

# Q3 Shopping Calendar

Every date you need to know to maximize your affiliate earnings this quarter.

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## Optimize Your Affiliate Strategy

Whether you're a content publisher, social influencer, or affiliate marketer, it's important that you're up to date on yearly shopping habits. Key seasonal trends and shopping holidays offer an opportunity for you to showcase related content and be on the lookout for merchant deals and top-performing categories that you can promote to your audience.

To see the most up-to-date commission rates and check your merchant approval status, visit our [Merchant Explorer](#).

**Pro tip** Stay true to your brand and be sure and review your best-performing merchants and products from the previous year.

## Top Holidays and Shopping Events

To help you keep up with the many potential earning opportunities this quarter we've compiled this overview of upcoming events and holidays. With summer in full swing, now is the time to figure out the hot topics and cool deals for you to maximize your commerce content strategy.

Independence Day kicks off the quarter with lots of summer sales to follow. Summer vacations continue throughout July and August, so many people will be searching for travel deals. And don't forget about back-to-school shopping in the lead-up to Labor Day.

Remember – it's never too early to start thinking about your Q4 holiday content, so watch for merchants to start releasing early Black Friday offers in an effort to capture shoppers' attention before the November rush.

# July

July brings the hottest weather and some of the biggest annual sales from top retailers. Summer travel and outdoor activities are in full swing, which means plenty of opportunities – but keep in mind, your readers are busy enjoying the moment! Light and engaging content should be your focus.

## 3- Wimbledon

16 The world's oldest (and most British) tennis tournament is unique in many ways, from its natural grass courts to the strict dress code of "tennis whites."


## 4 Independence Day


The 4th of July – also called Independence Day – commemorates the US colonies' separation from Great Britain in 1776. Traditional celebrations include fireworks displays, parades, barbecues, and family gatherings.


## 10- Walmart+ Week


13 Walmart recently announced a new shopping event, Walmart+ Week, which will be one of their biggest sales of the year. Products across all shopping categories will be discounted and Walmart Plus members get early access to deals on July 10.


 **High-performing merchants**  
Amazon, Best Buy, The Home Depot, Walmart, Office Depot/Office Max, Booking.com


 **High-performing categories**  
Home and garden, outdoor apparel and gear, summer activities, travel


 **High-performing merchants**  
Lacoste, Uniqlo, Nike, Adidas


 **Pro tip**  
Focus on tennis equipment/apparel

 **High-performing merchants**  
YETI, Dick's Sporting Goods, Crocs, Ray Ban, PacSun


 **High-performing categories**  
Patriotic apparel and decorations, outdoor BBQ tools, patio furniture


 **Pro tip**  
Focus on Independence Day deals by various merchants


 **High-performing categories**  
Home goods, apparel, tech


 **Pro tip**  
Encourage readers to sign up for the membership ahead of the sale so they can get early access to exclusive deals and limited-time offers.


# July

- 10-12** **Best Buy Black Friday in July**  
Best Buy is bringing Black Friday to July with discounts on TVs, e-bikes, smartwatches, laptops and other items from major brands, including Samsung, Sony and Apple.
- 11-12** **Amazon Prime Day**   
Prime Day is Amazon's biggest shopping event of the year with exclusive deals for Prime members. Prime Day features thousands of deals available across almost all product categories.
- 11-6** **Nordstrom Anniversary Sale**  
Nordstrom's biggest fashion event of the year is a top purchase driver year after year, making it a great opportunity to promote big-name merchandise. Cardholders enjoy early access starting on July 11 through the 16th; after that, the sale extends to anyone through August 6.

 **Pro tip**  
Customers enrolled in My Best Buy Plus or My Best Buy Total will have access to exclusive membership deals and better discounts on certain products.

 **High-performing categories**  
Consumer electronics, beauty, household essentials, home

 **High-performing merchants**  
Nordstrom, Nordstrom Rack, Nordstrom Canada

 **Pro tips**  
Early Access to Nordstrom's Anniversary Sale is available to cardholders beginning July 11.

Look out for further summer and end of season sales from other top merchants.

# August

As the summer plans start wrapping up and school is right around the corner, many consumers are hoping to get some last-minute shopping done. Be sure to highlight deals on home goods, school supplies, and other items that will ease the transition into the busy fall months.

## End of Summer sales 🕶️

While the last official day of summer isn't until September 22, the end of August usually signals fading sunburns and the memory of beach days. Many retailers will offer large savings on big ticket items like grills, patio furniture, and other outdoor accessories.


