

# MARKETING KALENDER 2025

| wk | JANUARI                                                                                                           | wk | FEBRUARI                                                                                            | wk | MAART                                                                                                         | wk | APRIL                                                                                                                | wk | MEI                                                                                                              | wk | JUNI                                                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------------------------|
| 1  | 1 Nieuwjaarsdag                  | 5  | 1                                                                                                   | 9  | 1 Complimentendag                                                                                             | 14 | 1                                                                                                                    | 18 | 1 Dag van de Arbeid           | 22 | 1                                                                                                        |
| 1  | 2                                                                                                                 | 5  | 2                                                                                                   | 9  | 2 Start Carnaval             | 14 | 2                                                                                                                    | 18 | 2                                                                                                                | 23 | 2                                                                                                        |
| 1  | 3                                                                                                                 | 6  | 3                                                                                                   | 10 | 3                                                                                                             | 14 | 3                                                                                                                    | 18 | 3                                                                                                                | 23 | 3                                                                                                        |
| 1  | 4                                                                                                                 | 6  | 4                                                                                                   | 10 | 4 Einde Carnaval                                                                                              | 14 | 4                                                                                                                    | 18 | 4 Dodenherdenking                                                                                                | 23 | 4                                                                                                        |
| 1  | 5                                                                                                                 | 6  | 5                                                                                                   | 10 | 5                                                                                                             | 14 | 5                                                                                                                    | 19 | 5 Bevrijdingsdag                                                                                                 | 23 | 5                                                                                                        |
| 2  | 6 Drie Koningen                  | 6  | 6                                                                                                   | 10 | 6                                                                                                             | 14 | 6                                                                                                                    | 19 | 6                                                                                                                | 23 | 6 Offerfeest                                                                                             |
| 2  | 7                                                                                                                 | 6  | 7                                                                                                   | 10 | 7                                                                                                             | 14 | 7                                                                                                                    | 19 | 7                                                                                                                | 23 | 7                                                                                                        |
| 2  | 8                                                                                                                 | 6  | 8                                                                                                   | 10 | 8 Int. vrouwendag                                                                                             | 15 | 8                                                                                                                    | 19 | 8                                                                                                                | 23 | 8 Pinksteren                                                                                             |
| 2  | 9                                                                                                                 | 6  | 9                                                                                                   | 10 | 9                                                                                                             | 15 | 9                                                                                                                    | 19 | 9                                                                                                                | 24 | 9 Pinksteren                                                                                             |
| 2  | 10                                                                                                                | 7  | 10                                                                                                  | 11 | 10                                                                                                            | 15 | 10                                                                                                                   | 19 | 10                                                                                                               | 24 | 10                                                                                                       |
| 2  | 11                                                                                                                | 7  | 11                                                                                                  | 11 | 11                                                                                                            | 15 | 11                                                                                                                   | 19 | 11 Moederdag                  | 24 | 11                                                                                                       |
| 2  | 12                                                                                                                | 7  | 12                                                                                                  | 11 | 12 Start Boekenweek          | 15 | 12                                                                                                                   | 20 | 12                                                                                                               | 24 | 12                                                                                                       |
| 3  | 13                                                                                                                | 7  | 13                                                                                                  | 11 | 13                                                                                                            | 15 | 13                                                                                                                   | 20 | 13 Songfestival - halve finale 1                                                                                 | 24 | 13                                                                                                       |
| 3  | 14                                                                                                                | 7  | 14 Valentijnsdag   | 11 | 14                                                                                                            | 16 | 14                                                                                                                   | 20 | 14                                                                                                               | 24 | 14                                                                                                       |
| 3  | 15                                                                                                                | 7  | 15                                                                                                  | 11 | 15                                                                                                            | 16 | 15                                                                                                                   | 20 | 15 Songfestival - halve finale 2                                                                                 | 24 | 15 Vaderdag           |
| 3  | 16                                                                                                                | 7  | 16                                                                                                  | 11 | 16                                                                                                            | 16 | 16                                                                                                                   | 20 | 16                                                                                                               | 25 | 16                                                                                                       |
| 3  | 17                                                                                                                | 8  | 17                                                                                                  | 12 | 17                                                                                                            | 16 | 17 Secretaressedag/ Koningsspelen  | 20 | 17 Songfestival - finale      | 25 | 17                                                                                                       |
| 3  | 18                                                                                                                | 8  | 18                                                                                                  | 12 | 18                                                                                                            | 16 | 18 Goede Vrijdag                                                                                                     | 20 | 18                                                                                                               | 25 | 18                                                                                                       |
| 3  | 19                                                                                                                | 8  | 19                                                                                                  | 12 | 19                                                                                                            | 16 | 19 Dag tegen Pesten               | 21 | 19                                                                                                               | 25 | 19                                                                                                       |
| 4  | 20 Blue Monday                                                                                                    | 8  | 20                                                                                                  | 12 | 20                                                                                                            | 16 | 20 Pasen                          | 21 | 20                                                                                                               | 25 | 20                                                                                                       |
