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your target audience, you can tailor your content and ads to their needs, wants, and pain points. You can make your copy and content more attractive and engaging for potential customers. This is the best way to grab their attention and encourage them to try your products or services.To achieve this, you need to consider factors like who your target
audience is, what they expect from your brand, and how you can best communicate with them in order to elicit an emotional response and ultimately make more sales. Although defining your target audience is not the be-all and end-all of a successful marketing strategy, failing to target the right people might leave you with plenty of web traffic but very
few paying customers, as your marketing campaigns are likely to fall on deaf ears. Your target audience might be a board market or a niche one. For example, if you sell shoes you might focus on a wider market, as everyone wears shoes, regardless of age, gender, and interests. However, if you exclusively sell running shoes then your target market is likely
to be much more specific, namely athletes and amateurs who run regularly. Target audience categories include:Cold audiencesWarm audiencesCustomersDemographicsNeedsAttitudes and opinionsPersonalityLifestylesFansDifference Between a Target Audience and Buyer PersonaYour target audience should not be confused with your buyer persona.
Although closely related, these two concepts are actually notably distinct. Let's take a look at how they differ.A buyer persona is a fictional character who represents your ideal customers, those who are most likely to buy your products or services. A buyer persona typically includes:Personal information: Name, age and geographic location.Content
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interest in fashion.Buyer persona: Penny is a 28-year-old lawyer with two children. She loves shoes and handbags and hates long lines and shopping centers.Examples of a Target AudienceThere are many target audience examples, including warm audiences, cold audiences, customers, and more. Before you research and build your target audience, you
need to understand what your focus is and which target audience category you should focus on. This will help you understand the best way to reach them and connect with them.Let's take a look at a few target audience examples to help you understand the different categories and how your marketing efforts should be structured.Warm Audiences Warm
audiences are people who are already familiar with your brand. They may have already visited your website, interacted with your social media profiles, posted a comment about your brand, subscribed to your newsletter, or downloaded your app. However, they have not yet made a purchase from you or shown clear interest in buying your products or
services.The aim with warm audiences is to convert them from a potential lead into paying customers. The best way to do this is by segmenting them into sub-categories, such as leads and visitors, before targeting them with specific conversion campaigns.Cold AudiencesCold audiences are people who have never heard of your brand, products, or services.
Their goals and pain points match those of your target audience, but they have yet to discover who you are and what benefits you can offer them.The best way to approach this type of target audience is by reaching out to them and introducing them to your Unique Selling Proposition. This will help you build long-lasting relationships that can lead to
conversions at a later date. The aim here is to build brand awareness, nurture potential leads, and learn more about the wants and needs of your these people. Social media can be a great platform for this, as can targeted ads. CustomersThe third target audience example you can use for your business is your customers. Existing customers are much easier
to target, as they already know who you are and what you have to offer. They have already made a purchase from you, so there is usually an established level of brand awareness, trust, and loyalty. The aim when targeting converted leads of this type is to upsell similar products or services and improve your customer lifetime value. You want to build on the
customer relationship and encourage brand loyalty and repeat purchases.Target DemographicsAnother target audience example we will look at is demographics. Demographic segmentation is the process of categorizing your customers and target audience by a number of characteristics. This usually includes age, gender, income level, location, marital
status, nationality, occupation, education level, and so on. You can then create targeted marketing campaigns that address the specific needs of each demographic. This helps you ensure that the right messages reach the right ears, saving you money and increasing your ROI in the long term. What do we mean by this?Continuing with the earlier example, if
you are selling running shoes, then targeting people over the age of 80 is likely to be a waste of time. Always consider who you are talking to, and what they need to hear before they trust your brand enough to make a purchase decision and become a loyal, paying customer. InterestsThe final target audience example we're going to talk about it is those
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makeup brand and you are aware of your target audience's interests, you can use those in your messaging and in your marketing campaigns in order to show consumers that you have what they want and thereby increase your sales. Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix,
transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the
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comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the
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makeup brand and you are aware of your target audience's interests, you can use those in your messaging and in your marketing campaigns in order to show consumers that you have what they want and thereby increase your sales. In today's competitive market, brands that understand their target audience have a big advantage. A well-defined audience
helps businesses create content and personalized marketing campaigns, develop products that meet customer needs, and build strong relationships. But finding and connecting with the right audience is more than knowing their age or location — it's about understanding their behaviors, preferences, and challenges.This article explains what a target
audience is, why it's important, and the best ways to reach different target audiences. We also share examples of brands that have successfully used audience segmentation to attract customers.What Is a Target Audience?A target audience is a specific group of people for whom a product or service is designed. Defining a target audience is essential
because it helps businesses gather valuable data and allows them to understand who their current customers are, how to reach their target market, what their customers are looking for, and when they are most receptive to marketing efforts.By conducting market research, businesses can create audience segments and develop products with a high level of
personalization. According to a report from McKinsey & Company, 71% of customers expect content that meets their specific needs and interests, while 76% feel disappointed when they don't receive this level of optimization.To grow successfully, companies must engage with their target audience and tailor their products and marketing strategies
accordingly. Building strong audience segments allows businesses to build relationships with their target audience, leading to customer loyalty and long-term success.Consumers seek different products and services at various stages of life. Understanding the interests of each age group and choosing the right advertising medium is key to promoting a
product or service. A company doesn't need to target all age groups at once — it's better to focus on the age group most relevant to the product.Let's break down different age groups to illustrate this better:Children (0-12 years)Children are usually absorbed in cartoons on TV, educational content on phones, or mobile games. So, advertising products like
toys, chocolates, or games would be most effective through these channels.Teenagers (13-19 years)Teenagers spend a lot of time on their phones. Brands can target them through social media platforms like Instagram, Facebook, and TikTok. Products like clothing, gadgets, and cosmetics would appeal to this age group, so using digital ads tailored to their
interests works well.Young Adults (20-35 years)In this group, consumers often focus on their careers and personal growth. Edtech platforms could target them through platforms like YouTube and LinkedIn, promoting courses and online certifications. Additionally, Fintech platforms offering investment opportunities could cater to newly salaried workers
looking to grow their finances.Middle-aged adults (36-55 years)This is an age where people generally tend to be married with a family of their own. This group is often focused on family, long-term financial planning, and education for their kids. They may also be interested in home needs or insurance. Companies selling home appliances, insurance, and
automobiles often target this age group.Older Adults (56+ years)Older adults tend to retire and focus on leisure and finances post-retirement. They also require medical products and services. This group typically consumes content through newspapers and news channels, making it ideal for healthcare and financial services companies to advertise their
products through these mediums.GenderWhile it's not possible to make universal rules about consumers of a particular gender, research has revealed some interesting trends in purchasing behavior.For instance, studies have shown that women emphasize emotional and personal connections while purchasing while men focus on logic and practicality. They
tend to research products more thoroughly and seek recommendations from friends and family during purchase; men are more likely to rely on themselves for purchase decisions.Women also tend to research the products they buy more than men who rely on impulsive decisions. Women are also more likely to check whether a company is eco-friendly and
adheres to ethical business practices. Men are typically more concerned with the functionality of a product than its ethical or environmental impact.Gender differences are also prevalent in online shopping. Women may prefer physical stores where they can feel and touch the products, while men enjoy the speed and convenience of online
shopping.Education levelThere is a noticeable gulf between the buying decisions of people with varying educational qualifications. People with higher educational qualifications are more likely to care about whether a product is environmentally friendly or if the company follows sustainable practices. They may also research products extensively, looking at
online reviews before making a purchase.On the other hand, consumers with lower educational qualifications may focus more on the price and practicality of a product, often relying on word-of-mouth or influencers to influence their buying decisions.ProfessionBusinesses that segment customers based on their profession design their products to meet the
needs of each profession. It helps companies understand the unique requirements and aspirations of various professions.For instance, when a user signs up on LinkedIn, the platform shows products and services related to their profession. His connections are also curated in a way that shows professionals engaged in this field of work.This segmentation
helps offer more relevant products and uncovers new business opportunities. Suppose a shoe manufacturer decides to segment their audience by profession. They find out that among the people they cater to, there are a bunch of motorcycle riders. Motorcyclists often use specialized shoes for riding which they would find more comfortable than ordinary
sneakers. This would then be an opportunity for the shoe manufacturer to attempt to make a foray into the riding shoe market.This is a great way to use occupation-based segmentation to spot new product opportunities and better serve niche audiences.#2 PsychographicsIn marketing, demographic information alone might not be enough to effectively
reach your target audience. This is where psychographic analysis becomes important.Psychographics is the study of people based on their behavioral traits, values, beliefs, interests, and hobbies. Companies can gather this information through tools like surveys, questionnaires, Google Analytics, or social media insights.So, what can a company do with this
valuable information? Let's take a look:Suppose a company identifies a group of environmentally conscious people. A brand that sells biodegradable products could tap into this market by aligning its marketing efforts with these values. The brand could highlight its eco-friendly manufacturing practices to appeal to this audience. This approach not only
attracts customers who share those values but also builds a stronger emotional connection with them.#3 GeographicsGeographic segmentation divides customers based on country, climate, population density, and economic conditions. Here are some examples of how brands use geographic segmentation:Companies can tailor their products to the specific
countries they serve. Netflix, for instance, collaborates with filmmakers from different countries to create different types of content that appeal to local audiences. Similarly, multinational restaurant chains often update their menus to reflect local tastes. Nestlé offers unique KitKat flavors in Japan, such as matcha and sake-flavored bars.McDonald's
introduced a Hatch Green Chile Double Cheeseburger exclusive to New Mexico.Pizza Hut offers region-specific pizzas like Chicago Tavern-style, Detroit-style, and Big New Yorker pizza.Such exclusive location-based product implementation leads customers to feel a sense of belonging when they purchase the company's products.ClimateSegmenting
customers based on climate conditions could be good for brands, especially those in the fashion industry. A clothing company selling jackets and sweaters would prefer to set up shop in a country with a cold climate. A company engaged in raincoats and umbrellas would fare better in a country that has a wet climate.Population densityCommunities all over
the world are differentiated based on whether they are rural or urban settlements. Both have varying degrees of needs which are difficult to put under a single blanket. For example, delivery apps are more successful in urban areas, where high population density makes deliveries more frequent and profitable.In contrast, rural areas have lower population
density, making the cost of operation much higher compared to the revenue generated. For this reason, delivery services in rural areas may struggle to be as successful as those in cities.Economic conditionsAssessing the economic conditions of a particular region is crucial for any brand before it decides to enter that market. It would be nonsensical for a
luxury goods manufacturer to enter a country with an abysmally low GDP per capita – a place where people struggle to make ends meet.#4 Existing audienceThese customers have been part of your consumer base for a long time. According to business statistics, around 60-70% of a company's revenue typically comes from existing customers, emphasizing
the importance of customer retention. This shows that a chunk of business comes from returning clients, so brands should focus more on retaining customers than constantly acquiring new ones.Loyalty and membership programs are effective tools for retaining customers by offering them incentives like discounts, gifts, vouchers, and other rewards. These
programs help encourage repeat business and strengthen customer loyalty.Target Market vs Target AudienceIt's easy to confuse the terms 'target audience' and 'target market', but there is an important difference between the two.A target market refers to the broader group of consumers that your products and services are meant to reach. In contrast, a
target audience is a more specific subset of that market, defined by factors like location, age, income, interests, or behavior. For example, if you own a stationery supply store near a school, your target market would include everyone who buys books, but your target audience would be the teachers and students of that specific school.How To Find Your
Target AudienceNow that we have discussed the types of target audience, it is important to understand how to reach and engage them effectively. This requires a mix of data-driven strategies, personalized messaging, and the right marketing channels.With tools like buyer personas, social media analytics, and audience engagement techniques, businesses
can maximize their reach and build strong customer relationships. This section explores the best ways to identify, engage, and connect with your audience, ensuring that your brand message reaches the right people at the right time.Buyer personasA buyer persona is a semi-fictional representation of an ideal customer, created using data on factors like
age, gender, location, job profile, goals, challenges, interests, values, shopping habits, and behavior. Also known as a marketing persona or audience persona, it is built using both qualitative and quantitative data.Marketing personas help businesses visualize their target audience and create better strategies. By analyzing customer data, brands can identify
pain points and challenges, set clear marketing goals, and refine their approach.Once created, buyer personas need to be tested, updated, and improved regularly. Most companies develop around 3 to 5 personas, though this number can go up to 7 or even 10, depending on the industry and product type.Social media analyticsSocial media marketing is a
key part of a company's growth and should be a top priority in any marketing strategy. Before you reach your target market on social channels, you must first list down some important points.The first step is to identify who the right target audience is. Which consumers interact with your social media posts the most? Businesses should segment their
customer base using demographic, geographic, and psychographic factors. This helps brands understand both their existing and potential customers.Next, brands must determine where this specific audience gets information from. Which platforms generate the most traffic? Who are the content creators that positively engage with your target audience?
