUESDAY | 12. WEDNESDAY | 13. THURSDAY | 14. FRIDAY | 15. SATURDAY | 16. SUNDAY |
| | Climate Risk Summit Europe 2024 <i>Ends June 12</i> Shavuot (The Feast of Weeks) <i>Ends June 13</i> | | U.S. Open Golf Tournament <i>Ends June 16</i> Bonnaroo <i>Ends June 16</i> | UEFA Euro 2024 <i>Ends July 14</i> | 24 Hours of Le Mans <i>Ends June 16</i> | Father's Day Eid al-Adha <i>Ends June 19</i> |
| 17. MONDAY | 18. TUESDAY | 19. WEDNESDAY | 20. THURSDAY | 21. FRIDAY | 22. SATURDAY | 23. SUNDAY |
| Cannes Lions International Festival of Creativity <i>Ends June 21</i> | Autistic Pride Day | Juneteenth | Summer Solstice | Take Your Dog to Work Day | | |
| 24. MONDAY | 25. TUESDAY | 26. WEDNESDAY | 27. THURSDAY | 28. FRIDAY | 29. SATURDAY | 30. SUNDAY |
| | | | | | Pride Day Tour de France <i>Ends July 21</i> | |
| 1. MONDAY | 2. TUESDAY | 3. WEDNESDAY | 4. THURSDAY | 5. FRIDAY | 6. SATURDAY | 7. SUNDAY |
| | | | | | | |

JULY

MONTH HIGHLIGHTS

Wimbledon
 Independence Day
 International Non-Binary People's Day
 World Nature Conservation Day
 Amazon Prime Day

PLANNING TIP

Measure and Analyze

Set key performance indicators (KPIs) to track the success of your content strategy. Measuring website traffic, engagement, social shares, and conversions will help you refine your strategy over time. Consider investing in a third-party [media monitoring and analytics platform](#) to easily and efficiently track these metrics, along with mentions of your brand, industry, and competitors to better understand which content is performing and where there are opportunities to adjust.

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|------------|---------------------------------|-------------------------------------|---------------------------------------|---|---|---|
| 24. MONDAY | 25. TUESDAY | 26. WEDNESDAY | 27. THURSDAY | 28. FRIDAY | 29. SATURDAY | 30. SUNDAY |
| | | | | | | |
| 1. MONDAY | 2. TUESDAY | 3. WEDNESDAY | 4. THURSDAY | 5. FRIDAY | 6. SATURDAY | 7. SUNDAY |
| Canada Day | | Wimbledon <i>Ends July 16</i> | Independence Day | | Islamic New Year (Al-Hiraj) <i>Ends July 7</i> | World Chocolate Day |
| 8. MONDAY | 9. TUESDAY | 10. WEDNESDAY | 11. THURSDAY | 12. FRIDAY | 13. SATURDAY | 14. SUNDAY |
| | | | World Population Day | | | Bastille Day International Non-Binary People's Day |
| 15. MONDAY | 16. TUESDAY | 17. WEDNESDAY | 18. THURSDAY | 19. FRIDAY | 20. SATURDAY | 21. SUNDAY |
| | MLB All-Star Game | World Day for International Justice | Nelson Mandela International Day | | | |
| 22. MONDAY | 23. TUESDAY | 24. WEDNESDAY | 25. THURSDAY | 26. FRIDAY | 27. SATURDAY | 28. SUNDAY |
| | | International Self-Care Day | Comic-Con 2024 <i>Ends July 28</i> | 2024 Olympic Games <i>Ends August 11</i> | | World Nature Conservation Day |
| 29. MONDAY | 30. TUESDAY | 31. WEDNESDAY | 1. THURSDAY | 2. FRIDAY | 3. SATURDAY | 4. SUNDAY |
| | International Day of Friendship | | | | | |

AUGUST

MONTH HIGHLIGHTS

Lollapalooza
 World Humanitarian Day
 Burning Man
 U.S. Open Tennis Championship
 Back-to-School Planning

PLANNING TIP

Know Your *Other* Audience

Journalists and other media influencers, that is. These individuals are key to getting coverage for your content and generating earned media, which is essential to building brand awareness and credibility. Using a [quality media database](#) is the fastest, most effective way to identify the right journalists and influencers to reach out to. Look for one that is wide in scope and offers regularly updated and vetted contact info, including pitching preferences, social media activity, past work, and other valuable information to help you personalize your pitch.

