

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

DECEMBER 2026

WEEK

#ReadingAfrica

December 7-13

#ReadingAfrica: An Annual

[Celebration of African Literature](#) is

held the first full week of December.

Originally started in 2017 by Catalyst

Press, #ReadingAfricaWeek is

an annual celebration of African

literature!



Hanukkah

December 1-12

Hanukkah sameach (Happy Hanukkah) and happy festival of lights to all who celebrate!

Kwanzaa

December 26-January 1

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

DAY

4. National Sock Day

Cozy socks on, current read open. 🧦

This #NationalSockDay, show us the socks you're wearing for your latest reading session.

21. Winter Solstice

Celebrate the magic of the winter solstice with cozy stories, warm shelves, and a visit to your favorite indie bookstore. ❄️

24. Christmas Eve

'Twas the night before new books...

What books are you hoping to find under the tree tomorrow?

31. No Interruptions Day

Officially entering Do Not Disturb mode. No Interruptions Day is the perfect excuse to silence the notifications and finally crack open that holiday TBR. Which book are you diving into first?



10. Human Rights Day

Today we recognize Human Rights Day and the adoption of the Universal Declaration of Human Rights in 1948. A powerful reminder that dignity, freedom, equality, and human rights belong to everyone, everywhere.

24. Jólabókaflóð (Icelandic "Book Flood")

Imagine a holiday where everyone exchanges books and spends the evening reading...

That's Jólabókaflóð, the Icelandic "book flood", and we're fully embracing the cozy vibes with hot chocolate and a towering TBR.

31. New Year's Eve

🌟 Closing the chapter on 2026 with gratitude, great books, and plenty of recommendations. What was your favorite read of the year, and what book are you carrying into 2027?

13. National Cocoa Day

Books pair best with marshmallows and hot cocoa.

Stop by this National Cocoa Day and pick up your next cozy, feel-good read.

Tip: Promote Jólabókaflóð (Icelandic "Book Flood") with hot cocoa bundles with cozy reads.



25. Christmas

🎁 Merry Christmas to all who celebrate! Wishing you a safe, cozy day full of love (and books).