Once this is clear, businesses can focus on the type of content that performs best on each platform. Instagram: Short videos and reels attract the most attention.X (formerly Twitter): Text-based posts perform better than images and videos.Facebook & LinkedIn: A mix of visuals, articles, and interactive content works well.To make informed decisions,
brands can use social media tools like Meta for Business, Instagram Insights, and LinkedIn Analytics. Multi-platform tools such as Hootsuite, Sprout Social, and Buffer also help with customer segmentation and audience analysis.Simply having a social media account is not enough. Brands must actively engage with their audience to maintain interest. Some
effective strategies include: Posting polls, quizzes, and Q&A sessions to encourage interaction.Organizing contests and giveaways during product launches to boost excitement.Replying to customer queries and engaging with their posts to build trust and loyalty.A strong social media presence helps brands stay connected with their audience, increase
engagement, and drive long-term success.Target Audience Examples: Old Spice & DoveOld Spice "The man your man could smell like."Old Spice, a well-known American brand for men's grooming products, took a bold approach in 2010 with a campaign that redefined its target audience. Instead of directly marketing to men, Old Spice aimed its ads at
women, who often make purchasing decisions for their partners.The campaign featured Isaiah Mustafa, who confidently asked, "Hello ladies, does your man smell like me?" This clever strategy played on the idea that women want their partners to stand out. By tapping into this insight, Old Spice created one of the most memorable ad campaigns ever,
successfully boosting brand engagement and sales.Dove's 'Real Beauty' campaignDove's "Real Beauty" campaign, launched in 2004, aimed to challenge traditional beauty standards. Instead of using professional models, Dove featured every day women of different ages, body types, and ethnicities in its ads. The campaign promoted self-confidence, natural
beauty, and body positivity. Dove also pledged to stop excessive airbrushing and editing in its advertisements.The brand understood the insecurities many women feel about their appearance and used this insight to create a campaign that felt relatable. The "Real Beauty" sketches gained over 180 million views online and sparked a global movement. This
campaign inspired more fashion brands to adopt a body-positive approach in their advertising.A Way ForwardIdentifying and understanding your target audience is essential for building a strong marketing strategy. By segmenting your audience based on demographics, interests, and location, businesses can create personalized experiences that increase
engagement and brand loyalty.Using data-driven strategies, such as social media analytics and buyer personas, helps brands connect with the right customers more effectively. Successful ad campaigns show that knowing your audience can lead to creative marketing approaches with great results.Whether you're a startup or an established business,
focusing on audience research and engagement is key to long-term growth and staying competitive in today's fast-changing market. Have you ever felt drawn to a product after watching an advertisement on social media or in a magazine? If yes, that means the advertisement struck a chord somewhere that connected with you. For example, a working
mother comes across an advertisement showing a woman just like her, getting through life and passing all the obstacles with flying colors. That's how the right target audience can create a powerful impact on your business. One of the mistakes businesses make is intermingling the terms target market and target audience. A target market is a group of
people to whom businesses sell their products because they need them. In comparison, the target audience is a narrowed-down version of the target market that is combined based on demographics and other similarities. Understanding the target audience and how to approach them is the key to the success of marketing campaigns. Otherwise, your
marketing efforts can fall flat, costing your business a fortune. If you're unsure how to find your target audience and how it can benefit your business, read this article as it unearths the benefits and challenges of having a target audience with examples. A target audience refers to a specific group of people who are interested in a business's products and
services. Businesses should target these individuals in their advertising campaigns. Target audiences have common demographic characteristics such as: Age Location Gender Income Education Consumption Habits Employment Social Class Your target audience research strongly influences your marketing strategy. Therefore, it's essential to have clarity
about your customers to plan your future products, marketing campaigns, advertisements, social media engagements, and website content. Similarly, businesses that advertise and sell products to their target customers increase sales and eventually grow rather than spending money and effort on an unknown customer base. When understanding the target
audience, we're discussing ways to define our specific customer base. That is, to gather information on their purchase needs, intentions, interests, and pains that influence the decision-making. Following are some ways to define your target audience for a better understanding. It is vital to recognize your target audience to understand the specific need
they want to satisfy. There are two factors to consider before acting: How to find and approach them? How can you help them? Answering the first question is easy. Where is your target audience located physically, what online channels do they spend time on, and how often do they visit your website? Additionally, how to construct a clear message that
resonates with their needs. Secondly, what problem are you solving? For example, local startups want to hire affordable VAs (Virtual Assistants) for their business. Now, you know your target audience is local startups. Your message should address their needs clearly and in detail, targeting affordable VA services. What are your customer's interests? Based
on their behavior and demographics, what hobbies do they have? Asking questions gives marketers a clear idea of the motivation and thinking behind purchasing a specific product or service. For instance, customers who like skiing in winter are advertised with skiing destinations, warm clothing, and equipment. Similarly, suppose your target audience is
bike travelers who spend their leisure time on the road. In that case, you can approach them with solutions such as handmade leather gloves, air-cutting jackets, and even bikes, depending on the industry and your products selling. What are your customers' findings? About what are they researching and gathering information? For example, customers type
search queries about the products they seek, such as restaurants, jackets, laptops, televisions, etc. Collecting data can help you track your customer's source and buying intentions. Customers can feel emotions like depression, agitation, and anxiety if they can't solve their problems. The solution is to ask targeted questions about their challenges and
experiences. Many channels are available to gather crucial customer insights into your customer's life. After all, online forms, feedback, follow-up emails, phone calls, and in-person meetings are meant to understand your target audience. Note: All the above ways not only help you understand your target audience but make you realize the potential of your
product or service. You and your products become relevant in customers' life when you understand their desperate needs. Having a target audience has several benefits. As mentioned above, it sets the tone of your marketing strategy. Approaching your target audience first is recommended to pocket your foreseen profits rather than running after
irrelevant customers. Most businesses spend ample time planning their target audience strategy and message rather than executing it. You want your marketing campaigns to run smoothly without hitting obstacles and unforeseen delays. Since time is crucial for any marketing campaign, delays might affect your company by losing a big chunk of the
marketing budget, hurting your ROI (return on investment). Therefore, before you begin selling your products or services, planning whom you want to sell to is essential. It will clarify the message you're trying to deliver to your target audience and increase your brand's worth by establishing trust. Moreover, having a target audience builds a relevant
connection between the brand and the customer, increasing sales and saving time and resources. Creating a target audience based on an ideal customer needs to be evaluated now and then. We live in an era where needs and preferences constantly change. Businesses need to research and live up to the changing customer demands continuously. As
businesses grow and expand their product lines, they also expand their customer base, diversifying their target audiences. Even a well-research target audience can become narrow enough to exclude potential customers. Hence, target audiences should not be the end of a marketing strategy. They should be reevaluated whenever the company feels the
need or experiences change. Target Audience: Men aged 30-40 who live in UAE, have a Master's degree in Communication, have a monthly income of AED16,000 – AED18,000, and are looking to find the right studio apartment. They trust brands like Jubail Island. Demographic Traits: Age: 30-40 years old Gender: Male Location: UAE Education: Master's
degree in Communication Income: AED16,000 – AED18,000 per month Values: Looking for the right studio apartment, trusts brands like Jubail Island. A target audience is a group of people that share common behaviors and demographics when buying from businesses. They are similar in age, gender, location, education, employment, etc. Target audience
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handbags and hates long lines and shopping centers.Examples of a Target AudienceThere are many target audience examples, including warm audiences, cold audiences, customers, and more. Before you research and build your target audience, you need to understand what your focus is and which target audience category you should focus on. This will
help you understand the best way to reach them and connect with them.Let's take a look at a few target audience examples to help you understand the different categories and how your marketing efforts should be structured.Warm Audiences Warm audiences are people who are already familiar with your brand. They may have already visited your website,
interacted with your social media profiles, posted a comment about your brand, subscribed to your newsletter, or downloaded your app. However, they have not yet made a purchase from you or shown clear interest in buying your products or services.The aim with warm audiences is to convert them from a potential lead into paying customers. The best
way to do this is by segmenting them into sub-categories, such as leads and visitors, before targeting them with specific conversion campaigns.Cold AudiencesCold audiences are people who have never heard of your brand, products, or services. Their goals and pain points match those of your target audience, but they have yet to discover who you are and
what benefits you can offer them.The best way to approach this type of target audience is by reaching out to them and introducing them to your Unique Selling Proposition. This will help you build long-lasting relationships that can lead to conversions at a later date. The aim here is to build brand awareness, nurture potential leads, and learn more about
the wants and needs of your these people. Social media can be a great platform for this, as can targeted ads. CustomersThe third target audience example you can use for your business is your customers. Existing customers are much easier to target, as they already know who you are and what you have to offer. They have already made a purchase from
you, so there is usually an established level of brand awareness, trust, and loyalty. The aim when targeting converted leads of this type is to upsell similar products or services and improve your customer lifetime value. You want to build on the customer relationship and encourage brand loyalty and repeat purchases.Target DemographicsAnother target
audience example we will look at is demographics. Demographic segmentation is the process of categorizing your customers and target audience by a number of characteristics. This usually includes age, gender, income level, location, marital status, nationality, occupation, education level, and so on. You can then create targeted marketing campaigns that
address the specific needs of each demographic. This helps you ensure that the right messages reach the right ears, saving you money and increasing your ROI in the long term. What do we mean by this?Continuing with the earlier example, if you are selling running shoes, then targeting people over the age of 80 is likely to be a waste of time. Always
consider who you are talking to, and what they need to hear before they trust your brand enough to make a purchase decision and become a loyal, paying customer. InterestsThe final target audience example we're going to talk about it is those with interests that align with your brand. Knowing the interests of your target audience helps you connect with
them and get a better idea not only of their hobbies, but also of what motivates them.For example, when the weather is warmer and sunnier, consumers interested in skin care are likely looking for products with SPF. If you are a skin care or makeup brand and you are aware of your target audience's interests, you can use those in your messaging and in
your marketing campaigns in order to show consumers that you have what they want and thereby increase your sales. , the free encyclopedia that anyone can edit. 117,922 active editors 6,999,352 articles in English The first UK Phantom on a test flight in 1968 From 1968 to 1992, the United Kingdom used the McDonnell Douglas F-4 Phantom II as one of
its principal combat aircraft. The Phantom was procured to serve in both the Royal Navy's Fleet Air Arm and the Royal Air Force (RAF) in several different roles. Most Phantoms operated by the UK were built as a special batch containing a significant amount of British technology. Two variants were initially built: the F-4K was a carrier-based air-defence
interceptor for the Fleet Air Arm, while the F-4M was initially used by the RAF for tactical strike and reconnaissance, before transitioning to an air defence role in the 1970s. In the mid-1980s, a third Phantom variant was obtained when fifteen former US Navy F-4J aircraft were purchased to augment the UK's air defences. Although the Fleet Air Arm
ceased using the Phantom in 1978, the RAF retained it until 1992, when it was withdrawn as part of a series of post-Cold War defence cuts. (Full article...) Recently featured: Transportation during the 2024 Summer Olympics and Paralympics Rhine campaign of 1796 Chinese characters Archive By email More featured articles About The aftermath of the
Kirkby train crash ... that the train driver in the Kirkby train crash (pictured) was found to have been using his mobile phone before the collision? ... that a tour promoting the EP For Your Validation sold out in ten minutes? ... that Gammarelli, the official tailor of the pope, is one of the oldest family-run businesses in Europe? ... that despite being named in
college as the best at his position in the U.S., football player Buster Maddox only appeared in one NFL game? ... that the Doctor Who episode "Lux" is set in Miami, Florida, despite being filmed in Penarth, Wales? ... that Jean-Mohammed Abd-el-Jalil, a Moroccan Franciscan friar, was permitted by the Pope to keep "Muhammad" as his baptismal name? ...
