

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JANUARY 2026

MONTH

#JanuaryInJapan

This January, join book lovers worldwide for **#JanuaryInJapan**, an annual celebration of Japanese literature. From contemporary fiction to captivating short stories, there's something for every reader to enjoy.

WEEK

Kwanzaa

December 26–January 1

To all who celebrate, we wish you warmth, peace, and togetherness — and a very Happy Kwanzaa!



International Creativity Month

January = International Creativity Month! 💡 Dive into inspiring reads, jot down new ideas, or craft your own stories: whatever fuels your imagination. What's sparking your creativity right now?

Financial Wellness Month

Financial Wellness Month tip: align your money with your values. Supporting indie bookstores keeps your dollars in the community AND puts great reads in your hands.

January is Financial Wellness Month! Supporting your local indie doesn't have to break the bank: bargain shelves, used books, and trade-ins are full of treasures waiting for you.

National Book Blitz Month

The first month of the new year is Book Blitz Month: a time dedicated to pick books back up and rededicate yourself to reading. Here are ways to get started:

📖 Compile a Reading List

🏠 Hit up an Indie Bookstore for recommendations

📚 Dive into a series

DAY

1. New Year's Day

New year, same bookish vibes! 🎉 What's the first read you're diving into for 2026?

Receive an indie bookstore gift card over the holidays? Kick off the new year by purchasing a new book...or two...or three. 🤔 Stop by and let us help you find your next favorite read.

4. World Braille Day

Did you know that Braille is an alphabet that can be used to write almost any language? 🤖

Tip: Think about accessible forms of communication in your store, such as signs and computers.

2. National Science Fiction Day

From time travel to parallel worlds, **#ScienceFictionDay** is here to honor the genre that dares to ask "what if?" 🚀 What's your favorite sci-fi read?

4. National Trivia Day

It's National Trivia Day! 🎉

Q: Where can you discover bookseller-curated reads, new authors, and a community-focused space?

A: Your local indie bookstore!

Tip: Partner with a local restaurant or bar for a book-themed trivia event with fun prizes!

2. World Introvert Day

Happy **#WorldIntrovertDay**! To the book lovers who recharge in quiet moments and escape through the pages, today we celebrate the beauty of solitude and reflection. How are you spending it?

5. National Bird Day

A little bird told us you were looking for your next read... 🐦 **#NationalBirdDay**

Tip: Host your local Audubon or conservation groups! Or, serve bird-themed snacks and drinks, like bird-shaped cookies, "tweet" tea, and "bird seed" trail mix.

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10. National Vision Board Day

Happy #NationalVisionBoardDay! 🌟 Let's start crafting those literary dreams. What's on your reading list this year? Share your bookish goals and visions!

Tip: Create your store's vision board for the year curated with books that match what you envision.

13. Poetry Break Day

Who says breaks are only for coffee? Poetry asks us to slow down and notice the beauty in small moments. Take a poetry break with us today!

19. National Use Your Gift Card Day

Remember that indie bookstore gift card you were gifted? Go ahead and break that out and head to your local indie, there's basically a free book or two waiting for you 😊

20. National Coffee Break Day

Happy #NationalCoffeeBreakDay! ☕ Here's to book lovers who pair fresh pages with freshly brewed coffee. What's your go-to cup?



31. National Hot Chocolate Day

Grab a warm cup of hot chocolate and get cozy with the perfect winter read! 🍫 What's your go-to book for a chilly day?

12. National Hot Tea Day

Hot tea + a good book = the ultimate cozy combo ☕📖 What's your go-to tea when you're settling in for a reading session? 🍵

Tip: Partner with a local tea house or shop that sells tea for a book-themed afternoon tea or tasting. If your store carries tea, reach out to your tea vendor to do a special promotion or event.

15. Get To Know Your Customers Day

You know what's great about booksellers? We get to know our customers EVERY day to find the best book recommendations for them. 🙌

18. World Religion Day

There are approximately 4,200 religions around the world. Today, and every day, let's celebrate the commonality of the faiths of the world. 🌍

27. International Holocaust Remembrance Day

The UN designated January 27 as International Holocaust Remembrance Day to honor the six million Jewish victims of the Holocaust and millions of other victims of Nazism, and to develop educational programs to help prevent future genocides.

13. National Sticker Day

Stay hydrated and stylish with our bookish stickers for your water bottles! #NationalStickerDay

Tip: Host a contest to design a new sticker marketing your bookstore!



16. Book Publishers Day

This #BookPublishersDay, we're celebrating the incredible teams behind the books we love. A big shoutout to all the publishers who keep our shelves full of literary treasures. 🙌

19. MLK Day Civil Rights Day

This MLK Day, may we all honor the legacy of Dr. King through community, civic action, and reflection.

28. Library Shelfie Day

Show off those beautiful book collections, whether it's a cozy corner, a towering TBR, or your most-loved shelf of favorites. 📷 Share your shelfie and celebrate the stories that have shaped you, inspired you, and filled your shelves with joy.