

DIGITAL

WAITROSE.COM incl Grocery on Demand & Cellar	
2026 Promos	Booking Deadline
21 Jan	24 Nov 2025
28 Jan	01 Dec 2025
18 Feb	15 Dec 2025
04 Mar	05 Jan 2026
18 Mar	19 Jan 2026
01 Apr	02 Feb 2026
16 Apr	16 Feb 2026
29 Apr	02 Mar 2026
13 May	16 Mar 2026
27 May	30 Mar 2026
10 Jun	13 Apr 2026
24 Jun	27 Apr 2026
08 Jul	11 May 2026
22 Jul	25 May 2026
05 Aug	08 Jun 2026
19 Aug	22 June 2026
02 Sep	06 Jul 2026
16 Sep	20 Jul 2026
30 Sep	03 Aug 2026
14 Oct	17 Aug 2026
28 Oct	31 Aug 2026
04 Nov	7 Sept 2026
18 Nov	21 Sept 2026
02 Dec	5 Oct 2026
09 Dec	12 Oct 2026
30 Dec	2 Nov 2026
04 Jan 2027	7 Nov 2026

DISH Podcast		
Episode Date	Booking Deadline	Ad upload
7-Jan-2026	3-Dec-2025	15-Dec-2025
21-Jan-2026	17-Dec-2025	7-Jan-2026
4-Feb-2026	6-Jan-2026	21-Jan-2026
18-Feb-2026	14-Jan-2026	4-Feb-2026
4-Mar-2026	28-Jan-2026	18-Feb-2026
18-Mar-2026	11-Feb-2026	4-Mar-2026
1-Apr-2026	25-Feb-2026	18-Mar-2026
15-Apr-2026	11-Mar-2026	1-Apr-2026
29-Apr-2026	25-Mar-2026	15-Apr-2026
13-May-2026	8-Apr-2026	29-Apr-2026
27-May-2026	22-Apr-2026	13-May-2026
10-Jun-2026	6-May-2026	27-May-2026
24-Jun-2026	20-May-2026	10-Jun-2026
8-Jul-2026	3-Jun-2026	24-Jun-2026
22-Jul-2026	17-Jun-2026	8-Jul-2026
5-Aug-2026	1-Jul-2026	22-Jul-2026
19-Aug-2026	15-Jul-2026	5-Aug-2026
2-Sep-2026	29-Jul-2026	19-Aug-2026
16-Sep-2026	12-Aug-2026	2-Sep-2026
30-Sep-2026	26-Aug-2026	16-Sep-2026
14-Oct-2026	9-Sep-2026	30-Sep-2026
28-Oct-2026	23-Sep-2026	14-Oct-2026
11-Nov-2026	7-Oct-2026	28-Oct-2026
25-Nov-2026	21-Oct-2026	11-Nov-2026
9-Dec-2026	4-Nov-2026	25-Nov-2026
23-Dec-2026	18-Nov-2026	9-Dec-2026
6-Jan-2027	2-Dec-2026	18-Dec-2026
20-Jan-2027	16-Dec-2026	6-Jan-2027

Social & Digital	
2026 Promos	Booking Deadline
21 Jan	26-Nov
28 Jan	03-Dec
18 Feb	17-Dec
04 Mar	07-Jan
18 Mar	21-Jan
01 Apr	04-Feb
15 Apr	18-Feb
29 Apr	04-Mar
13 May	18-Mar
27 May	01-Apr
10 Jun	15-Apr
24 Jun	29-Apr
08 Jul	13-May
22 Jul	27-May
05 Aug	10-Jun
19 Aug	24-Jun
02 Sep	08-Jul
16 Sep	22-Jul
30 Sep	05-Aug
14 Oct	19-Aug
28 Oct	TBC
04 Nov	TBC
18 Nov	TBC
02 Dec	TBC
09 Dec	TBC
30 Dec	TBC
4 Jan	TBC

Epsilon	
2026 Promos	Booking Deadline
21 Jan	10 Dec 2025
28 Jan	17 Dec 2025
18 Feb	7 Jan 2026
04 Mar	21 Jan 2026
18 Mar	04 Feb 2026
01 Apr	18 Feb 2026
15 Apr	04 Mar 2026
29 Apr	18 Mar 2026
13 May	01 Apr 2026
27 May	15 Apr 2026
10 Jun	29 Apr 2026
24 Jun	13 May 2026
08 Jul	27 May 2026
22 Jul	10 Jun 2026
05 Aug	24 Jun 2026
19 Aug	08 Jul 2026
02 Sep	22 Jul 2026
16 Sep	05 Aug 2026
30 Sep	19 Aug 2026
14 Oct	02 Sep 2026
28 Oct	TBC
04 Nov	TBC
18 Nov	TBC
02 Dec	TBC
09 Dec	TBC
30 Dec	TBC
4 Jan	TBC