that Robert Mugabe's motorcade was known for speeding and killing people? ... that Elizabeth Holtzman's opponent ran an ad saying "maybe I'd like to have her as a daughter, but not as a DA" before her election as the first female Brooklyn District Attorney? ... that fighter pilot Morton D. Magoffin made pilots in his group sprint around an airfield for not
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Austria, represented by JJ with the song "Wasted Love", wins the Eurovision Song Contest. A tornado outbreak leaves at least 27 people dead in the Midwestern and Southeastern United States. Ongoing: Gaza war M23 campaign Russian invasion of Ukraine timeline Sudanese civil war timeline Recent deaths: Jim Irsay Yury Grigorovich Yuri Vladimirov
Colton Ford Werenoi Benjamin Ritchie Nominate an article May 27 Manchu Prince Dorgon 1644 – Manchu regent Dorgon (depicted) defeated rebel leader Li Zicheng of the Shun dynasty at the Battle of Shanhai Pass, allowing the Manchus to enter and conquer the capital city of Beijing. 1799 – War of the Second Coalition: Austrian forces defeated the
French Army of the Danube, capturing the strategically important Swiss town of Winterthur. 1954 – The security clearance of American nuclear physicist J. Robert Oppenheimer, head of Project Y, was revoked. 1967 – Australians voted overwhelmingly to include Indigenous Australians in population counts for constitutional purposes and to allow the federal
government to make special laws affecting them in states. 1997 – A destructive F5-rated tornado tracked through a subdivision of homes northwest of Jarrell, Texas, killing 27 people. Diego Ramírez de Arellano (d. 1624)Julia Ward Howe (b. 1819)Cilla Black (b. 1943)Gérard Jean-Juste (d. 2009) More anniversaries: May 26 May 27 May 28 Archive By email
List of days of the year About Anemonoides blanda, the Balkan anemone, Grecian windflower, or winter windflower, is a species of flowering plant in the family Ranunculaceae. The species is native to southeast Europe and the Middle East. It grows up to 10 to 15 centimetres (4 to 6 inches) tall and is valued for its daisy-like flowers, which appear in early
spring, a time when little else is in flower. The flowers are found in various colors and are radially symmetrical, containing seven or more sepals and petals. This purple A. blanda flower was photographed in Bamberg, Germany. Photograph credit: Reinhold Möller Recently featured: Bluespotted ribbontail ray Black Lives Matter art Germanicus Archive
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tools WikivoyageFree travel guide WiktionaryDictionary and thesaurus This Wikipedia is written in English. Many other Wikipedias are available; some of the largest are listed below. 1,000,000+ articles العربية Deutsch Español فارسی Français Italiano Nederlands 日本語 Polski Português Русский Svenska Українська Tiếng Việt 中文 250,000+ articles Bahasa
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□□□□□□ Македонски □□□□□□□□□□ Norsk nynorsk □□□□□□ Shqip Slovenščina □□□ □□□□□□ اردو Retrieved from " 2 This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "1644" – news · newspapers · books · scholar · JSTOR
(August 2016) (Learn how and when to remove this message) Calendar year Years Millennium 2nd millennium Centuries 16th century 17th century 18th century Decades 1620s 1630s 1640s 1650s 1660s Years 1641 1642 1643 1644 1645 1646 1647 vte July 1: The Battle of Colberger Heide is fought between Sweden and Denmark-Norway off of the German
coast. July 2: Parliament wins control of northern England from King Charles in the Battle of Marston Moor. 1644 by topic Arts and science Architecture Art Literature Music Science Leaders State leaders Colonial governors Religious leaders Birth and death categories Births – Deaths Establishments and disestablishments categories Establishments –
Disestablishments Works category Works vte 1644 in various calendarsGregorian calendar1644MDCXLIVAb urbe condita2397Armenian calendar1093ԹՎ ՌՂԳAssyrian calendar6394Balinese saka calendar1565–1566Bengali calendar1050–1051Berber calendar2594English Regnal year19 Cha. 1 – 20 Cha. 1Buddhist calendar2188Burmese
calendar1006Byzantine calendar7152–7153Chinese calendar癸未年 (Water Goat)4341 or 4134 — to —甲申年 (Wood Monkey)4342 or 4135Coptic calendar1360–1361Discordian calendar2810Ethiopian calendar1636–1637Hebrew calendar5404–5405Hindu calendars - Vikram Samvat1700–1701 - Shaka Samvat1565–1566 - Kali Yuga4744–4745Holocene
calendar11644Igbo calendar644–645Iranian calendar1022–1023Islamic calendar1053–1054Japanese calendarKan'ei 21 / Shōhō 1(正保元年)Javanese calendar1565–1566Julian calendarGregorian minus 10 daysKorean calendar3977Minguo calendar268 before ROC民前268年Nanakshahi calendar176Thai solar calendar2186–2187Tibetan calendar阴水羊年
(female Water-Goat)1770 or 1389 or 617 — to —阳木猴年(male Wood-Monkey)1771 or 1390 or 618 1644 (MDCXLIV) was a leap year starting on Friday of the Gregorian calendar and a leap year starting on Monday of the Julian calendar, the 1644th year of the Common Era (CE) and Anno Domini (AD) designations, the 644th year of the 2nd millennium,
the 44th year of the 17th century, and the 5th year of the 1640s decade. As of the start of 1644, the Gregorian calendar was 10 days ahead of the Julian calendar, which remained in localized use until 1923. Calendar year It is one of eight years (CE) to contain each Roman numeral once (1000(M)+500(D)+100(C)+(-10(X)+50(L))+(-1(I)+5(V)) = 1644).
Kolumna Zygmunta erected. January 22 – The Royalist Oxford Parliament is first assembled by King Charles I of England.[1] January 26 – First English Civil War: Battle of Nantwich – The Parliamentarians defeat the Royalists, allowing them to end the 6-week siege of the Cheshire town.[2] January 30 Dutch explorer Abel Tasman departs from Batavia in the
Dutch East Indies (modern-day Jakarta in Indonesia) on his second major expedition for the Dutch East India Company, to map the north coast of Australia. Tasman commands three ships, Limmen, Zeemeeuw and Braek, and returns to Batavia at the beginning of August with no major discoveries. Battle of Ochmatów: Polish–Lithuanian Commonwealth
forces under hetman Stanisław Koniecpolski secure a substantial victory over the horde of Crimean Tatars under Tugay Bey. February 5 – The first livestock branding law in America is passed in Connecticut.[3] March 24 – Roger Williams is granted an official grant for his Rhode Island Colony from the Parliament of England, allowing the establishment of a
general assembly. April 18 – Opchanacanough leads the Powhatan Indians in an unsuccessful uprising against the English at Jamestown. Although 300 of the English colonists are slain, the settlers pursue Opchanacanough, who is imprisoned in Jamestown for the rest of his life.[4] This is the last such Indian rebellion in the region. April 25 – A popular
Chinese rebellion led by Li Zicheng sacks Beijing, prompting Chongzhen, the last emperor of the Ming dynasty, to commit suicide. May 6 – Johan Mauritius resigns as Governor of Brazil.[3] May 25 – Ming general Wu Sangui forms an alliance with the invading Manchus and opens the gates of the Great Wall of China at Shanhaiguan Pass, letting the
Manchus through towards the capital Beijing. May 26 – Battle of Montijo: The Kingdom of Portugal is victorious over Habsburg Spain, in the first major action between the two nations during the Portuguese Restoration War. May 27 – Battle of Shanhai Pass: The Manchu Qing dynasty and Wu Sangui gain a decisive victory over Li Zicheng's Shun dynasty.
June 3 – Li Zicheng proclaims himself emperor of China. June 6 – The invading Qing army, with the help of Ming general Wu Sangui, captures Beijing in China, marking the beginning of Manchu rule over China proper. June 11 – During the English Civil War, Prince Rupert and his men take Liverpool Castle.[5] Liverpool is later reclaimed by Sir John Moore.
