

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

MARCH 2026

MONTH

National Reading Month

National Reading Month is here! 📖 Whether you're looking for your next favorite book (or two 😊), we're here to help you find the perfect read. Let's celebrate a month of stories, new worlds, and falling in love with books all over again.



Small Press Month

Let's celebrate all the amazing Small Presses this month and the stories and authors they bring us! What's your favorite small or independent press?

Tip: Highlight books and authors from small presses, many of which can be found on [Indie Next Lists](#) and [Indies Introduce](#).

Ramadan

February 17–March 19

Ramadan Mubarak!

Tip: 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.



Academy Awards Month

Lights, camera, read! 🎬 Celebrate Academy Awards Month by picking out books that inspired your favorite films. Which adaptation is your go-to?

Women's History Month

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

WEEK

March Madness

March 15–April 6

March Madness but make it bookish! 🏀 We're serving up a month of bookish excitement with our very own tournament. From classics to contemporary favorites, which book will reign supreme?

Tip: Create your own book bracket on social media and/or in store!

Read an E-book Week

March 1-7

Digital doesn't mean distant! 💛 Support indie authors and bookstores this #ReadAnEbookWeek by exploring Bookshop.org e-books that inspire, delight, and transport you.

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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! 📖
What book are you reading today?

6. 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! ❤️

8. 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! 🛒

19. Eid al-Fitr

Eid Mubarak! Enjoy these celebrations of good times, gatherings, and food — especially sweet dishes!

Eid al-Fitr is commemorated after the end of the Holy month of Ramadan and is known as the "Festival of Breaking Fast".

28. Earth Hour Day

Tip: 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. 🌍

4. Holi

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

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.

Tip: Highlight if you're a woman-owned bookstore!

15. Ides of March

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

20. Spring Equinox

Spring has sprung! 🌸 Celebrate the Equinox by diving into stories that bloom with imagination and renewal. What's on your spring reading list?

21. World Poetry Day

Poetry is the heartbeat of language, and today, we celebrate its beautiful rhythm. Join us in embracing the power of verse. Share your favorite poem or poet. 📖👉

31. International Transgender Day of Visibility

On this International Transgender Day of Visibility, we celebrate the vibrant and diverse transgender community. Visit our store and explore books that honor and elevate trans voices. 📖❤️



6. Global Day of Unplugging

Turn on your "Do Not Disturb" setting and stay for a while. 📵 It's the perfect day to read at our bookstore!



17. St. Patrick's Day

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

20. World Storytelling Day

The art of storytelling is not lost. Stories come in many forms (words, pictures, signs, or expressions) and we've got thousands to share! Stop by and discover some of our favorites.

26. Make Up Your Own Holiday Day

Tip: Create a day just for your store! Creating a unique holiday for your store can be a fun and engaging way to connect with your community and loyal customers. Maybe it's a day for your city (Akron Day), or Thank You Day, or Your Store Cat's Birthday!