| 4  | 21                                                                                                                | 8  | 21                                                                                                  | 12 | 21                                                                                                            | 17 | 21 Pasen                                                                                                             | 21 | 21                                                                                                               | 25 | 21 Langste dag        |
| 4  | 22 Het Nat. Voorleesontbijt                                                                                       | 8  | 22                                                                                                  | 12 | 22                                                                                                            | 17 | 22                                                                                                                   | 21 | 22                                                                                                               | 25 | 22                                                                                                       |
| 4  | 23                                                                                                                | 8  | 23                                                                                                  | 12 | 23 Einde Boekenweek                                                                                           | 17 | 23                                                                                                                   | 21 | 23                                                                                                               | 26 | 23                                                                                                       |
| 4  | 24                                                                                                                | 9  | 24                                                                                                  | 13 | 24                                                                                                            | 17 | 24                                                                                                                   | 21 | 24                                                                                                               | 26 | 24                                                                                                       |
| 4  | 25                                                                                                                | 9  | 25                                                                                                  | 13 | 25                                                                                                            | 17 | 25                                                                                                                   | 21 | 25                                                                                                               | 26 | 25                                                                                                       |
| 4  | 26                                                                                                                | 9  | 26                                                                                                  | 13 | 26                                                                                                            | 17 | 26 Koningsdag                      | 22 | 26                                                                                                               | 26 | 26                                                                                                       |
| 5  | 27                                                                                                                | 9  | 27                                                                                                  | 13 | 27                                                                                                            | 17 | 27                                                                                                                   | 22 | 27                                                                                                               | 26 | 27                                                                                                       |
| 5  | 28                                                                                                                | 9  | 28 Start Ramadan  | 13 | 28                                                                                                            | 18 | 28                                                                                                                   | 22 | 28                                                                                                               | 26 | 28                                                                                                       |
| 5  | 29 Chinees Nieuwjaar           |    |                                                                                                     | 13 | 29                                                                                                            | 18 | 29                                                                                                                   | 22 | 29 Hemelvaartsdag                                                                                                | 26 | 29                                                                                                       |
| 5  | 30 Gedichtendag                                                                                                   |    |                                                                                                     | 13 | 30 Suikerfeest/ Zomertijd  | 18 | 30                                                                                                                   | 22 | 30                                                                                                               | 27 | 30 Marketing Creator's day                                                                               |
| 5  | 31                                                                                                                |    |                                                                                                     | 14 | 31                                                                                                            | 18 |                                                                                                                      | 22 | 31 Champions League finale  |    |                                                                                                          |
| wk | JULI                                                                                                              | wk | AUGUSTUS                                                                                            | wk | SEPTEMBER                                                                                                     | wk | OKTOBER                                                                                                              | wk | NOVEMBER                                                                                                         | wk | DECEMBER                                                                                                 |
| 27 | 1                                                                                                                 | 31 | 1                | 36 | 1                                                                                                             | 40 | 1                                                                                                                    | 44 | 1 Allerheiligen (BE)        | 49 | 1 Cyber Monday                                                                                           |
| 27 | 2                                                                                                                 | 31 | 2 Canal Parade                                                                                      | 36 | 2                                                                                                             | 40 | 2 Jom Kippoer                                                                                                        | 44 | 2                                                                                                                | 49 | 2                                                                                                        |
| 27 | 3                                                                                                                 | 31 | 3 Einde Gay Pride                                                                                   | 36 | 3                                                                                                             | 40 | 3                                                                                                                    | 45 | 3                                                                                                                | 49 | 3                                                                                                        |
| 27 | 4                                                                                                                 | 32 | 4                                                                                                   | 36 | 4                                                                                                             | 40 | 4 Dierendag                      | 45 | 4                                                                                                                | 49 | 4                                                                                                        |
| 27 | 5 Start Tour de France         | 32 | 5                                                                                                   | 36 | 5                                                                                                             | 40 | 5                                                                                                                    | 45 | 5                                                                                                                | 49 | 5 Sinterklaas       |
| 27 | 6                                                                                                                 | 32 | 6                                                                                                   | 36 | 6                                                                                                             | 41 | 6                                                                                                                    | 45 | 6                                                                                                                | 49 | 6                                                                                                        |
| 28 | 7                                                                                                                 | 32 | 7                                                                                                   | 36 | 7                                                                                                             | 41 | 7                                                                                                                    | 45 | 7                                                                                                                | 49 | 7                                                                                                        |
| 28 | 8                                                                                                                 | 32 | 8                                                                                                   | 37 | 8                                                                                                             | 41 | 8                                                                                                                    | 45 | 8                                                                                                                | 50 | 8                                                                                                        |
| 28 | 9                                                                                                                 | 32 | 9                                                                                                   | 37 | 9                                                                                                             | 41 | 9                                                                                                                    | 45 | 9 Basedriver 10 jaar!       | 50 | 9                                                                                                        |
| 28 | 10                                                                                                                | 32 | 10                                                                                                  | 37 | 10                                                                                                            | 41 | 10                                                                                                                   | 46 | 10                                                                                                               | 50 | 10                                                                                                       |