July 1 – Torstenson War: Battle of Colberger Heide – The Dano-Norwegian and Swedish fleets fight a naval battle off the coast of Schleswig-Holstein. The battle is indecisive but represents a minor success for the Dano-Norwegian fleet. July 2 – English Civil War: Battle of Marston Moor – The Parliamentarians crush the Royalists in Yorkshire, ending Charles
I's hold on the north of England.[6] September 1 – English Civil War: Battle of Tippermuir – Montrose defeats Lord Elcho's Covenanters, reviving the Royalist cause in Scotland. September 2 – English Civil War: Second Battle of Lostwithiel (in Cornwall) – Charles I and the Royalists gain their last major victory.[7] September 15 – Pope Innocent X succeeds
Pope Urban VIII, becoming the 236th pope.[8] October 1 – The Jews of Mogilev, Polish–Lithuanian Commonwealth, are attacked during Tashlikh. November 8 – The Shunzhi Emperor, the second emperor of the Qing dynasty, is enthroned in Beijing after the collapse of the Ming dynasty as the first Qing emperor to rule over China proper. November 23
Battle of Jüterbog (December 3 New Style): Sweden's forces defeat those of the Holy Roman Empire. Areopagitica, an appeal for freedom of speech written by John Milton, is published in London. November – The Castle of Elvas in Portugal resists a 9-day siege by the Spanish during the Portuguese Restoration War. December 8 (December 18 New Style) –
As Christina comes of age, she is made ruling queen of Sweden. December – Bubonic plague breaks out in Edinburgh (Scotland). A Spanish officer is murdered in St. Dominic's Church, Macau during mass by colonists loyal to Portugal during the Portuguese Restoration War. Sigismund's Column is erected in Warsaw to commemorate King Sigismund III
Vasa, who moved the capital of Poland from Kraków to Warsaw in 1596. Philosopher René Descartes publishes Principia Philosophiae (Principles of Philosophy) in Amsterdam. The opera Ormindo is first performed in Venice (music by Francesco Cavalli, and libretto by Giovanni Faustini). The West India Company[which?] displays greater interest in profit
than in colonization.[vague] Thomas Britton Veit Hans Schnorr von Carolsfeld Otto Mencke Henry Winstanley Henrietta of England January 9 – Robert Gibbes, English-born landgrave in South Carolina (d. 1715) January 10 Louis François, duc de Boufflers, Marshal of France (d. 1711) Celestino Sfondrati, Italian Catholic cardinal (d. 1696) January 11 –
Hayashi Hōkō, Japanese philosopher (d. 1732) January 14 – Thomas Britton, English concert promoter (d. 1714) January 18 – John Partridge, English astrologer (d. 1708) January 23 – Jonas Budde, Norwegian army officer (d. 1710) January 25 – Antoine Thomas, Jesuit missionary priest and astronomer (d. 1709)[9] January 26 – Thomas Boylston, American
colonial doctor (d. 1695) February 2 Isaac Chayyim Cantarini, Italian rabbi (d. 1723) Johannes Hancke, German writer (d. 1713) February 7 – Nils Bielke, member of the High Council of Sweden (d. 1716) February 8 – Pierre de La Broue, American bishop (d. 1720) February 12 – Jakob Ammann, Swiss founder of the Amish sect (d. 1712) February 24 – Maria
Elisabeth Lämmerhirt, German mother of Johann Sebastian Bach (d. 1694) March 1 – Simon Foucher, French polemicist (d. 1696) March 15 – Veit Hans Schnorr von Carolsfeld, German iron and cobalt magnate (d. 1715) March 21 – Sir Walter Bagot, 3rd Baronet, English politician (d. 1704) March 22 Otto Mencke, German philosopher and scientist (d.
1707) Sir James Rushout, 1st Baronet, English politician (d. 1698) March 25 – Heinrich von Cocceji, German jurist from Bremen (d. 1719) March 31 – Henry Winstanley, English engineer (d. 1703) April 6 – António Luís de Sousa, 2nd Marquis of Minas, Portuguese general, governor-general of Brazil (d. 1721) April 7 Nathaniel Johnson, American politician
(d. 1713) François de Neufville, duc de Villeroy, French soldier (d. 1730) April 11 – Marie Jeanne Baptiste of Savoy-Nemours, Duchess of Savoy (d. 1724) April 17 – Abraham Storck, Dutch painter (d. 1708) April 21 – Conrad von Reventlow, Danish statesman, first Grand Chancellor of Denmark (d. 1708) May 2 – Robert Cotton, English politician (d. 1717)
May 4 – Juan Caballero y Ocio, Spanish priest remarkable for lavish gifts to the Catholic Church and charity (d. 1707) May 5 – Sir Richard Newdigate, 2nd Baronet, English landowner (d. 1710) May 26 – Michael Ettmüller, German physician (d. 1683) June 2 – William Salmon, English medical writer (d. 1713) June 7 – Johann Christoph Volkamer, German
botanist (d. 1720) June 16 – Henrietta Anne Stuart, Princess of Scotland, England and Ireland and Duchess of Orléans (d. 1670)[10] June 17 – Johann Wolfgang Franck, German baroque composer (d. 1710) July 2 – Abraham a Sancta Clara, German Augustinian friar (d. 1709) July 4 – Josceline Percy, 11th Earl of Northumberland, English noble (d. 1670) July
7 – Joan Geelvinck, Dutch politician (d. 1707) July 10 – Miguel Bayot, Spanish Catholic prelate, Bishop of Cebu (from 1697) (d. 1700) July 22 – Peter Drelincourt, Irish chaplain (d. 1722) August 6 Christian Ernst, Margrave of Brandenburg-Bayreuth (1655–1712) (d. 1712) Louise de La Vallière, French mistress of Louis XIV of France (d. 1710)[11] August 12 –
Heinrich Ignaz Franz Biber, Bohemian composer and violinist (d. 1704) August 28 (bapt.) – Gilles Schey, Dutch admiral (d. 1703) August 29 – Anne Bourdon, nun in New France (d. 1711) August 30 – Thomas Tufton, 6th Earl of Thanet, English politician (d. 1729) September 3 – Richard Newport, 2nd Earl of Bradford, English politician (d. 1723) September 6
– Juan Bautista Cabanilles, Spanish composer (d. 1712) September 11 – Jacob Rotius, Dutch painter (d. 1681) September 22 – Jacques Échard, French Dominican, historian of the Order (d. 1724) September 25 – Ole Rømer, Danish astronomer (d. 1710) October 1 – Jean Rousseau, French viol player (d. 1699) October 2 – François-Timoléon de Choisy, French
abbé, author and cross-dresser (d. 1724) October 3 – Adriaen Frans Boudewijns, landscape painter (d. 1719) October 12 – Christopher Sandius, Dutch Arian writer (d. 1680) October 13 – Sipihr Shikoh, Mughal Emperor (d. 1708) October 14 – William Penn, English Quaker and founder of Pennsylvania (d. 1718) October 26 – Mathias Steuchius, Swedish
archbishop (d. 1730) November 23 (bapt.) – Cornelia van der Gon, Dutch art collector (d. 1701) December 8 – Maria d'Este, Italian noble (d. 1684) December 9 – Robert Kirk, Scottish folklorist, Bible translator, Gaelic scholar (d. 1692) December 23 – Tomás de Torrejón y Velasco, Spanish composer, musician and organist (d. 1728) December 25 – Walter
Scott, Earl of Tarras, Scottish nobleman (d. 1693) December 29 – Philips van Almonde, Dutch Lieutenant Admiral (d. 1711) Matsuo Bashō, Japanese poet (d. 1694) Pietro Erardi, Maltese chaplain and painter (d. 1727)[12] Antonio Stradivari, Italian violin maker (d. 1737)[13] Pope Urban VIII Johannes Wtenbogaert January 20 – Stefano Amadei, Italian
painter (b. 1580) January 30 – William Chillingworth, controversial English churchman (b. 1602) January 31 – Georg II of Fleckenstein-Dagstuhl, German nobleman (b. 1588) February 28 – Guru Har Gobind, the Sixth Sikh Guru (b. 1595) March 15 – Countess Louise Juliana of Nassau, Regent of Bohemia (b. 1576) March 24 – Cecilia Renata of Austria, Queen
of Poland (b. 1611) March 29 – Lord John Stewart, Scottish aristocrat, Royalist commander in the English Civil War (b. 1621) April 2 – Diego Salcedo, Spanish bishop (b. 1575) April 10 – Reverend William Brewster, English Pilgrim leader (b. 1567) April 25 – Chongzhen, last Ming Emperor of China (suicide) (b. 1611) April 28 – Zsófia Bosnyák, Hungarian
noblewoman (b. 1609) May 26 – Alfonso III d'Este, Duke of Modena, Italian noble (b. 1591) June 17 Anne de Montafié, Countess of Clermont-en-Beauvaisis, French countess (b. 1577) John of St. Thomas, Portuguese philosopher (b. 1589) July 4 – Brian Twyne, English archivist (b. 1581) July 7 – Hedwig of Hesse-Kassel, countess consort of Schaumburg (b.
1569) July 16 – Giovanni Biliverti, Italian painter (b. 1585) July 25 – Amar Singh Rathore, Rajput nobleman affiliated with the royal house of Marwar (b. 1613) July 29 – Pope Urban VIII (b. 1568)[14] August 25 – Johann Heinrich Alting, German Lutheran theologian (b. 1583) September 4 – Johannes Wtenbogaert, Dutch leader of the Remonstrants (b. 1557)
September 7 Guido Bentivoglio, Italian statesman and historian (b. 1579)[15] Ralph Corbie, Irish Jesuit (b. 1598) September 8 John Coke, English politician (b. 1563)[16] Francis Quarles, English poet (b. 1592)[17] October 6 – Elisabeth of France, queen of Philip IV of Spain (b. 1602) October 19 – Johann Friedrich, Count Palatine of Sulzbach-Hilpoltstein (b.