My Waitrose Competitions	
Promo	Booking Deadline
21 Jan 28 Jan	7/11/2025
18 Feb 04 March	21/11/2025 05/12/2025
18 March 01 April	19/12/2025
15 April 29 April	16/1/2026 30/1/2026
13 May 27 May	13/2/2026 27/2/2026
10 June 24 June	13/3/2026 27/3/2026
08 July 22 July	10/4/2026 24/4/2026
05 Aug 19 Aug	08/5/2026 22/5/2026
02 Sept 16 Sept	05/6/2026 19/6/2026
30 Sept 14 Oct	03/7/2026 17/7/2026
28 Oct 04 Nov	31/7/2026 7/8/2026
18 Nov 02 Dec	21/8/2026 4/9/2026
09 Dec 30 Dec 04 Jan 2027	11/9/2026 2/10/2026 9/10/2026

Highlighted cells = provisional dates

SAMPLING

In-Store Sampling	
Promo	Booking Deadline
21 Jan 28 Jan	29-Oct
18 Feb 04 March	26-Nov
18 March 01 April	10-Dec
15 April 29 April	21-Jan
13 May 27 May	18-Feb
10 June 24 June	18-Mar
08 July 22 July	15-Apr
05 Aug 19 Aug	13-May
02 Sept 16 Sept	10-June
30 Sept 14 Oct	08-Jul
28 Oct 04 Nov	5-Aug
18 Nov 02 Dec	26-Aug
09 Dec	16-Sep
30 Dec 04 Jan 2027	7-Oct

Dark Store Sampling	
Promo	Booking Deadline
21 Jan	26-Nov
28 Jan	3-Dec
28 Jan	3-Dec
18 Feb	10-Dec
04 Mar	7-Jan
18 Mar	21-Jan
1 Apr	4-Feb
15 Apr	18-Feb
29 Apr	4-Mar
13 May	18-Mar
27 May	1-Apr
10 Jun	15-Apr
24 Jun	29-Apr
8 Jul	13-May
22 Jul	27-May
5 Aug	10-Jun
19 Aug	24-Jun
2 Sep	8-Jul
16 Sep	22-Jul
30 Sep	5-Aug
14 Oct	19-Aug
28 Oct	2-Sep
04 Nov	16-Sep
18 Nov	30-Sep
02 Dec	14-Oct
09 Dec	28-Oct
30 Dec	11-Nov
4 Jan	TBC

A promo period ends 03/03

B promo period ends 17/02

BWS Sampling	
Promo	Booking Deadline
1st Apr	16th Feb
29th Apr	25th Feb
27th May	25th Mar
24th Jun	22nd Apr
22nd Jul	20th May
19th Aug	17th Jun
2nd Sep	1st Jul
16th Sep	15th Jul
30th Sep	29th Jul
14th Oct	12th Aug
28th Oct	26th Aug
4th Nov	2nd Sep
18th Nov	16th Sep
2nd Dec	30th Sep
9th Dec	7th Oct
30th Dec	28th Oct
6th Jan	4th Nov