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|---|--|--|---|------------|---|--|
| 29. MONDAY | 30. TUESDAY | 31. WEDNESDAY | 1. THURSDAY Lollapalooza <i>Ends August 4</i> | 2. FRIDAY | 3. SATURDAY | 4. SUNDAY |
| 5. MONDAY | 6. TUESDAY | 7. WEDNESDAY | 8. THURSDAY World Cat Day | 9. FRIDAY | 10. SATURDAY | 11. SUNDAY |
| 12. MONDAY International Youth Day | 13. TUESDAY | 14. WEDNESDAY | 15. THURSDAY | 16. FRIDAY | 17. SATURDAY | 18. SUNDAY |
| 19. MONDAY World Humanitarian Day | 20. TUESDAY | 21. WEDNESDAY World Senior Citizen Day | 22. THURSDAY | 23. FRIDAY | 24. SATURDAY | 25. SUNDAY Burning Man <i>Ends September 2</i> |
| 26. MONDAY International Dog Day U.S. Open Tennis Championship <i>Ends September 8</i> | 27. TUESDAY International Lottery Day | 28. WEDNESDAY Paralympic Games <i>Ends September 8</i> | 29. THURSDAY | 30. FRIDAY | 31. SATURDAY International Bacon Day | 1. SUNDAY |
| 2. MONDAY | 3. TUESDAY | 4. WEDNESDAY | 5. THURSDAY | 6. FRIDAY | 7. SATURDAY | 8. SUNDAY |

SEPTEMBER

MONTH HIGHLIGHTS

Labor Day
 World Suicide Prevention Day
 International Equal Pay Day
 World Peace Day
 Fashion Weeks (New York, London, Milan, & Paris)

PLANNING TIP

Build SEO Into Your Content

Incorporate search engine optimization (SEO) into your content to improve its visibility in search results, help you reach a wider audience, and establish authority in your industry. Start by identifying keywords and phrases your target audiences are searching for and incorporate these keywords in your content where relevant. Take advantage of the many free online resources to learn about SEO best practices and stay up to date on the latest SEO trends so you can optimize your content accordingly.

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|-----------------------------------|------------------------------|-----------------------------|------------------------------|------------|-----------------|--|
| 26. MONDAY | 27. TUESDAY | 28. WEDNESDAY | 29. THURSDAY | 30. FRIDAY | 31. SATURDAY | 1. SUNDAY |
| | | | | | | |
| 2. MONDAY | 3. TUESDAY | 4. WEDNESDAY | 5. THURSDAY | 6. FRIDAY | 7. SATURDAY | 8. SUNDAY |
| Labor Day | | | International Day of Charity | | World Beard Day | World Literacy Day |
| 9. MONDAY | 10. TUESDAY | 11. WEDNESDAY | 12. THURSDAY | 13. FRIDAY | 14. SATURDAY | 15. SUNDAY |
| | World Suicide Prevention Day | | | | | |
| 16. MONDAY | 17. TUESDAY | 18. WEDNESDAY | 19. THURSDAY | 20. FRIDAY | 21. SATURDAY | 22. SUNDAY |
| World Ozone Day Mawlid al-Nabi | | International Equal Pay Day | | | World Peace Day | International Car Free Day Autumnal Equinox |
| 23. MONDAY | 24. TUESDAY | 25. WEDNESDAY | 26. THURSDAY | 27. FRIDAY | 28. SATURDAY | 29. SUNDAY |
| Bi Visibility Day | | | World Day of the Deaf | | | |
| 30. MONDAY | 1. TUESDAY | 2. WEDNESDAY | 3. THURSDAY | 4. FRIDAY | 5. SATURDAY | 6. SUNDAY |
| | | | | | | |

OCTOBER

MONTH HIGHLIGHTS

Breast Cancer Awareness Month
Mental Health Awareness Week
Yom Kippur
MLB Playoffs
Halloween

PLANNING TIP

Choose Quality Over Quantity

It's easy to get overwhelmed by the sheer volume of events happening throughout the year. Keep in mind that you don't have to cover everything everywhere, all at once. When creating your editorial plan for the month, quarter, or year ahead, focus on the events that make the most sense for your brand and audience. This gives you more time for thoughtful content creation and relationship-building with journalists to help increase your story's coverage and engagement.

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|---|--------------------------|--|--|---|---------------------|--|
| 23. MONDAY | 24. TUESDAY | 25. WEDNESDAY | 26. THURSDAY | 27. FRIDAY | 28. SATURDAY | 29. SUNDAY |
| | | | | | | |
| 30. MONDAY | 1. TUESDAY | 2. WEDNESDAY | 3. THURSDAY | 4. FRIDAY | 5. SATURDAY | 6. SUNDAY |
| | International Coffee Day | Rosh Hashanah <i>Ends October 4</i> | | World Space Week <i>Ends October 10</i> | World Teachers' Day | Mental Health Awareness Week <i>Ends October 12</i> |
| 7. MONDAY | 8. TUESDAY | 9. WEDNESDAY | 10. THURSDAY | 11. FRIDAY | 12. SATURDAY | 13. SUNDAY |
| | | International Beer and Pizza Day | World Mental Health Day | National Coming Out Day Yom Kippur <i>Ends October 12</i> | | |
| 14. MONDAY | 15. TUESDAY | 16. WEDNESDAY | 17. THURSDAY | 18. FRIDAY | 19. SATURDAY | 20. SUNDAY |
| Canadian Thanksgiving Indigenous Peoples Day Columbus Day | | World Food Day Sukkot <i>Ends October 23</i> | | | | |
| 21. MONDAY | 22. TUESDAY | 23. WEDNESDAY | 24. THURSDAY | 25. FRIDAY | 26. SATURDAY | 27. SUNDAY |
| | | Shemini Atzeret <i>Ends October 25</i> | Global Media and Information Literacy Week <i>Ends October 31</i> | | | |
| 28. MONDAY | 29. TUESDAY | 30. WEDNESDAY | 31. THURSDAY | 1. FRIDAY | 2. SATURDAY | 3. SUNDAY |
| | | | Halloween Diwali <i>Ends November 4</i> | | | |