1587) October 30 – Jorge de Cárdenas y Manrique de Lara, Spanish noble (b. 1584) November 6 – Thomas Roe, English diplomat (b. c. 1581) November 10 – Luis Vélez de Guevara, Spanish writer (b. 1579) November 20 – Nathaniel Foote, American colonist (b. 1592) November 24 – Deodat del Monte, Flemish painter, architect (b. 1582) December 20 –
Albert IV, Duke of Saxe-Eisenach (from 1640) (b. 1599) December 23 – Sir Alexander Carew, 2nd Baronet, English politician (b. 1609) December 28 – John Bankes, Attorney General and Chief Justice to King Charles I of England (b. 1589) December 30 – Jan Baptist van Helmont, Flemish chemist (b. 1577) ^ Braddick, Michael J. (2015). The Oxford handbook
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article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "16th century" – news · newspapers · books · scholar · JSTOR (September 2022) (Learn how and when to remove this message) Millennia 2nd millennium Centuries 15th century 16th century 17th century Timelines 15th century 16th century
17th century State leaders 15th century 16th century 17th century Decades 1500s 1510s 1520s 1530s 1540s 1550s 1560s 1570s 1580s 1590s Categories: Births – Deaths Establishments – Disestablishments vte The world map by the Italian Amerigo Vespucci (from whose name the word America is derived) and Belgian Gerardus Mercator shows (besides
the classical continents Europe, Africa, and Asia) the Americas as America sive India Nova', New Guinea, and other islands of Southeast Asia, as well as a hypothetical Arctic continent and a yet undetermined Terra Australis.[1]The 16th century began with the Julian year 1501 (represented by the Roman numerals MDI) and ended with either the Julian or
the Gregorian year 1600 (MDC), depending on the reckoning used (the Gregorian calendar introduced a lapse of 10 days in October 1582).[1] The Renaissance in Italy and Europe saw the emergence of important artists, authors and scientists, and led to the foundation of important subjects which include accounting and political science. Copernicus
proposed the heliocentric universe, which was met with strong resistance, and Tycho Brahe refuted the theory of celestial spheres through observational measurement of the 1572 appearance of a Milky Way supernova. These events directly challenged the long-held notion of an immutable universe supported by Ptolemy and Aristotle, and led to major
revolutions in astronomy and science. Galileo Galilei became a champion of the new sciences, invented the first thermometer and made substantial contributions in the fields of physics and astronomy, becoming a major figure in the Scientific Revolution in Europe. Spain and Portugal colonized large parts of Central and South America, followed by France
and England in Northern America and the Lesser Antilles. The Portuguese became the masters of trade between Brazil, the coasts of Africa, and their possessions in the Indies, whereas the Spanish came to dominate the Greater Antilles, Mexico, Peru, and opened trade across the Pacific Ocean, linking the Americas with the Indies. English and French
privateers began to practice persistent theft of Spanish and Portuguese treasures. This era of colonialism established mercantilism as the leading school of economic thought, where the economic system was viewed as a zero-sum game in which any gain by one party required a loss by another. The mercantilist doctrine encouraged the many intra-European
wars of the period and arguably fueled European expansion and imperialism throughout the world until the 19th century or early 20th century. The Reformation in central and northern Europe gave a major blow to the authority of the papacy and the Catholic Church. In England, the British-Italian Alberico Gentili wrote the first book on public international

law and divided secularism from canon law and Catholic theology. European politics became dominated by religious conflicts, with the groundwork for the epochal Thirty Years' War being laid towards the end of the century. In the Middle East, the Ottoman Empire continued to expand, with the sultan taking the title of caliph, while dealing with a resurgent Persia. Iran and Iraq were caught by a major popularity of the Shia sect of Islam under the rule of the Safavid dynasty of warrior-mystics, providing grounds for a Persia independent of the majority-Sunni Muslim world.[2] In the Indian subcontinent, following the defeat of the Delhi Sultanate and Vijayanagara Empire, new powers emerged, the Sur Empire founded by Sher Shah Suri, Deccan sultanates, Rajput states, and the Mughal Empire[3] by Emperor Babur, a direct descendant of Timur and Genghis Khan.[4] His successors Humayun and Akbar, enlarged the empire to include most of South Asia. Japan suffered a severe civil war at this time, known as the Sengoku period, and emerged from it as a unified nation under Toyotomi Hideyoshi. China was ruled by the Ming dynasty, which was becoming increasingly isolationist, coming into conflict with Japan over the control of Korea as well as Japanese pirates. In Africa, Christianity had begun to spread in Central Africa and Southern Africa. Until the Scramble for Africa in the late 19th century, most of Africa was left uncolonized. For timelines of earlier events, see 15th century and Timeline of the Middle Ages. Mona Lisa, by Leonardo da Vinci, c. 1503–1506, one of the world's best-known paintings 1501: Michelangelo returns to his native Florence to begin work on the statue David. 1501: Safavid dynasty reunifies Iran and rules over it until 1736. Safavids adopt a Shia branch of Islam.[5] 1501: First Battle of Cannanore between the Third Portuguese Armada and Kingdom of Cochin under João da Nova and Zamorin of Kozhikode's navy marks the beginning of Portuguese conflicts in the Indian Ocean. 1502: First reported African slaves in the New World 1502: The Crimean Khanate sacks Sarai in the Golden Horde, ending its existence. 1503: Spain defeats France at the Battle of Cerignola. Considered to be the first battle in history won by gunpowder small arms. 1503: Leonardo da Vinci begins painting the Mona Lisa and completes it three years later. 1503: Nostradamus is born on either December 14 or December 21. 1504: A period of drought, with famine in all of Spain. 1504: Death of Isabella I of Castile; Joanna of Castile becomes the Queen. 1504: Foundation of the Sultanate of Sennar by Amara Dunqas, in what is modern Sudan 1505: Zhengde Emperor ascends the throne of Ming dynasty. 1505: Martin Luther enters St. Augustine's Monastery at Erfurt, Germany, on 17 July and begins his journey to instigating the Reformation. 1505: Sultan Trenggono builds the first Muslim kingdom in Java, called Demak, in Indonesia. Many other small kingdoms were established in other islands to fight against Portuguese. Each kingdom introduced local language as a way of communication and unity. 1506: Leonardo da Vinci completes the Mona Lisa. 1506: King Afonso I of Kongo wins the battle of Mbanza Kongo, resulting in Catholicism becoming Kongo's state religion.Battle of Cerignola: El Gran Capitan finds the corpse of Louis d'Armagnac, Duke of Nemours 1506: At least two thousand converted Jews are massacred in a Lisbon riot, Portugal. 1506: Christopher Columbus dies in Valladolid, Spain. 1506: Poland is invaded by Tatars from the Crimean Khanate. 1507: The first recorded epidemic of smallpox in the New World on the island of Hispaniola. It devastates the native Taíno population.[6] 1507: Afonso de Albuquerque conquered Hormuz and Muscat, among other bases in the Persian Gulf, taking control of the region at the entrance of the Gulf. 1508: The Christian-Islamic power struggle in Europe and West Asia spills over into the Indian Ocean as Battle of Chaul during the Portuguese-Mamluk War 1508–1512: Michelangelo paints the Sistine Chapel ceiling. 1509: The defeat of joint fleet of the Sultan of Gujarat, the Mamlûk Burji Sultanate of Egypt, and the Zamorin of Calicut with support of the Republic of Venice and the Ottoman Empire in Battle of Diu marks the beginning of Portuguese dominance of the Spice trade and the Indian Ocean. 1509: The Portuguese king sends Diogo Lopes de Sequeira to find Malacca, the eastern terminus of Asian trade. After initially receiving Sequeira, Sultan Mahmud Shah captures and/or kills several of his men and attempts an assault on the four Portuguese ships, which escape.[7] The Javanese fleet is also destroyed in Malacca. 1509: Krishnadevaraya ascends the throne of Vijayanagara Empire. Afonso de Albuquerque 1509–1510: The 'great plague' in various parts of Tudor England.[8] 1510: Afonso de Albuquerque of Portugal conquers Goa in India. 1511: Afonso de Albuquerque of Portugal conquers Malacca, the capital of the Sultanate of Malacca in present-day Malaysia. 1512: Copernicus writes Commentariolus, and proclaims the Sun the center of the Solar System. 1512: The southern part (historical core) of the Kingdom of Navarre is invaded by Castile and Aragon. 1512: Qutb Shahi dynasty, founded by Quli Qutb Mulk, rules Golconda Sultanate until 1687. 1512: The first Portuguese exploratory expedition was sent eastward from Malacca (in present-day Malaysia) to search for the 'Spice Islands' (Maluku) led by Francisco Serrão. Serrão is shipwrecked but struggles on to Hitu (northern Ambon) and wins the favour of the local rulers.[9] 1513: Machiavelli writes The Prince, a treatise about political philosophy 1513: The Portuguese mariner Jorge Álvares lands at Macau, China, during the Ming dynasty. 1513: Henry VIII defeats the French at the Battle of the Spurs. 1513: The Battle of Flodden Field in which invading Scots are defeated by Henry VIII's forces. 1513: Sultan Selim I ("The Grim") orders the massacre of Shia Muslims in Anatolia (present-day Turkey). 1513: Vasco Núñez de Balboa, in service of Spain arrives at the Pacific Ocean (which he called Mar del Sur) across the Isthmus of Panama. He was the first European to do so. 1514: The Battle of Orsha halts Muscovy's expansion into Eastern Europe. 1514: Dózsa rebellion (peasant revolt) in Hungary.Martin Luther initiated the Reformation with his Ninety-five Theses in 1517. 1514: The Battle of Chaldiran, the Ottoman Empire gains decisive victory against Safavid dynasty. 1515: Ascension of Francis I of France as King of France following the death of Louis XII. 1515: The Ottoman Empire wrests Eastern Anatolia from the Safavids after the Battle of Chaldiran. 1515: The Ottomans conquer the last beyliks of Anatolia, the Dulkadirs and the Ramadanids. 1516–1517: The Ottomans defeat the Mamluks and gain control of Egypt, Arabia, and the Levant. 1517: The Sweating sickness epidemic in Tudor England.[10] 1517: The Reformation begins when Martin Luther posts his Ninety-five Theses in Saxony. 1518: The Treaty of London was a non-aggression pact between the major European nations. The signatories were Burgundy, France, England, the Holy Roman Empire, the Netherlands, the Papal States and Spain, all of whom agreed not to attack one another and to come to the aid of any that were under attack. 1518: Mir Chakar Khan Rind leaves Baluchistan and settles in Punjab. 1518: Leo Africanus, also known as al-Hasan ibn Muhammad al-Wazzan al-Fasi, an Andalusian Berber diplomat who is best known for his book Descrittione dell'Africa (Description of Africa), is captured by Spanish pirates; he is taken to Rome and presented to Pope Leo X. 1518: The dancing plague of 1518 begins in Strasbourg, lasting for about one month. 1519: Leonardo da Vinci dies of natural causes on May 2.Europe at the time of the accession of Charles V in 1519 1519: Wang Yangming, the Chinese philosopher and governor of Jiangxi province, describes his intent to use the firepower of the fo-lang-ji, a breech-loading Portuguese culverin, in order to suppress the rebellion of Prince Zhu Chenhao. 1519: Barbary pirates led by Hayreddin Barbarossa, a Turk appointed to ruling position in Algiers by the Ottoman Empire, raid Provence and Toulon in southern France. 1519: Death of Emperor Maximilian; Charles I of Austria, Spain, and the Low Countries becomes Emperor of Holy Roman Empire as Charles V, Holy Roman Emperor (ruled until 1556). 1519–1522: Spanish expedition commanded by Magellan and Elcano are the first to Circumnavigate the Earth. 1519–1521: Hernán Cortés leads the Spanish conquest of the Aztec Empire. Ferdinand Magellan led the first expedition that circumnavigated the globe in 1519–1522. 1520–1566: The reign of Suleiman the Magnificent marks the zenith of the Ottoman Empire. 1520: The first European diplomatic mission to Ethiopia, sent by the Portuguese, arrives at Massawa 9 April, and reaches the imperial encampment of Emperor Dawit II in Shewa 9 October. 