Highlighted cells = provisional dates

PRINT

		Recipe/3 Ways With	Dist Label/Showcase	Offers Page	New Page	Branded Display ads
Issue	Issue Date	Booking Deadline	Booking Deadline	Booking Deadline	Booking Deadline	Booking Deadline
778	22 Jan	26-Sep	19-Nov	30-Dec		29-Dec
779	29 Jan			08-Jan		02-Jan
780	5 Feb			14-Jan		07-Jan
781	11-Feb			21-Jan	14-Jan	14-Jan
782	18-Feb	22-Sep	10-Dec	28-Jan		21-Jan
783	25-Feb			04-Feb		28-Jan
784	4-Mar			11-Feb		04-Feb
785	11-Mar			18-Feb	11-Feb	11-Feb
786	18-Mar	19-Nov	14-Jan	25-Feb		18-Feb
787	25-Mar			04-Mar		25-Feb
788	1-Apr			11-Mar	04-Mar	04-Mar
789	8-Apr			18-Mar		11-Mar
790	15-Apr	Recipe Special		25-Mar		18-Mar
791	22-Apr	10-Dec	11-Feb	01-Apr		25-Mar
792	29-Apr			08-Apr		01-Apr
793	6-May			15-Apr	08-Apr	08-Apr
794	13-May			22-Apr		15-Apr
795	20-May	14-Jan	11-Mar	29-Apr		22-Apr
796	27-May			06-May		29-Apr
797	3-Jun			13-May	06-May	06-May
798	10-Jun			20-May		13-May
799	17-Jun	11-Feb	8-Apr	27-May		20-May
800	24-Jun			03-Jun		27-May
801	1-Jul			10-Jun	03-Jun	03-Jun
802	8-Jul			17-Jun		10-Jun
803	15-Jul	11-Mar	6-May	24-Jun		17-Jun
804	22-Jul			1-Jul		24-Jun
805	29-Jul			8-Jul	01-Jul	01-Jul
806	5-Aug			15-Jul		08-Jul
807	12-Aug	8-Apr	3-Jun	22-Jul		15-Jul
808	19-Aug			29-Jul		22-Jul
809	26-Aug			05-Aug	29-Jul	29-Jul
810	2-Sep	Recipe Special		12-Aug		5-Aug
811	9-Sep	6-May	1-Jul	19-Aug		12-Aug
812	16-Sep			26-Aug		19-Aug
813	23-Sep			02-Sep	26-Aug	26-Aug
814	30-Sep			09-Sep		02-Sep
815	7-Oct	3-Jun	29-Jul	16-Sep		09-Sep
816	14-Oct			23-Sep		16-Sep
817	21-Oct			30-Sep	23-Sep	23-Sep
818	28-Oct			07-Oct		30-Sep
819	4-Nov	1-Jul	26-Aug	14-Oct		07-Oct
820	11-Nov			21-Oct	14-Oct	14-Oct
821	18-Nov			28-Oct		21-Oct
822	25-Nov			04-Nov		28-Oct
823	2-Dec	12-Aug	7-Oct	11-Nov	04-Nov	04-Nov
824	9-Dec			18-Nov		11-Nov
825	16-Dec			25-Nov		18-Nov
826	23-Dec			02-Dec	25-Nov	25-Nov
827	30-Dec	3-Sep	28-Oct	ISSUE TBC		
828	6-Jan			ISSUE TBC		
829	13-Jan			23-Dec		16-Dec
830	20-Jan			30-Dec	21-Dec	23-Dec
831	27-Jan	26-Sep	15-Nov	06-Jan-2022		30-Dec

WAITROSE FOOD					
		Display Adverts	Supplements	Advertiser's & Cl. Adverts Photohoot required	Advertiser's & Cl. Adverts Supplied Imagery
Issue	Issue Date	Booking Deadline	Booking Deadline	Booking Deadline	Booking Deadline
January	29 December	10 November	N/A	12 September	7 October
Feb/March	29 January	3 December	N/A	10 October	4 November
April	25 March	12 February	20 November	17 December	12 January
May	29 April	18 March	N/A	20 January	12 February
June	27 May	15 April	N/A	13 February	10 March
July/August	24 June	14 May	16 February	13 March	09 April
September	26 August	10 July	14 April	13 May	08 June
October	30 September	6 August	12 May	10 June	03 July
November	28 October	11 September	17 June	15 July	07 August
December	25 November	16 October	29 July	19 August	14 September
Jan/Feb 27	30 December	TBC	TBC	TBC	TBC

RECIPES CARDS				
Issue	Issue Date	Booking Deadline	Re-use Deadline	Drinks Pairing
February	29 January	13 October	28 October	
March	25-Feb-2026	29 October	07 November	08 November
April	25-Mar-2026	02 December	17 December	11 December
May	29-Apr-2026	15 January	29 January	26 January
June	27-May-2026	05 February	10 February	18 February
July	24-Jun-2026	05 March	20 March	16 March
August	29-Jul-2026	08 April	24 April	17 April
September	26-Aug-2026	13 May	29 May	22 May
October	23-Sep-2026	11 June	26 June	22 June
November	28-Oct-2026	09 July	24 July	20 July
December	25-Nov-2026	12 August	28 August	21 August
January	30-Dec-2026	09 September	25 September	18 September

