

# 2025 Marketing Moments

Quora for Business

## January

- New Year's Day
- Lunar New Year

What is your resolution this new year?

## February

- Black History Month
- Grammy Awards
- Super Bowl
- Valentine's Day
- MLS Starts
- Formula 1 Starts

What are some ideas for a perfect date?

## March

- Women's History Month
- Academy Awards
- March Madness
- St. Patrick's Day
- MLB Starts
- NWSL Starts
- Easter

## April

- April Fool's Day
- Tax Season
- Boston Marathon
- Coachella
- Earth Day

Financial Advice  
917K Followers

## May

- AAPI Heritage Month
- Mental Health Awareness Month
- WNBA Starts
- Mother's Day
- Prom
- Kentucky Derby
- Indy 500
- Memorial Day

How did you surprise your mom this Mother's Day?

## June

- Pride Month
- Graduation
- Wedding Season
- Father's Day
- US Open Golf
- Stanley Cup
- Wimbledon
- NBA Finals
- Esports World Cup

Video Games  
2.8M Followers

## July

- Fourth of July
- Tour de France
- Comic-Con
- Summer Vacation

International Travel  
6.1M Followers

## August

- Back to School
- US Open Tennis

42.5% of Quora users are parents to children ages 18 and under<sup>1</sup>

## September

- Hispanic Heritage Month
- Labor Day
- NFL Starts
- Fall Fashion Week
- UEFA Champions League Starts

## October

- Diwali
- World Series
- WNBA Final
- NBA Starts
- NHL Starts
- Halloween

## November

- Movember
- Thanksgiving
- Black Friday
- Small Business Saturday
- Giving Tuesday

2502% MoM increase in "Black Friday Sales" content in November<sup>2</sup>

## December

- Cyber Monday
- Kwanzaa
- Hanukkah
- Christmas
- Boxing Day
- New Year's Eve

What gift should I get for Secret Santa?

<sup>1</sup> Based on the GWI Core Q1 to Q3 2024 surveys of 43,315 participating Quora users, globally. Comparisons are to the average global internet user aged 16+.

<sup>2</sup> Based on Internal Quora data from November 2023

**Ready to tap into a new audience in 2025?  
Reach out to a Quora Ads expert to get started.**