NOVEMBER

MONTH HIGHLIGHTS

New York City Marathon
 Veterans Day
 Thanksgiving
 Black Friday
 Small Business Saturday

PLANNING TIP

Be Resourceful

Get more mileage out of any new content you create by repurposing it in different formats. For example, turn the content of a press release into a blog post, video, infographic, social media posts – or all of the above. You can also find opportunities to update and re-promote old content that still has relevance.

| | | | | | | |
|----------------------------|-------------|-------------------------------------|------------------------------|------------------------------|---|-------------------------------------|
| 28. MONDAY | 29. TUESDAY | 30. WEDNESDAY | 31. THURSDAY | 1. FRIDAY World Vegan Day | 2. SATURDAY | 3. SUNDAY New York City Marathon |
| 4. MONDAY | 5. TUESDAY | 6. WEDNESDAY | 7. THURSDAY | 8. FRIDAY | 9. SATURDAY | 10. SUNDAY |
| 11. MONDAY Veterans Day | 12. TUESDAY | 13. WEDNESDAY World Kindness Day | 14. THURSDAY | 15. FRIDAY | 16. SATURDAY | 17. SUNDAY |
| 18. MONDAY | 19. TUESDAY | 20. WEDNESDAY | 21. THURSDAY | 22. FRIDAY | 23. SATURDAY | 24. SUNDAY |
| 25. MONDAY | 26. TUESDAY | 27. WEDNESDAY | 28. THURSDAY Thanksgiving | 29. FRIDAY Black Friday | 30. SATURDAY Small Business Saturday | 1. SUNDAY |
| 2. MONDAY | 3. TUESDAY | 4. WEDNESDAY | 5. THURSDAY | 6. FRIDAY | 7. SATURDAY | 8. SUNDAY |

12 DECEMBER

MONTH HIGHLIGHTS

Giving Tuesday
 Christmas
 Kwanzaa
 Hanukkah
 New Year's Eve

PLANNING TIP

Revisit, Re-Evaluate and Refine

Make it a point to revisit your calendar and re-evaluate your content strategy regularly. You never know when an [unexpected event](#) or change in priorities will occur, so make sure your plan is flexible and your team is agile enough to pivot when necessary.

| | | | | | | |
|---------------------------|-------------------------------|--------------------------------|---|------------|---|-----------------------------|
| 25. MONDAY | 26. TUESDAY | 27. WEDNESDAY | 28. THURSDAY | 29. FRIDAY | 30. SATURDAY | 1. SUNDAY World AIDS Day |
| 2. MONDAY Cyber Monday | 3. TUESDAY Giving Tuesday | 4. WEDNESDAY | 5. THURSDAY | 6. FRIDAY | 7. SATURDAY | 8. SUNDAY |
| 9. MONDAY | 10. TUESDAY | 11. WEDNESDAY | 12. THURSDAY | 13. FRIDAY | 14. SATURDAY | 15. SUNDAY |
| 16. MONDAY | 17. TUESDAY | 18. WEDNESDAY | 19. THURSDAY | 20. FRIDAY | 21. SATURDAY Winter Solstice Super Saturday | 22. SUNDAY |
| 23. MONDAY Festivus | 24. TUESDAY Christmas Eve | 25. WEDNESDAY Christmas Day | 26. THURSDAY Boxing Day Kwanzaa <i>Ends January 1</i> Hanukkah <i>Ends January 2</i> | 27. FRIDAY | 28. SATURDAY | 29. SUNDAY |
| 30. MONDAY | 31. TUESDAY New Year's Eve | 1. WEDNESDAY | 2. THURSDAY | 3. FRIDAY | 4. SATURDAY | 5. SUNDAY |



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关于 Cision

作为公关、市场营销和社交媒体管理技术与洞察领域的全球领先者，Cision帮助品牌和机构锁定、联系和接触客户以及利益相关者，以取得业务成果。Cision旗下的美通社（拥有11亿影响者的企业新闻稿发布网络）与Falcon.io（一站式社交媒体管理平台）构成了一套一流的解决方案。此外，Cision已经签订了收购Brandwatch（社交媒体监测平台）的最终协议。Cision在美洲、欧洲、中东和非洲以及亚太地区的24个国家和地区设有办事处。

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美通社（PR Newswire）在企业传播领域深耕多年。1954年美通社开创了企业新闻稿发布行业的先河，于2016年成为Cision 旗下公司。美通社服务着全球七万多家企业和机构，每天以四十多种语言，帮助客户把他们的最新文字、图片和视频资讯发布给世界各地的目标受众。此外，美通社还提供全球媒体数据监测和分析服务，为客户的日常传播工作提供数据、技术等支持。

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