

# 2020

## Affiliate Calendar

### January

Back to School

Health and Wellness

Finance

- 01 New Year's Day
- 25 Chinese New Year
- 26 Australia Day

### February

Back to Uni

Leap Year/Month

- 06 Waitangi Day (NZ)
- 14 Valentine's Day
- 20 All Star Bash
- 25 Mardi Gras (Sydney)
- 26-27 Inside Retail Week

### March

Mid Season Sales

Afterpay Day

- 4-5 eTail Asia
- 08 Int Womens day
- 17 St. Patrick's Day (AU)
- 17 Click Frenzy Travel  
Start 7pm EDST
- 18 Click Frenzy Travel  
Ends 7pm EDST
- 21 Harmony Day

### April

Vogue Online Shopping Night

- 10 Good Friday
- 12-13 Easter
- 25 Anzac Day
- 27 iMedia Connections
- 29 iMedia Connections

### May

Mercedes Benz Fashion Week

- 10 Mother's Day
- 19 Click Frenzy Mayhem  
Starts 7pm EDST
- 20 Click Frenzy Mayhem  
Ends 7pm EDST
- 27-29 Retail Global

### June

EOFY Sales

Winter Sports and Travel

- 08 Queen's Birthday

### July

EOFY Sales Continue

Christmas in July

Winter Sports and Travel

Summer Olympics

- 13 Amazon Prime Day
- 22-23 Online Retailer Sydney
- 23 ORIA Awards
- 24 Tokyo Olympics Starts

### August

Winter Sports and Travel

Afterpay Day

- 09 Tokyo Olympics Ends

### September

Wedding Season

Spring Racing Season Begins

Music Festival Season Begins

- 01 Click Frenzy Travel  
Starts 7pm EDST
- 02 Click Frenzy Travel  
Ends 7pm EDST
- 06 Father's Day

### October

Wedding Season

Christmas Season Begins

Vogue Shopping Night

- 05 Labor Day
- 14 Diwali
- 31 Halloween

### November

- 03 Melbourne Cup
- 10 Click Frenzy Singles Day  
Starts 7pm EDST
- 11 Click Frenzy Singles Day  
Ends 7pm EDST
- 11 Singles Day
- 26 Thanksgiving
- 27 Black Friday
- 30 Cyber Monday

### December

- 14 Green Monday
- 15 Free Shipping Day
- 19 Super Saturday  
(Last Saturday before Christmas)
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve