

The Verge's guide to Black Friday 2024

These days, Black Friday isn't so much a single-day shopping holiday as it is an ever-expanding, monthslong event that often begins as early as October. The 24-hour deal blitz that once was the focus of newspaper headlines and mobs outside of stores is no more, which makes knowing when and where you should be spending your cash all the more confusing.

Luckily, we're here to help. Over the next month or so, we'll be poring through scores of presale spreadsheets and thousands upon thousands of deals to separate the real discounts from the unexciting, made-up bargains every retailer seems to hawk around the holidays. We'll have tips on how to find the best deals and when to shop, and we'll continue to flag the most compelling sales in the run-up to Black Friday proper on November 29th.

And if a month of sales is not enough, you'll have another shot at tackling your holiday wish list come December 2nd. We'll be rounding up the best deals on 4K TVs, laptops, phones, robot vacuums, noise-canceling headphones, and other *Verge*-approved gadgets throughout all of Cyber Week. So stay tuned!

<https://www.theverge.com/24288220/black-friday-best-deals-guide-cyber-monday-tech-gadgets-2024>