

MARKETING CALENDAR

for Holidays & Observances

MARCH 2023

MONTH

National Reading Month

A whole month dedicated to reading sounds like a dream! Let us booksellers help you find your next book (or two) to read this month.



DAY

2. National Read Across America Day

A day dedicated to a bookworm's favorite activity? You bet! It's the day we do what we do best: read!

4. National Salesperson Day/ Employee Appreciation Day

We cannot thank our booksellers enough for all they do! From recommending a new favorite read, setting up gorgeous displays, and planning events for the store, booksellers are the heart of indie bookstores!

12. Daylight Savings Time

One less hour in the day means SuperMarket Sweeping your way through an indie bookstore so you can get back home to read! 🛒

17. St. Patrick's Day

We're green with envy for these books you can read this St. Patrick's Day! 🍀

23. National Puppy Day

What book character would you dress your pup as? Check out some of our favorite "tails" with these literary puppies! 🐶

National World Language Month

Looking to learn a new language? Or looking to read Translated Fiction? Check out our language learning resources or stop by our international movie night! 🎬

Women's History Month

Celebrate the women who made American history with resources and tips from [Women's History Month](#).

4. National Grammar Day

Love an editor today: pick up a good book! 📖

8. Holi

Bura na mano, Holi hai! Celebrate Holi, the Festival of Colors, and the arrival of spring!



14. Pi Day

Cook up some sweet or savory Pi(e)s from our selection of cookbooks! 🍰

20. World Storytelling Day

The art of storytelling is not lost, whether they have words, pictures, signs, or expressions, and we have thousands of stories to share with you! Stop on in to hear some of our favorites.

25. Earth Hour Day

If open, consider observing Earth Hour from 8:30 pm to 9:30 pm by turning off non-essential electric lights as a symbol of collective commitment to our planet.

Small Press Month

Celebrate all the amazing Small Presses this month and the stories and authors they bring us!

Highlight books and authors from small presses, many of which can be found on Indie Next Lists and part of Indies Introduce.

Ramadan March 22 - April 21

Be mindful of customers who are fasting with any events involving food. Consider having to-go options or events later in the evening when the sun goes down.

4. National Day of Unplugging

Turn on your "Do Not Disturb" setting and stay for a while. 📵

8. International Women's Day

Let's celebrate the historical, cultural, and political achievements of women and support taking action against gender inequality around the world. [Check out the 2023 theme](#) and other resources.

15. Ides of March

Beware the Ides of March. Pick up a new book just to be safe! 🗡️

20. Spring Equinox

Spring is officially here! 🌸 Enjoy the outdoors by reading a new book amidst freshly cut grass and flowers in bloom.



31. International Transgender Day of Visibility

Today is International Transgender Day of Visibility. Display titles centering transgender & LGBTQ+ history, or staff picks with your favorite transgender protagonists!