1520: Vijayanagara Empire forces under Krishnadevaraya defeat the Adil Shahi under at the Battle of Raichur 1520: Sultan Ali Mughayat Shah of Aceh begins an expansionist campaign capturing Daya on the west Sumatran coast (in present-day Indonesia), and the pepper and gold producing lands on the east coast. 1520: The Portuguese established a trading post in the village of Lamakera on the eastern side of Solor (in present-day Indonesia) as a transit harbour between Maluku and Malacca. 1521: Belgrade (in present-day Serbia) is captured by the Ottoman Empire. 1521: After building fortifications at Tuen Mun, the Portuguese attempt to invade Ming dynasty China, but are expelled by Chinese naval forces. 1521: Philippines encountered by Ferdinand Magellan. He was later killed in the Battle of Mactan in central Philippines in the same year. 1521: Jiajing Emperor ascended the throne of Ming dynasty, China. 1521: November, Ferdinand Magellan's expedition reaches Maluku (in present-day Indonesia) and after trade with Ternate returns to Europe with a load of cloves. 1521: Pati Unus leads the invasion of Malacca (in present-day Malaysia) against the Portuguese occupation. Pati Unus was killed in this battle, and was succeeded by his brother, sultan Trenggana. 1522: Rhodes falls to the Ottomans of Suleiman the Magnificent.[11]Sack of Rome of 1527 by Charles V's forces (painting by Johannes Lingelbach) 1522: The Portuguese ally themselves with the rulers of Ternate (in present-day Indonesia) and begin construction of a fort.[9] 1522: August, Luso-Sundanese Treaty signed between Portugal and Sunda Kingdom granted Portuguese permit to build fortress in Sunda Kelapa. 1523: Sweden gains independence from the Kalmar Union. 1523: The Cacao bean is introduced to Spain by Hernán Cortés 1524–1525: German Peasants' War in the Holy Roman Empire. 1524: Giovanni da Verrazzano is the first European to explore the Atlantic coast of North America between South Carolina and Newfoundland. 1524: Ismail I, the founder of Safavid dynasty, dies and Tahmasp I becomes king.Gun-wielding Ottoman Janissaries and defending Knights of Saint John at the siege of Rhodes in 1522, from an Ottoman manuscript 1525: Timurid Empire forces under Babur defeat the Lodi dynasty at the First Battle of Panipat, end of the Delhi Sultanate. 1525: German and Spanish forces defeat France at the Battle of Pavia, Francis I of France is captured. 1526: The Ottomans defeat the Kingdom of Hungary at the Battle of Mohács. 1526: Mughal Empire, founded by Babur. 1527: Sack of Rome with Pope Clement VII escaping and the Swiss Guards defending the Vatican being killed. The sack of the city of Rome considered the end of the Italian Renaissance. 1527: Protestant Reformation begins in Sweden. 1527: The last ruler of Majapahit falls from power. This state (located in present-day Indonesia) was finally extinguished at the hands of the Demak. A large number of courtiers, artisans, priests, and members of the royalty moved east to the island of Bali; however, the power and the seat of government transferred to Demak under the leadership of Pangeran, later Sultan Fatah. 1527: June 22, The Javanese Prince Fatahillah of the Cirebon Sultanate successfully defeated the Portuguese armed forces at the site of the Sunda Kelapa Harbor. The city was then renamed Jayakarta, meaning "a glorious victory." This eventful day came to be acknowledged as Jakarta's Founding Anniversary. 1527: Mughal Empire forces defeat the Rajput led by Rana Sanga of Mewar at the Battle of Khanwa 1529: The Austrians defeat the Ottoman Empire at the siege of Vienna. 1529: Treaty of Zaragoza defined the antimeridian of Tordesillas attributing the Moluccas to Portugal and Philippines to Spain. 1529: Imam Ahmad Gurey defeats the Ethiopian Emperor Dawit II in the Battle of Shimbra Kure, the opening clash of the Ethiopian–Adal War. Spanish conquistadors with their Tlaxcallan allies fighting against the Otomies of Metztitlan in present-day Mexico, a 16th-century codex 1531–1532: The Church of England breaks away from the Catholic Church and recognizes King Henry VIII as the head of the Church. 1531: The Inca Civil War is fought between the two brothers, Atahualpa and Huáscar. 1532: Francisco Pizarro leads the Spanish conquest of the Inca Empire. 1532: Foundation of São Vicente, the first permanent Portuguese settlement in the Americas. 1533: Anne Boleyn becomes Queen of England. 1533: Elizabeth Tudor is born. 1534: Jacques Cartier claims Canada for France. 1534: The Ottomans capture Baghdad from the Safavids. 1534: Affair of the Placards, where King Francis I becomes more active in repression of French Protestants. 1535: The Münster Rebellion, an attempt of radical, millennialist, Anabaptists to establish a theocracy, ends in bloodshed. 1535: The Portuguese in Ternate depose Sultan Tabariji (or Tabarija) and send him to Portuguese Goa where he converts to Christianity and bequeaths his Portuguese godfather Jordao de Freitas the island of Ambon.[12] Hairun becomes the next sultan. 1536: Catherine of Aragon dies in Kimbolton Castle, in England.Territorial expansion of the Ottoman Empire under Suleiman (in red and orange) 1536: In England, Anne Boleyn is beheaded for adultery and treason. 1536: Establishment of the Inquisition in Portugal. 1536: Foundation of Buenos Aires (in present-day Argentina) by Pedro de Mendoza. 1537: The Portuguese establish Recife in Pernambuco, north-east of Brazil. 1537: William Tyndale's partial translation of the Bible into English is published, which would eventually be incorporated into the King James Bible. 1538: Gonzalo Jiménez de Quesada founds Bogotá. 1538: Spanish–Venetian fleet is defeated by the Ottoman Turks at the Battle of Preveza. 1539: Hernando de Soto explores inland North America. Nicolaus Copernicus 1540: The Society of Jesus, or the Jesuits, is founded by Ignatius of Loyola and six companions with the approval of Pope Paul III. 1540: Sher Shah Suri founds the Suri dynasty in South Asia, an ethnic Pashtun (Pathan) of the house of Sur, who supplanted the Mughal dynasty as rulers of North India during the reign of the relatively ineffectual second Mughal emperor Humayun. Sher Shah Suri decisively defeats Humayun in the Battle of Bilgram (May 17, 1540). 1541: Pedro de Valdivia founds Santiago in Chile. 1541: An Algerian military campaign by Charles V of Spain (Habsburg) is unsuccessful. 1541: Amazon River is encountered and explored by Francisco de Orellana. 1541: Capture of Buda and the absorption of the major part of Hungary by the Ottoman Empire. 1541: Sahib I Giray of Crimea invades Russia. 1542: The Italian War of 1542–1546 War resumes between Francis I of France and Emperor Charles V. This time Henry VIII is allied with the Emperor, while James V of Scotland and Sultan Suleiman I are allied with the French. 1542: Akbar The Great is born in the Rajput Umarkot Fort 1542: Spanish explorer Ruy López de Villalobos named the island of Samar and Leyte Las Islas Filipinas honoring Philip II of Spain and became the official name of the archipelago. 1543: Ethiopian/Portuguese troops defeat the Adal army led by Imam Ahmad Gurey at the Battle of Wayna Daga; Imam Ahmad Gurey is killed at this battle. 1543: Copernicus publishes his theory that the Earth and the other planets revolve around the Sun 1543: The Nanban trade period begins after Portuguese traders make contact with Japan. 1544: The French defeat an Imperial–Spanish army at the Battle of Ceresole.Scenes of everyday life in Ming China, by Qiu Ying 1544: Battle of the Shirts in Scotland. The Frasers and Macdonalds of Clan Ranald fight over a disputed chiefship; reportedly, 5 Frasers and 8 Macdonalds survive. 1545: Songhai forces sack the Malian capital of Niani 1545: The Council of Trent meets for the first time in Trent (in northern Italy). 1546: Michelangelo Buonarroti is made chief architect of St. Peter's Basilica. 1546: Francis Xavier works among the peoples of Ambon, Ternate and Morotai (Moro) laying the foundations for a permanent mission. (to 1547) 1547: Henry VIII dies in the Palace of Whitehall on 28 January at the age of 55. 1547: Francis I dies in the Château de Rambouillet on 31 March at the age of 52. 1547: Edward VI becomes King of England and Ireland on 28 January and is crowned on 20 February at the age of 9. 1547: Emperor Charles V decisively dismantles the Schmalkaldic League at the Battle of Mühlberg. 1547: Grand Prince Ivan the Terrible is crowned tsar of (All) Russia, thenceforth becoming the first Russian tsar. 1548: Battle of Uedahara: Firearms are used for the first time on the battlefield in Japan, and Takeda Shingen is defeated by Murakami Yoshikiyo. 1548: Askia Daoud, who reigned from 1548 to 1583, establishes public libraries in Timbuktu (in present-day Mali). 1548: The Ming dynasty government of China issues a decree banning all foreign trade and closes down all seaports along the coast; these Hai jin laws came during the Wokou wars with Japanese pirates. 1549: Tomé de Sousa establishes Salvador in Bahia, north-east of Brazil. 1549: Arya Penangsang with the support of his teacher, Sunan Kudus, avenges the death of Raden Kikin by sending an envoy named Rangkud to kill Sunan Prawoto by Keris Kyai Satan Kober (in present-day Indonesia). The Islamic gunpowder empires: Mughal Army artillerymen during the reign of Jalaluddin Akbar 1550: The architect Mimar Sinan builds the Süleymaniye Mosque in Istanbul. 1550: Mongols led by Altan Khan invade China and besiege Beijing. 1550–1551: Valladolid debate concerning the human rights of the Indigenous people of the Americas. 1551: Fifth outbreak of sweating sickness in England. John Caius of Shrewsbury writes the first full contemporary account of the symptoms of the disease. 1551: North African pirates enslave the entire population of the Maltese island Gozo, between 5,000 and 6,000, sending them to Libya. 1552: Russia conquers the Khanate of Kazan in central Asia. 1552: Jesuit China Mission, Francis Xavier dies. 1553: Mary Tudor becomes the first queen regnant of England and restores the Church of England under Papal authority. 1553: The Portuguese found a settlement at Macau. 1554: Missionaries José de Anchieta and Manuel da Nóbrega establishes São Paulo, southeast Brazil. 1554: Princess Elizabeth is imprisoned in the Tower of London upon the orders of Mary I for suspicion of being involved in the Wyatt rebellion. 1555: The Muscovy Company is the first major English joint stock trading company. 1556: Publication in Venice of Delle Navigiationi et Viaggi (terzo volume) by Giovanni Battista Ramusio, secretary of Council of Ten, with plan La Terra de Hochelaga, an illustration of the Hochelaga.[13] 1556: The Shaanxi earthquake in China is history's deadliest known earthquake during the Ming dynasty. 1556: Georgius Agricola, the "Father of Mineralogy", publishes his De re metallica. 1556: Akbar defeats Hemu at the Second battle of Panipat. 1556: Russia conquers the Astrakhan Khanate. 1556–1605: During his reign, Akbar expands the Mughal Empire in a series of conquests (in the Indian subcontinent).Political map of the world in 1556 1556: Mir Chakar Khan Rind captures Delhi with Humayun. 1556: Pomponio Algerio, radical theologian, is executed by boiling in oil as part of the Roman Inquisition. 1557: Habsburg Spain declares bankruptcy. Philip II of Spain had to declare four state bankruptcies in 1557, 1560, 1575 and 1596. 1557: The Portuguese settle in Macau (on the western side of the Pearl River Delta across from present-day Hong Kong). 1557: The Ottomans capture Massawa, all but isolating Ethiopia from the rest of the world. 1558: Elizabeth Tudor becomes Queen Elizabeth I at age 25. 1558–1603: The Elizabethan era is considered the height of the English Renaissance. 1558–1583: Livonian War between Poland, Grand Principality of Lithuania, Sweden, Denmark and Russia. 1558: After 200 years, the Kingdom of England loses Calais to France. 1559: With the Peace of Cateau Cambrésis, the Italian Wars conclude. 1559: Sultan Hairun of Ternate (in present-day Indonesia) protests the Portuguese's Christianisation activities in his lands. Hostilities between Ternate and the Portuguese. The Mughal Emperor Akbar shoots the Rajput warrior Jaimal during the Siege of Chittorgarh in 1567 1560: Ottoman navy defeats the Spanish fleet at the Battle of Djerba. 1560: Elizabeth Bathory is born in Nyirbator, Hungary. 1560: By winning the Battle of Okehazama, Oda Nobunaga becomes one of the pre-eminent warlords of Japan. 1560: Jeanne d'Albret declares Calvinism the official religion of Navarre. 1560: Lazarus Church, Macau 1561: Sir Francis Bacon is born in London. 