

October 2018

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Advertising Week New York →	2	3	4 New York Comic Con → Mondial de l'Automobile → National Taco Day	5 Austin City Limits → Manufacturing Day MPOWER Summit West Coast → World Smile Day	6
7	8	9	10 World Mental Health Day	11 NYC Wine & Food Fest → Day of the Girl	12	13
14	15	16 World Food Day	17 International End Poverty Day	18	19	20
21 WWE TLC Money 20/20 USA →	22	23 MLB World Series Begin	24 United Nations Day	25	26 Voodoo Experience →	27
28 World Animation Day	29	30 SEMA Show →	31 Halloween 26.3M <small>Tweet impressions*</small>			

EVENT LENGTHS

New York Comic Con	10/4-10/7	Advertising Week New York	10/1-10/4	NBA Opening Day	TBD
Austin City Limits	10/5-10/14	NYC Wine & Food Fest	10/11-10/14	MLB Playoffs	TBD
Voodoo Experience	10/26-10/28	MPOWER Summit West Coast	10/5-10/7	NHL Opening Day	TBD
Latin American Music Awards	TBD	Money 20/20 USA	10/21-10/24		
Soul Train Awards	TBD	SEMA Show	10/30-11/2		
Premios de La Radio	TBD	Festival of Media LatAm	TBD		
Miss Universe	TBD	CA World	TBD		
TwitchCon	TBD	Dubai Motor Show	TBD		
BFI London	TBD				
Mondial de l'Automobile	10/4-10/14				

● Entertainment ● Sports ● Holidays ● Other

*Tweet impressions based on 2017 internal data