



2027

Cycle calendar

Cycle	Runs from	Runs to
1	28 th Dec	10 th Jan
2	11 th Jan	24 th Jan
3	25 th Jan	7 th Feb
4	8 th Feb	21 st Feb
5	22 nd Feb	7 th Mar
6	8 th Mar	21 st Mar
7	22 nd Mar	4 th Apr
8	5 th Apr	18 th Apr
9	19 th Apr	2 nd May
10	3 rd May	16 th May
11	17 th May	30 th May
12	31 st May	13 th Jun
13	14 th Jun	27 th Jun
14	28 th Jun	11 th Jul
15	12 th Jul	25 th Jul
16	26 th Jul	8 th Aug
17	9 th Aug	22 nd Aug
18	23 rd Aug	5 th Sep
19	6 th Sep	19 th Sep
20	20 th Sep	3 rd Oct
21	4 th Oct	17 th Oct
22	18 th Oct	31 st Oct
23	1 st Nov	14 th Nov
24	15 th Nov	28 th Nov
25	29 th Nov	12 th Dec
26	13 th Dec	2 nd Jan 2028

*3-week cycle

Need more flexibility?

Our **digital advertising opportunities** include **Digital billboards, Pulsehub D6, Street Hub and Mall D6s** don't need to follow traditional outdoor advertising 2-week cycles. You can customise campaign timings to suit your needs, just ask your Global Account Manager.