

## 2027 direct mail planning calendar

Fix the date you want each mailing on the doormat, then work backwards: delivery window, production, proofs and data, creative.

### 1. In-home date

When should it land?

### 2. Delivery

Royal Mail Advertising Mail Economy aims to deliver within 6 working days of posting.

### 3. Production

Most campaigns are produced and handed to Royal Mail within 5–10 working days of approved artwork and data.

### 4. Proofs, data, creative

Allow time for sign-off, data cleansing and design. These usually take longest.

| Month           | Key UK dates in 2027                                                                                                                                      | Our campaign | In-home date | Artwork & data approved by |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|----------------------------|
| <b>January</b>  | Fri 1: New Year's Day (bank holiday)<br>Mon 4: 2 January substitute (Scotland)<br>Sun 31: Self Assessment online deadline                                 |              |              |                            |
| <b>February</b> | Sun 14: Valentine's Day                                                                                                                                   |              |              |                            |
| <b>March</b>    | Sun 7: Mother's Day<br>Wed 17: St Patrick's Day (bank holiday, NI)<br>Fri 26: Good Friday · Sun 28: Easter Sunday<br>Mon 29: Easter Monday (not Scotland) |              |              |                            |
| <b>April</b>    | Mon 5: end of the 2026–27 tax year<br>Tue 6: new tax year starts                                                                                          |              |              |                            |
| <b>May</b>      | Mon 3: Early May bank holiday<br>Mon 31: Spring bank holiday                                                                                              |              |              |                            |
| <b>June</b>     | Sun 20: Father's Day                                                                                                                                      |              |              |                            |

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|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|----------------------------|
| July      | Mon 12: Battle of the Boyne (bank holiday, NI)                                                                                                |              |              |                            |
| August    | Mon 2: Summer bank holiday (Scotland)<br>Mon 30: Summer bank holiday (England, Wales, NI)                                                     |              |              |                            |
| September | No bank holidays. Autumn catalogues and Christmas appeals go into production.                                                                 |              |              |                            |
| October   | Sun 31: Halloween<br>Black Friday and Christmas mailings in production                                                                        |              |              |                            |
| November  | Fri 5: Bonfire Night · Fri 26: Black Friday<br>Mon 29: Cyber Monday<br>Tue 30: GivingTuesday · St Andrew's Day (Scotland)                     |              |              |                            |
| December  | Sat 25: Christmas Day<br>Mon 27 & Tue 28: substitute bank holidays<br>Check Royal Mail's Christmas last posting dates (published each autumn) |              |              |                            |

Sources: GOV.UK bank holidays and Self Assessment deadlines; Office Holidays (Mother's Day, Father's Day); Outside (Black Friday); Wikipedia (GivingTuesday); Royal Mail User Guide for Advertising Mail, April 2026 (delivery aims). Production time is Fretwell's typical turnaround; complex personalised packs or very high volumes may need longer.