

**NATIONAL RETAIL FEDERATION
2017-2019 RETAIL SALES REPORTING and
4-5-4 MERCHANDISING CALENDAR (2017 Not Restated)**

2017							2018							2019							2017							2018							2019												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
1	F	29	30	31	1	2	3	4	4	5	6	7	8	9	10	3	4	5	6	7	8	9	F	A	30	31	1	2	3	4	5	5	6	7	8	9	10	11	4	5	6	7	8	9	10	A	27
2	E	5	6	7	8	9	10	11	11	12	13	14	15	16	17	10	11	12	13	14	15	16	E	U	6	7	8	9	10	11	12	12	13	14	15	16	17	18	11	12	13	14	15	16	17	U	28
3	B	12	13	14	15	16	17	18	18	19	20	21	22	23	24	17	18	19	20	21	22	23	B	G	13	14	15	16	17	18	19	19	20	21	22	23	24	25	18	19	20	21	22	23	24	G	29
4		19	20	21	22	23	24	25	25	26	27	28	1	2	3	24	25	26	27	28	1	2		20	21	22	23	24	25	26	26	27	28	29	30	31	1	25	26	27	28	29	30	31		30	
5	M	26	27	28	1	2	3	4	4	5	6	7	8	9	10	3	4	5	6	7	8	9	M	S	27	28	29	30	31	1	2	2	3	4	5	6	7	8	1	2	3	4	5	6	7	S	31
6	A	5	6	7	8	9	10	11	11	12	13	14	15	16	17	10	11	12	13	14	15	16	A	E	3	4	5	6	7	8	9	9	10	11	12	13	14	15	8	9	10	11	12	13	14	E	32
7	R	12	13	14	15	16	17	18	18	19	20	21	22	23	24	17	18	19	20	21	22	23	R	P	10	11	12	13	14	15	16	16	17	18	19	20	21	22	15	16	17	18	19	20	21	P	33
8	C	19	20	21	22	23	24	25	25	26	27	28	29	30	31	24	25	26	27	28	29	30	C	T	17	18	19	20	21	22	23	23	24	25	26	27	28	29	22	23	24	25	26	27	28	T	34
9	H	26	27	28	29	30	31	1	1	2	3	4	5	6	7	31	1	2	3	4	5	6	H		24	25	26	27	28	29	30	30	1	2	3	4	5	6	29	30	1	2	3	4	5		35
10	A	2	3	4	5	6	7	8	8	9	10	11	12	13	14	7	8	9	10	11	12	13	A	O	1	2	3	4	5	6	7	7	8	9	10	11	12	13	6	7	8	9	10	11	12	O	36
11	P	9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	P	C	8	9	10	11	12	13	14	14	15	16	17	18	19	20	13	14	15	16	17	18	19	C	37
12	R	16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27	R	T	15	16	17	18	19	20	21	21	22	23	24	25	26	27	20	21	22	23	24	25	26	T	38
13		23	24	25	26	27	28	29	29	30	1	2	3	4	5	28	29	30	1	2	3	4		22	23	24	25	26	27	28	28	29	30	31	1	2	3	27	28	29	30	31	1	2		39	
14	M	30	1	2	3	4	5	6	6	7	8	9	10	11	12	5	6	7	8	9	10	11	M	N	29	30	31	1	2	3	4	4	5	6	7	8	9	10	3	4	5	6	7	8	9	N	40
15	A	7	8	9	10	11	12	13	13	14	15	16	17	18	19	12	13	14	15	16	17	18	A	O	5	6	7	8	9	10	11	11	12	13	14	15	16	17	10	11	12	13	14	15	16	O	41
16	Y	14	15	16	17	18	19	20	20	21	22	23	24	25	26	19	20	21	22	23	24	25	Y	V	12	13	14	15	16	17	18	18	19	20	21	22	23	24	17	18	19	20	21	22	23	V	42
17		21	22	23	24	25	26	27	27	28	29	30	31	1	2	26	27	28	29	30	31	1		19	20	21	22	23	24	25	25	26	27	28	29	30	1	24	25	26	27	28	29	30		43	
18	J	28	29	30	31	1	2	3	3	4	5	6	7	8	9	2	3	4	5	6	7	8	J	D	26	27	28	29	30	1	2	2	3	4	5	6	7	8	1	2	3	4	5	6	7	D	44
19	U	4	5	6	7	8	9	10	10	11	12	13	14	15	16	9	10	11	12	13	14	15	U	E	3	4	5	6	7	8	9	9	10	11	12	13	14	15	8	9	10	11	12	13	14	E	45
20	N	11	12	13	14	15	16	17	17	18	19	20	21	22	23	16	17	18	19	20	21	22	N	C	10	11	12	13	14	15	16	16	17	18	19	20	21	22	15	16	17	18	19	20	21	C	46
21	E	18	19	20	21	22	23	24	24	25	26	27	28	29	30	23	24	25	26	27	28	29	E		17	18	19	20	21	22	23	23	24	25	26	27	28	29	22	23	24	25	26	27	28		47
22		25	26	27	28	29	30	1	1	2	3	4	5	6	7	30	1	2	3	4	5	6		24	25	26	27	28	29	30	30	31	1	2	3	4	5	29	30	31	1	2	3	4		48	
2017							2018							2019							January 2018							January 2019							January 2020												
23	J	2	3	4	5	6	7	8	8	9	10	11	12	13	14	7	8	9	10	11	12	13	J	J	31	1	2	3	4	5	6	6	7	8	9	10	11	12	5	6	7	8	9	10	11	J	49
24	U	9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	U	A	7	8	9	10	11	12	13	13	14	15	16	17	18	19	12	13	14	15	16	17	18	A	50
25	L	16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27	L	N	14	15	16	17	18	19	20	20	21	22	23	24	25	26	19	20	21	22	23	24	25	N	51
26	Y	23	24	25	26	27	28	29	29	30	31	1	2	3	4	28	29	30	31	1	2	3	Y		21	22	23	24	25	26	27	27	28	29	30	31	1	2	26	27	28	29	30	31	1		52
																					* 28 29 30 31 1 2 3																										

* Fiscal Year 2017 is a 53 week year. Many retailers will restate 2017 for comparability to 2018.

** Green shaded boxes indicate a Sales Release Date. Black shaded boxes indicate the following Holidays: Valentine's Day, Presidents Day, St. Patrick's Day, Easter, Mother's Day, Memorial Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Election Day, Veterans Day, Thanksgiving, Christmas, New Year's Day, and Martin Luther King Day.