INSTORE

POS		
Promo	Booking Deadline	Fully Branded Artwork due
21 Jan 28 Jan	05/11/25	26/11/25
18 Feb 04 March	26/11/25	17/12/25
18 March 01 April	17/12/25	21/01/26
15 April 29 April	28/01/26	18/02/26
13 May 27 May	25/02/26	18/03/26
10 June 24 June	25/03/26	15/04/26
08 July 22 July	22/04/26	13/05/26
05 Aug 19 Aug	20/05/26	10/06/26
02 Sept 16 Sept	10/06/26	01/07/26
30 Sept 14 Oct	15/07/26	05/08/26
28 Oct 04 Nov	12/08/26	02/09/2026
18 Nov 02 Dec	02/09/2026	23/09/2026
09 Dec 30 Dec 04 Jan 2027	23/09/2026	14/10/2026

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Coupon @ Till	
Promo	Booking Deadline
21 Jan 28 Jan	10-Dec
18 Feb 04 March	07-Jan
18 March 01 April	04-Feb
15 April 29 April	04-Mar
13 May 27 May	01-Apr
10 June 24 June	29-Apr
08 July 22 July	27-May
05 Aug 19 Aug	24-Jun
02 Sept 16 Sept	22-Jul
30 Sept 14 Oct	19-Aug
28 Oct 04 Nov	TBC
18 Nov 02 Dec	TBC
09 Dec	TBC
30 Dec 04 Jan 2027	TBC

JCD		
Promo	Booking Deadline	Artwork Deadline
21 Jan	17-Dec	07-Jan
28 Jan	31-Dec	14-Jan
18 Feb	21-Jan	04-Feb
04 Mar	04-Feb	18-Feb
18 Mar	18-Feb	04-Mar
01 Apr	04-Mar	18-Mar
15 Apr	18-Mar	01-Apr
29 Apr	01-Apr	15-Apr
13 May	15-Apr	29-Apr
27 May	29-Apr	13-May
10 Jun	13-May	27-May
24 Jun	27-May	10-Jun
08 Jul	10-Jun	24-Jun
22 Jul	24-Jun	08-Jul
05 Aug	08-Jul	22-Jul
19 Aug	22-Jul	05-Aug
02 Sep	05-Aug	19-Aug
16 Sep	19-Aug	02-Sep
30 Sep	02-Sep	16-Sep
14 Oct	16-Sep	30-Sep
28 Oct	30-Sep	14-Oct
04 Nov	07-Oct	21-Oct
18 Nov	21-Oct	04-Nov
02 Dec	04-Nov	18-Nov
09 Dec	11-Nov	25-Nov
30 Dec	02-Dec	16-Dec
4 Jan	07-Dec	21-Dec

Personalised Offers			
Burst	Start Date	End Date	Booking Deadline
Burst 1	04-02-2026	18-02-2026	19-12-2025
Burst 2	18-02-2026	04-03-2026	12-01-2026
Burst 3	04-03-2026	18-03-2026	26-01-2026
Burst 4	18-03-2026	01-04-2026	09-02-2026
Burst 5	01-04-2026	15-04-2026	23-02-2026
Burst 6	15-04-2026	29-04-2026	09-03-2026
Burst 7	29-04-2026	13-05-2026	23-03-2026
Burst 8	13-05-2026	27-05-2026	02-04-2026
Burst 9	27-05-2026	10-06-2026	20-04-2026
Burst 10	10-06-2026	24-06-2026	01-05-2026
Burst 11	24-06-2026	08-07-2026	18-05-2026
Burst 12	08-07-2026	22-07-2026	01-06-2026
Burst 13	22-07-2026	05-08-2026	15-06-2026
Burst 14	05-08-2026	19-08-2026	29-06-2026
Burst 15	19-08-2026	02-09-2026	13-07-2026
Burst 16	02-09-2026	16-09-2026	27-07-2026
Burst 17	16-09-2026	30-09-2026	10-08-2026
Burst 18	30-09-2026	14-10-2026	24-08-2026
Burst 19	14-10-2026	28-10-2026	07-09-2026
Burst 20	04-11-2026	18-11-2026	28-09-2026
Burst 21	18-11-2026	02-12-2026	12-10-2026
Burst 22	09-12-2026	23-12-2026	02-11-2026
Burst 23	30-12-2026	13-01-2027	23-11-2026
Burst 24	13-01-2027	27-01-2027	07-12-2026