1561: The fourth battle of Kawanakajima between the Uesugi and Takeda at Hachimanbara takes place. 1561: Guido de Bres draws up the Belgic Confession of Protestant faith. 1562: Mughal emperor Akbar reconciles the Muslim and Hindu factions by marrying into the powerful Rajput Hindu caste. 1562–1598: French Wars of Religion between Catholics and Huguenots. 1562: Massacre of Wassy and Battle of Dreux in the French Wars of Religion. 1562: Portuguese Dominican priests build a palm-trunk fortress which Javanese Muslims burned down the following year. The fort was rebuilt from more durable materials and the Dominicans commenced the Christianisation of the local population.[12] 1563: Plague outbreak claimed 80,000 people in Elizabethan England. In London alone, over 20,000 people died of the disease. 1564: Galileo Galilei born on February 15 1564: William Shakespeare baptized 26 April 1565: Deccan sultanates defeat the Vijayanagara Empire at the Battle of Talikota. 1565: Mir Chakar Khan Rind dies at aged 97. 1565: Estácio de Sá establishes Rio de Janeiro in Brazil. 1565: The Hospitallers, a Crusading Order, defeat the Ottoman Empire at the siege of Malta (1565). 1565: Miguel López de Legazpi establishes in Cebu the first Spanish settlement in the Philippines starting a period of Spanish colonization that would last over three hundred years. 1565: Spanish navigator Andres de Urdaneta discovers the maritime route from Asia to the Americas across the Pacific Ocean, also known as the tornaviaje. 1565: Royal Exchange is founded by Thomas Gresham. 1566: Suleiman the Magnificent, ruler of the Ottoman Empire, dies on September 7, during the battle of Szigetvar.Siege of Valenciennes during the Dutch War of Independence in 1567 1566–1648: Eighty Years' War between Spain and the Netherlands. 1566: Da le Balle Contrade d'Oriente, composed by Cipriano de Rore. 1567: After 45 years' reign, Jiajing Emperor died in the Forbidden City, Longqing Emperor ascended the throne of Ming dynasty. 1567: Mary, Queen of Scots, is imprisoned by Elizabeth I. 1568: The Transylvanian Diet, under the patronage of the prince John Sigismund Zápolya, the former king of Hungary, inspired by the teachings of Ferenc Dávid, the founder of the Unitarian Church of Transylvania, promulgates the Edict of Torda, the first law of freedom of religion and of conscience in the World. 1568–1571: Morisco Revolt in Spain. 1568–1600: The Azuchi-Momoyama period in Japan. 1568: Hadiwijaya sent his adopted son and son in-law Sutawijaya, who would later become the first ruler of the Mataram dynasty of Indonesia, to kill Arya Penangsang. 1569: Rising of the North in England. 1569: Mercator 1569 world map published by Gerardus Mercator. 1569: The Polish–Lithuanian Commonwealth is created with the Union of Lublin which lasts until 1795. 1569: Peace treaty signed by Sultan Hairun of Ternate and Governor Lopez De Mesquita of Portugal. The Battle of Lepanto 1570: Ivan the Terrible, tsar of Russia, orders the massacre of inhabitants of Novgorod. 1570: Pope Pius V issues Regnans in Excelsis, a papal bull excommunicating all who obeyed Elizabeth I and calling on all Catholics to rebel against her. 1570: Sultan Hairun of Ternate (in present-day Indonesia) is killed by the Portuguese.[12] Babullah becomes the next Sultan. 1570: 20,000 inhabitants of Nicosia in Cyprus were massacred and every church, public building, and palace was looted. Cyprus fell to the Ottoman Turks the following year. 1571: Pope Pius V completes the Holy League as a united front against the Ottoman Turks, responding to the fall of Cyprus to the Ottomans. 1571: The Spanish-led Holy League navy destroys the Ottoman Empire navy at the Battle of Lepanto. 1571: Crimean Tatars attack and sack Moscow, burning everything but the Kremlin. 1571: American Indians kill Spanish missionaries in what would later be Jamestown, Virginia. 1571: Spanish conquistador Miguel López de Legazpi establishes Manila, Philippines as the capital of the Spanish East Indies. 1572: Brielle is taken from Habsburg Spain by Protestant Watergeuzen in the Capture of Brielle, in the Eighty Years' War. 1572: Spanish conquistadores apprehend the last Inca leader Tupak Amaru at Vilcabamba, Peru, and execute him in Cuzco. 1572: Jeanne d'Albret dies aged 43 and is succeeded by Henry of Navarre. 1572: Catherine de' Medici instigates the St. Bartholomew's Day massacre which takes the lives of Protestant leader Gaspard de Coligny and thousands of Huguenots. The violence spreads from Paris to other cities and the countryside. 1572: First edition of the epic The Lusiads of Luís Vaz de Camões, three years after the author returned from the East.[14] 1572: The 9 years old Taizi, Zhu Yijun ascended the throne of Ming dynasty, known as Wanli Emperor. 1573: After heavy losses on both sides the siege of Haarlem ends in a Spanish victory.St. Bartholomew's Day massacre of French Protestants 1574: in the Eighty Years' War the capital of Zeeland, Middelburg declares for the Protestants. 1574: After a siege of 4 months the siege of Leiden ends in a comprehensive Dutch rebel victory. 1575: Oda Nobunaga finally captures Nagashima fortress. 1575: Following a five-year war, the Ternateans under Sultan Babullah defeated the Portuguese. 1576: Tahmasp I, Safavid shah, dies. 1576: The Battle of Haldighati is fought between the ruler of Mewar, Maharana Pratap and the Mughal Empire's forces under Emperor Akbar led by Raja Man Singh. 1576: Sack of Antwerp by badly paid Spanish soldiers. 1577–1580: Francis Drake circles the world. 1577: Ki Ageng Pemanahan built his palace in Pasargede or Kotagede. 1578: King Sebastian of Portugal is killed at the Battle of Alcazarquivir. 1578: The Portuguese establish a fort on Tidore but the main centre for Portuguese activities in Maluku becomes Ambon.[12] 1578: Sonam Gyatso is conferred the title of Dalai Lama by Tumed Mongol ruler, Altan Khan. Recognised as the reincarnation of two previous Lamas, Sonam Gyatso becomes the third Dalai Lama in the lineage.[15] 1578: Governor-General Francisco de Sande officially declared war against Brunei in 1578, starting the Castilian War of 1578. 1579: The Union of Utrecht unifies the northern Netherlands, a foundation for the later Dutch Republic. 1579: The Union of Arras unifies the southern Netherlands, a foundation for the later states of the Spanish Netherlands, the Austrian Netherlands and Belgium.The Irish Gaelic chieftain's feast, from The Image of Ireland 1579: The British navigator Sir Francis Drake passes through Maluku and transit in Ternate on his circumnavigation of the world. The Portuguese establish a fort on Tidore but the main centre for Portuguese activities in Maluku becomes Ambon.[16] The fall of Spanish Armada 1580: Drake's royal reception after his attacks on Spanish possessions influences Philip II of Spain to build up the Spanish Armada. English ships in Spanish harbours are impounded. 1580: Spain unifies with Portugal under Philip II. The struggle for the throne of Portugal ends the Portuguese Empire. The Spanish and Portuguese crowns are united for 60 years, i.e. until 1640. 1580–1587: Nagasaki comes under control of the Jesuits. 1581: Dutch Act of Abjuration, declaring abjuring allegiance to Philip II of Spain. 1581: Bayinnaung dies at the age of 65. 1582: Oda Nobunaga commits seppuku during the Honnō-ji Incident coup by his general, Akechi Mitsuhide. 1582: Pope Gregory XIII issues the Gregorian calendar. The last day of the Julian calendar was Thursday, 4 October 1582 and this was followed by the first day of the Gregorian calendar, Friday, 15 October 1582 1582: Yermak Timofeyevich conquers the Siberia Khanate on behalf of the Stroganovs. 1583: Denmark builds the world's first theme park, Bakken. 1583: Death of Sultan Babullah of Ternate. 1584–1585: After the siege of Antwerp, many of its merchants flee to Amsterdam. According to Luc-Normand Tellier, "At its peak, between 1510 and 1557, Antwerp concentrated about 40% of the world trade...It is estimated that the port of Antwerp was earning the Spanish crown seven times more revenues than the Americas."[17] 1584: Ki Ageng Pemanahan died. Sultan Pajang raised Sutawijaya, son of Ki Ageng Pemanahan as the new ruler in Mataram, titled "Loring Ngabehi Market" (because of his home in the north of the market). 1585: Akbar annexes Kashmir and adds it to the Kabul SubahPortuguese fusta in India from a book by Jan Huygen van Linschoten 1585: Colony at Roanoke founded in North America. 1585–1604: The Anglo-Spanish War is fought on both sides of the Atlantic. 1587: Mary, Queen of Scots is executed by Elizabeth I. 1587: The reign of Abbas I marks the zenith of the Safavid dynasty. 1587: Troops that would invade Pajang Mataram Sultanate storm ravaged the eruption of Mount Merapi. Sutawijaya and his men survived. 1588: Mataram into the kingdom with Sutawijaya as Sultan, titled "Senapati Ingalaga Sayidin Panatagama" means the warlord and cleric Manager Religious Life. 1588: England repulses the Spanish Armada. 1589: Spain repulses the English Armada. 1589: Catherine de' Medici dies at aged 69. Abu'l-Fazl ibn Mubarak presenting Akbarnama to Mughal Azam Akbar, Mughal miniature 1590: Siege of Odawara: the Go-Hojo clan surrender to Toyotomi Hideyoshi, and Japan is unified. 1591: Gazi Giray leads a huge Tatar expedition against Moscow. 1591: In Mali, Moroccan forces of the Sultan Ahmad al-Mansur led by Judar Pasha defeat the Songhai Empire at the Battle of Tondibi. 1592–1593: John Stow reports 10,675 plague deaths in London, a city of approximately 200,000 people. 1592–1598: Korea, with the help of Ming dynasty China, repels two Japanese invasions. 1593–1606: The Long War between the Habsburg monarchy and the Ottoman Turks. 1594: St. Paul's College, Macau, founded by Alessandro Valignano. 1595: First Dutch expedition to Indonesia sets sail for the East Indies with two hundred and forty-nine men and sixty-four cannons led by Cornelis de Houtman.[18] 1596: Birth of René Descartes. 1596: June, de Houtman's expedition reaches Banten the main pepper port of West Java where they clash with both the Portuguese and Indonesians. It then sails east along the north coast of Java losing twelve crew to a Javanese attack at Sidayu and killing a local ruler in Madura.[18] 1597: Romeo and Juliet is published. 1597: Cornelis de Houtman's expedition returns to the Netherlands with enough spices to make a considerable profit.[18] 1598: The Edict of Nantes ends the French Wars of Religion. 1598: Abbas I moves Safavids capital from Qazvin to Isfahan in 1598. 1598–1613: Russia descends into anarchy during the Time of Troubles. 1598: The Portuguese require an armada of 90 ships to put down a Solorese uprising.[12] (to 1599) 1598: More Dutch fleets leave for Indonesia and most are profitable.[18]Edo period screen depicting the Battle of Sekigahara 1598: The province of Santa Fe de Nuevo México is established in Northern New Spain. The region would later become a territory of Mexico, the New Mexico Territory in the United States, and the US State of New Mexico. 1598: Death of Toyotomi Hideyoshi, known as the unifier of Japan. 1599: The Mali Empire is defeated at the Battle of Jenné. 1599: The van Neck expedition returns to Europe. The expedition makes a 400 per cent profit.[18] (to 1600) 1599: March, Leaving Europe the previous year, a fleet of eight ships under Jacob van Neck was the first Dutch fleet to reach the 'Spice Islands' of Maluku.[18] 1600: Giordano Bruno is burned at the stake for heresy in Rome.Siege of Fiľakovo castle during the Long Turkish War 1600: Battle of Sekigahara in Japan. End of the Warring States period and beginning of the Edo period. 1600: The Portuguese win a major naval battle in the bay of Ambon.[19] Later in the year, the Dutch join forces with the local Hituese in an anti-Portuguese alliance, in return for which the Dutch would have the sole right to purchase spices from Hitu.[19] 1600: Elizabeth I grants a charter to the British East India Company beginning the English advance in Asia. 1600: Michael the Brave unifies the three principalities: Wallachia, Moldavia and Transylvania after the Battle of Șelimbăr from 1599. For later events, see Timeline of the 17th century. Polybius' The Histories translated into Italian, English, German and French.