| 28 | 11                                                                                                                | 33 | 11                                                                                                  | 37 | 11                                                                                                            | 41 | 11 Coming Out Day                | 46 | 11 Sint Maarten/ Single's Day/ Wapenstilstandsdag (BE)                                                           | 50 | 11                                                                                                       |
| 28 | 12                                                                                                                | 33 | 12                                                                                                  | 37 | 12                                                                                                            | 41 | 12                                                                                                                   | 46 | 12                                                                                                               | 50 | 12                                                                                                       |
| 28 | 13                                                                                                                | 33 | 13                                                                                                  | 37 | 13 Monumentendag                                                                                              | 42 | 13                                                                                                                   | 46 | 13                                                                                                               | 50 | 13                                                                                                       |
| 29 | 14                                                                                                                | 33 | 14                                                                                                  | 37 | 14 Monumentendag                                                                                              | 42 | 14                                                                                                                   | 46 | 14                                                                                                               | 50 | 14 Start Chanoeeka  |
| 29 | 15 Start Nijmeegse Vierdaagse  | 33 | 15                                                                                                  | 38 | 15                                                                                                            | 42 | 15                                                                                                                   | 46 | 15 Intocht Sinterklaas      | 51 | 15                                                                                                       |
| 29 | 16                                                                                                                | 33 | 16                                                                                                  | 38 | 16 Prinsjesdag             | 42 | 16                                                                                                                   | 46 | 16                                                                                                               | 51 | 16                                                                                                       |
| 29 | 17                                                                                                                | 33 | 17                                                                                                  | 38 | 17                                                                                                            | 42 | 17                                                                                                                   | 47 | 17                                                                                                               | 51 | 17                                                                                                       |
| 29 | 18 Einde Vierdaagse/ Start Tilburgse Kermis                                                                       | 34 | 18                                                                                                  | 38 | 18                                                                                                            | 42 | 18                                                                                                                   | 47 | 18                                                                                                               | 51 | 18                                                                                                       |
| 29 | 19                                                                                                                | 34 | 19                                                                                                  | 38 | 19                                                                                                            | 42 | 19                                                                                                                   | 47 | 19                                                                                                               | 51 | 19                                                                                                       |
| 29 | 20                                                                                                                | 34 | 20                                                                                                  | 38 | 20                                                                                                            | 43 | 20 Diwali                        | 47 | 20                                                                                                               | 51 | 20                                                                                                       |
| 30 | 21 Roze Maandag/ Nationale Feestdag (BE)                                                                          | 34 | 21                                                                                                  | 38 | 21                                                                                                            | 43 | 21                                                                                                                   | 47 | 21                                                                                                               | 51 | 21                                                                                                       |
| 30 | 22                                                                                                                | 34 | 22                                                                                                  | 39 | 22                                                                                                            | 43 | 22                                                                                                                   | 47 | 22                                                                                                               | 52 | 22 Einde Chanoeeka                                                                                       |
| 30 | 23                                                                                                                | 34 | 23                                                                                                  | 39 | 23                                                                                                            | 43 | 23                                                                                                                   | 47 | 23                                                                                                               | 52 | 23                                                                                                       |
| 30 | 24                                                                                                                | 34 | 24                                                                                                  | 39 | 24                                                                                                            | 43 | 24                                                                                                                   | 48 | 24                                                                                                               | 52 | 24                                                                                                       |
| 30 | 25                                                                                                                | 35 | 25                                                                                                  | 39 | 25                                                                                                            | 43 | 25                                                                                                                   | 48 | 25                                                                                                               | 52 | 25 Kerstmis         |
| 30 | 26 Start Gay Pride             | 35 | 26                                                                                                  | 39 | 26                                                                                                            | 43 | 26 Wintertijd                                                                                                        | 48 | 26                                                                                                               | 52 | 26 Kerstmis                                                                                              |
| 30 | 27 Einde Tour de France/ Einde Tilburgse Kermis                                                                   | 35 | 27                                                                                                  | 39 | 27 Burendag                | 44 | 27                                                                                                                   | 48 | 27                                                                                                               | 52 | 27                                                                                                       |
| 31 | 28                                                                                                                | 35 | 28                                                                                                  | 39 | 28                                                                                                            | 44 | 28                                                                                                                   | 48 | 28 Black Friday             | 52 | 28                                                                                                       |
| 31 | 29                                                                                                                | 35 | 29                                                                                                  | 40 | 29                                                                                                            | 44 | 29                                                                                                                   | 48 | 29                                                                                                               | 1  | 29                                                                                                       |
| 31 | 30                                                                                                                | 35 | 30                                                                                                  | 40 | 30                                                                                                            | 44 | 30                                                                                                                   | 48 | 30                                                                                                               | 1  | 30                                                                                                       |
| 31 | 31                                                                                                                | 35 | 31                                                                                                  |    |                                                                                                               | 44 | 31 Halloween                     |    |                                                                                                                  | 1  | 31 Oudjaarsdag      |