

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JULY 2026

MONTH

Disability Pride Month

More access. More stories. Disability Pride Month is a reminder that accessibility matters year-round.

Margins Bookselling Month

It's the sixth annual **#MarginsBookselling Month**, celebrating BIPOC, LGBTQIA2S+, Disabled, & Neurodiverse booksellers! Be sure to check out the [map of bookstores](#) in the country to support!

Tip: [Sign up your store, yourself, and/or share your store plans if applicable.](#)

National Culinary Arts Month

Our shelves are cooking 🍳 From food memoirs to crave-worthy cookbooks, find your next delicious read this month.

Tip: Organize a community recipe exchange. Customers bring a favorite recipe and leave with a stack of new ones (plus cookbook recs).

National Independent Retailer Month

Big love for small businesses. It's National Independent Retailer Month! Come see what makes your local bookstore so special.

Tip: Partner with the American Independent Business Alliance (AMIBA) for [Independents Month](#) as part of the Choose Indie Local year-round movement!

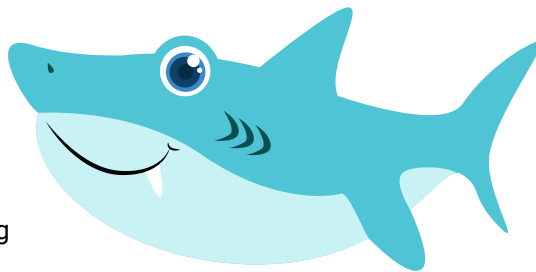
Tip: Include stats from the [Civic Economics Unfulfilled report](#)

WEEK

Shark Week

July 20-25

Warning: these books bite (in the best way) 🦈 Shark Week is the perfect time to dive into something thrilling. What will you pick?



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DAY

1. National Postal Worker Day

Thank you, postal workers, for delivering indie bookstore magic to our readers! 📬



3. International Plastic Bag Free Day

No plastic? No problem! Grab your bookish tote bags and meet us by the shelves for your next read. What's your favorite bookstore tote? 🛍️

Tip: Feature eco-themed books, sustainability memoirs, climate fiction, and kids' books about the environment. Pair them with plastic-free merch: reusable totes, water bottles, etc.

4. Independence Day

Fireworks fade. Good books spark something that lasts. This Independence Day, celebrate the freedom to read stories that inspire and ignite.

12. National Simplicity Day

National Simplicity Day is the perfect excuse to slow down and browse your local indie bookstore at your own pace. No rush. No pressure. Just books.

12. New Conversations Day

Your next favorite conversation might start right here by the shelves. Come in, ask for a rec, and connect over stories that matter. 🗣️ What's the last book that got you talking?

14. International Non-Binary People's Day

International Non-Binary People's Day celebrates non-binary people, identities, and experiences around the world.

17. National Tattoo Day

What bookish tattoo would you get? 🖋️

Tip: Feature local tattoo artists in your store or on your social media. Share their artwork and how books influence their designs. Or host a book and tattoo night with a set of bookish flash tattoos.

18. World Listening Day

Listening to audiobooks IS reading. Check out Libro.fm for your listening needs and purchase audiobooks through your chosen bookstore! 🎧 What was the last audiobook you listened to?

24. International Self-Care Day

Today's reminder: self-care can look like a solo bookstore stroll, a slow browse, and a book you didn't know you needed. How do you practice self-care?

25. National Wine and Cheese Day

Wine, snacks, and a great book. Sounds like book club to us 🍷 We've got plenty of page-turners perfectly paired with your favorite bottle.

Tip: Offer a curated "literary night in" selection of books with a pre-order option for wine and cheese charcuterie boards to be picked up at your store.



26. National Disability Independence Day

The Americans with Disabilities Act turns 36 today!

#DisabilityIndependenceDay
#ThanksToTheADA

30. Paperback Book Day

Who doesn't love a good, floppy paperback? Check out the newest paperback releases to pack for summer vacation.

Tip: Highlight the 6 Now in Paperback Releases from the July and August Indie Next Lists!