[20] Mississippian culture disappears. Medallion rug, variant Star Ushak style, Anatolia (modern Turkey), is made. It is now kept at the Saint Louis Art Museum. Hernan Cortes (1485–1547) Henry VIII, (1491–1547) King of England and Ireland Don Fernando Álvarez de Toledo (1507–1582) Suleiman the Magnificent, Sultan of the Ottoman Empire (1520–1566) Ivan IV the Terrible (1530–1584) Oda Nobunaga (1534–1582) Sir Francis Drake (c. 1540 – 1596) Alberico Gentili, (1552–1608) the Father of international law Philip II of Spain, King of Spain (1556–1598) Akbar the Great, Mughal emperor (1556–1605) Related article: List of 16th century inventions. The Columbian Exchange introduces many plants, animals and diseases to the Old and New Worlds. Introduction of the spinning wheel revolutionizes textile production in Europe. The letter J is introduced into the English alphabet. 1500: First portable watch is created by Peter Henlein of Germany.The Iberian Union in 1598, under Philip II, King of Spain and Portugal 1513: Juan Ponce de León sights Florida and Vasco Núñez de Balboa sights the eastern edge of the Pacific Ocean. 1519–1522: Ferdinand Magellan and Juan Sebastián Elcano lead the first circumnavigation of the world. 1519–1540: In America, Hernando de Soto expeditions map the Gulf of Mexico coastline and bays. 1525: Modern square root symbol (√) 1540: Francisco Vásquez de Coronado sights the Grand Canyon. 1541–42: Francisco de Orellana sails the length of the Amazon River. 1542–43: Firearms are introduced into Japan by the Portuguese. 1543: Copernicus publishes his theory that the Earth and the other planets revolve around the Sun 1545: Theory of complex numbers is first developed by Gerolamo Cardano of Italy. 1558: Camera obscura is first used in Europe by Giambattista della Porta of Italy. 1559–1562: Spanish settlements in Alabama/Florida and Georgia confirm dangers of hurricanes and local native warring tribes. 1565: Spanish settlers outside New Spain (Mexico) colonize Florida's coastline at St. Augustine. 1565: Invention of the graphite pencil (in a wooden holder) by Conrad Gesner. Modernized in 1812. 1568: Gerardus Mercator creates the first Mercator projection map. 1572: Supernova SN 1572 is observed by Tycho Brahe in the Milky Way. 1582: Gregorian calendar is introduced in Europe by Pope Gregory XIII and adopted by Catholic countries. c. 1583: Galileo Galilei of Pisa, Italy identifies the constant swing of a pendulum, leading to development of reliable timekeepers. 1585: earliest known reference to the 'sailing carriage' in China. 1589: William Lee invents the stocking frame. 1591: First flush toilet is introduced by Sir John Harrington of England, the design published under the title 'The Metamorphosis of Ajax'. 1593: Galileo Galilei invents a thermometer. 1596: William Barents discovers Spitsbergen. 1597: Opera in Florence by Jacopo Peri. Entertainment in the 16th century ^ a b Modern reference works on the period tend to follow the introduction of the Gregorian calendar for the sake of clarity; thus NASA's lunar eclipse catalogue states "The Gregorian calendar is used for all dates from 1582 Oct 15 onwards. Before that date, the Julian calendar is used." For dates after 15 October 1582, care must be taken to avoid confusion of the two styles. ^ de Vries, Jan (14 September 2009). "The limits of globalization in the early modern world". The Economic History Review. 63 (3): 710–733. CiteSeerX 10.1.1.186.2862. doi:10.1111/j.1468-0289.2009.00497.x. JSTOR 40929823. S2CID 219969360. SSRN 1635517. ^ Singh, Sarina; Lindsay Brown; Paul Clammer; Rodney Cocks; John Mock (2008). Pakistan & the Karakoram Highway. Vol. 7, illustrated. Lonely Planet. p. 137. ISBN 978-1-74104-542-0. Retrieved 23 August 2010. ^ Babur (2006). Babur Nama. Penguin Books. p. vii. 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The Dalai Lama and the Emperor of China: a political history of the Tibetan institution of reincarnation. New York: Columbia University Press. ISBN 9780231538602. OCLC 905914446. ^ Miller, George, ed. (1996). To The Spice Islands and Beyond: Travels in Eastern Indonesia. New York: Oxford University Press. pp. xv. ISBN 967-65-3099-9. ^ Luc-Normand Tellier (2009). "Urban world history: an economic and geographical perspective". PUQ. p.308. ISBN 2-7605-1588-5 ^ a b c d e f Ricklefs (1991), page 27 ^ a b Ricklefs (1991), page 28 ^ Polybius: The Rise Of The Roman Empire, Page 36, Penguin, 1979. Langer, William. An Encyclopedia of World History (5th ed. 1973); highly detailed outline of events online free Media related to 16th century at Wikimedia Commons Timelines of 16th century events, science, culture and persons Retrieved from " 4 The following pages link to 16th century External tools (link count transclusion count sorted list) · See help page for transcluding these entries Showing 50 items. View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Bagpipes (links | edit) List of decades, centuries, and millennia (links | edit) Fashion (links | edit) Giovanni Boccaccio (links | edit) History of Mali (links | edit) History of Mauritius (links | edit) Post office (links | edit) Snare drum (links | edit) Republican Party (United States) (links | edit) 20th century (links | edit) 15th century (links | edit) 17th century (links | edit) 18th century (links | edit) 1624 (links | edit) 1626 (links | edit) 1642 (links | edit) 1661 (links | edit) 1608 (links | edit) 1492 (links | edit) 14th century (links | edit) 1st century (links | edit) 13th century (links | edit) 4th century (links | edit) 12th century (links | edit) 11th century (links | edit) 1564 (links | edit) 1648 (links | edit) 1572 (links | edit) 1623 (links | edit) 1662 (links | edit) 1490s (links | edit) 1640s (links | edit) 1597 (links | edit) 1690 (links | edit) 1688 (links | edit) 7th century (links | edit) 10th century (links | edit) 9th century (links | edit) 8th century (links | edit) 6th century (links | edit) 5th century (links | edit) 3rd century (links | edit) 2nd century (links | edit) 1573 (links | edit) 1570s (links | edit) 1574 (links | edit) 1436 (links | edit) 1476 (links | edit) 1542 (links | edit) 1540s (links | edit) View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500) Retrieved from " WhatLinksHere/16th_century" A target audience is the group of people you are trying to reach with your marketing efforts. Building your target audience consists of knowing the goals, desires, interests, and pain points of your ideal customers. It also takes into account behavioral and demographic features such as age, gender, income, education, location, and so on. By understanding your target audience, you can tailor your content and ads to their needs, wants, and pain points. You can make your copy and content more attractive and engaging for potential customers. This is the best way to grab their attention and encourage them to try your products or services.To achieve this, you need to consider factors like who your target audience is, what they expect from your brand, and how you can best communicate with them in order to elicit an emotional response and ultimately make more sales. Although defining your target audience is not the be-all and end-all of a successful marketing strategy, failing to target the right people might leave you with plenty of web traffic but very few paying customers, as your marketing campaigns are likely to fall on deaf ears. Your target audience might be a board market or a niche one. For example, if you sell shoes you might focus on a wider market, as everyone wears shoes, regardless of age, gender, and interests. However, if you exclusively sell running shoes then your target market is likely to be much more specific, namely athletes and amateurs who run regularly. Target audience categories include:Cold audiencesWarm audiencesCustomersDemographicsNeedsAttitudes and opinionsPersonalityLifestylesFansDifference Between a Target Audience and Buyer PersonaYour target audience should not be confused with your buyer persona. Although closely related, these two concepts are actually notably distinct. Let's take a look at how they differ.A buyer persona is a fictional character who represents your ideal customers, those who are most likely to buy your products or services. A buyer persona typically includes:Personal information: Name, age and geographic location.Content preferences: Favorite channels, content formats, tones, and styles.Business background information: Job title, level of influence in decision making processes.Objectives: Measurable goals, what they are looking for?Challenges: Frustrations and pain points preventing them from reaching their goals.Think of a target audience as a team and a buyer persona as one of the players. A target audience includes general details about your target market, and a buyer persona is a specific, fictional character from within your target audience who is most likely to make a purchase from your brand. Target audience: Working moms between the ages of 25 and 35 with disposable income, very little free time, and an interest in fashion.Buyer persona: Penny is a 28-year-old lawyer with two children. She loves shoes and handbags and hates long lines and shopping centers.Examples of a Target AudienceThere are many target audience examples, including warm audiences, cold audiences, customers, and more. Before you research and build your target audience, you need to understand what your focus is and which target audience category you should focus on. This will help you understand the best way to reach them and connect with them.Let's take a look at a few target audience examples to help you understand the different categories and how your marketing efforts should be structured.Warm Audiences Warm audiences are people who are already familiar with your brand. They may have already visited your website, interacted with your social media profiles, posted a comment about your brand, subscribed to your newsletter, or downloaded your app. However, they have not yet made a purchase from you or shown clear interest in buying your products or services.The aim with warm audiences is to convert them from a potential lead into paying customers. The best way to do this is by segmenting them into sub-categories, such as leads and visitors, before targeting them with specific conversion campaigns.Cold AudiencesCold audiences are people who have never heard of your brand, products, or services. Their goals and pain points match those of your target audience, but they have yet to discover who you are and what benefits you can offer them.The best way to approach this type of target audience is by reaching out to them and introducing them to your Unique Selling Proposition. This will help you build long-lasting relationships that can lead to conversions at a later date. The aim here is to build brand awareness, nurture potential leads, and learn more about the wants and needs of your these people. Social media can be a great platform for this, as can targeted ads. CustomersThe third target audience example you can use for your business is your customers. Existing customers are much easier to target, as they already know who you are and what you have to offer. They have already made a purchase from you, so there is usually an established level of brand awareness, trust, and loyalty. The aim when targeting converted leads of this type is to upsell similar products or services and improve your customer lifetime value. You want to build on the customer relationship and encourage brand loyalty and repeat purchases.Target DemographicsAnother target audience example we will look at is demographics. Demographic segmentation is the process of categorizing your customers and target audience by a number of characteristics. This usually includes age, gender, income level, location, marital status, nationality, occupation, education level, and so on. You can then create targeted marketing campaigns that address the specific needs of each demographic. This helps you ensure that the right messages reach the right ears, saving you money and increasing your ROI in the long term. What do we mean by this?Continuing with the earlier example, if you are selling running shoes, then targeting people over the age of 80 is likely to be a waste of time. Always consider who you are talking to, and what they need to hear before they trust your brand enough to make a purchase decision and become a loyal, paying customer. InterestsThe final target audience example we're going to talk about it is those with interests that align with your brand. Knowing the interests of your target audience helps you connect with them and get a better idea not only of their hobbies, but also of what motivates them.For example, when the weather is warmer and sunnier, consumers interested in skin care are likely looking for products with SPF. If you are a skin care or makeup brand and you are aware of your target audience's interests, you can use those in your messaging and in your marketing campaigns in order to show consumers that you have what they want and thereby increase your sales.