## Back to School 📚


More than ever, back-to-school shoppers are searching for deals, with 68% planning their shopping around retailer sale events, according to the National Retail Federation. Offer deals on everything from clothing and crayons to supplies, laptops and tablets, and items for the dorm room.


## Last Minute Summer Travel ✈️


With Labor Day weekend in sight, many last-minute planners are still searching for opportunities to execute the perfect summer getaway. Offers from hotel and flight booking sites, along with other travel services, are sure to catch eyes.


 **High-performing merchants**  
Dyson, Brooklinen, Office Depot


 **High-performing categories**  
College accessories, home and garden, Bedding and sheets


 **High-performing merchants**  
Overstock, BJs.com, Ashley Home, Ashley Furniture

 **High-performing categories**  
Home and garden, patio furniture

 **High-performing merchants**  
Walmart, Office Depot, Staples, Old Navy, Footlocker, Finishline, Macys, Vans, Kohls, Samsung, GAP, Forever21

 **High-performing categories**  
School supplies, clothes, shoes, backpacks

 **High-performing merchants**  
Marriott, Trip Advisor, Away travel, Hilton, Booking.com, VRBO, Enterprise.com, Avis Rent-a-Car, Ticketmaster

 **High-performing categories**  
Hotels, short term rentals, car rentals, luggage, travel accessories

# August

## 8 International Cat Day 🐱

Created in 2002 by the International Fund for Animal Welfare, International Cat Day is a celebration that takes place every year on August 8.

## 26 National Dog Day 🐶

A day to celebrate our furry friends in all their different shapes, sizes, and breeds. National Dog Day is an opportunity to raise awareness for adopting dogs who are currently in rescue centers so they can live a safe, happy, and abuse-free life.

### High-performing merchants

Petsmart, Holistapet.com, PetCareClub.com

### Pro tip

Share deals on cat toys, treats, collars, cat scratchers, and more.

### High-performing merchants

Chewy, Petsmart, Holistapet.com, Ultimate Pet Nutrition, PetCareClub.com

### Pro tip

Look for deals on dog toys, treats, food, accessories, groomers, and more.

# September

September begins with a list of fresh starts: football, school, and fall fashion. The sales this month are sure to get anyone excited with great savings on high profile items like school supplies, clothing, and travel.



## High-performing merchants

Sephora, Macys, Booking.com, Shein, American Eagle, Vans



## High-performing categories

Clearance clothing and accessories, last-minute travel, hotels, rental cars, short-term rental properties

## TBA Apple Event

Keep an eye out for Apple announcing its annual iPhone-centric event in September to introduce new iPhone and Watch models. Likely candidates for release include several versions of the next-gen versions of the iPhone 15 and Apple Watch Series 9, but don't expect to hear anything official until around a week before.

## 5 Labor Day

Labor Day is known for its huge savings, and this year will be no different. You won't want to miss big box retailers' deals on everything from mattresses to exercise and sports equipment. Now is the time to gear up for the fall and winter months, and even help your readers get a head start on holiday shopping.

## 7 NFL Season Opener

Football is back! The NFL's 104th season kicks off with last season's Super Bowl champs, the Kansas City Chiefs, hosting the Detroit Lions.



## Pro tip

Some insiders are speculating about the possible release of an Ultra model for the iPhone 15.



## High-performing merchants

Macy's, Wayfair, Walmart, Nike, Overstock, Kohls, H&M



## High-performing categories

Fashion, home and garden, exercise and sports



## High-performing merchants

NFLstore.com, Footlocker, TicketMaster



## Pro tip

Keep an eye out for deals on shoes, jerseys, and other athletic equipment to start the season off strong.

# September

## 7-13 New York Fashion Week

For almost 80 years, New York Fashion Week has been one of the most highly anticipated events for high-end designers and brands. Fashion Week offers a unique, multi-day experience that is scrutinized and followed by passionate fashionistas everywhere.



### High-performing merchants

Saks Fifth Avenue, Chanel, Kate Spade, Michael Kors, Bloomingdales, SSENSE



### Pro tip

Showcase some of the brands that are at the forefront of fashion for the upcoming season.



## Earn more with Sovrn Commerce

The Sovrn Commerce platform is the fastest, most flexible way to build and manage your affiliate marketing program. Our quarterly holiday shopping calendar is one example of how Sovrn can help optimize your affiliate strategy.

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