

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

OCTOBER 2026

MONTH

LGBTQ+ History Month

From groundbreaking history to contemporary voices, LGBTQ+ stories deserve to be celebrated year-round

🌈 Join us this LGBTQ+ History Month as we honor the authors, icons, and experiences that make our shelves and our communities stronger.

National Reading Group Month

Books bring people together. Celebrate National Reading Group Month by gathering your book club, starting a buddy read, or joining a read-along. What's on your group's reading list?

Tip: Invite existing local book clubs to gather in-store after hours with snacks, drinks, and exclusive shopping perks.

Tip: Create "Book Club Starter Packs" with discussion-friendly titles, conversation prompts, and themed bookmark.

Filipino American History Month

October marks Filipino American History Month, a time to celebrate the culture, traditions, and history of Filipino Americans from the first recorded arrival to the many ways the community continues to shape history. 🇵🇭

National Cookbook Month

Celebrate National Cookbook Month with stories you can taste. From weeknight comfort meals to holiday showstoppers, discover new cookbooks to add to your kitchen shelf, or gather friends for a cookbook exchange. 🍳

Tip: Pair children's food-themed books with simple, family-friendly recipes or cooking activities.

National Hispanic Heritage Month September 15–October 15

Books connect us to culture, memory, and movement. This **#HispanicHeritageMonth**, we honor the voices of those whose stories stem from generations across Spain, Mexico, the Caribbean, and Central and South America

National Book Month

It's National Book Month! Here's how you can celebrate:

- 📖 Start a new read
- 🏠 Support your local indie bookstore
- 👤 Help stand up against book bans
- 🎧 Press play on an audiobook
- 📺 Share the gift of a great story

TeenTober™

TeenTober™ ([created by YALSA](#)) is a nationwide celebration hosted by libraries every October and aims to celebrate teens, promote year-round teen services and the innovative ways teen services help teens learn new skills, and fuel their passions in and outside the library.

Tip: Partner with local creatives (writers, designers, editors) to talk about careers in publishing, storytelling, or media

Tip: Invite local teens to help select books, plan events, or recommend titles for in-store displays. Give them real influence over the space.

WEEK

Mystery Series Week

October 1-7 (First full week)

From cozy sleuths to brilliant investigators, **#MysterySeriesWeek** celebrates the characters who always crack the case. 🔍 Tell us your favorite literary detective!

Tip: Co-host a mystery theater dinner based on a detective series with a local theater group!

Banned Books Week

October 4-10

Let Books Be. This Banned Books Week, we're celebrating the stories that challenge, inspire, and expand our understanding of the world and standing up for everyone's right to access them.

Support Banned Books Week by:

- 📖 Ordering the *Right to Read* Handbook
- 👕 Spreading the word with a right to read tee
- 🗳️ Vote on November 3 to oppose book bans

Tip: Check out these [Banned Books Week resources](#) for booksellers and readers.



[CONTINUE TO BACK >](#)

MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

OCTOBER 2026

DAY

1. International Coffee Day

Iced coffee, hot coffee, cozy coffee shop reads. Celebrate International Coffee Day with your favorite brew and your next indie bookstore find. ☕

Tip: Create a display featuring bookish mugs, coffee-table books, and café-set novels.

Tip: Highlight your in-store café or partner with a local coffee shop for a “books + brews” collaboration, discount, or themed event.

12. Indigenous Peoples' Day

Indigenous Peoples' Day honors the history and cultures of Indigenous Peoples. Held on the second Monday in October in the US, it's a day for recognition, education, and celebration!

20-24. National Write a Review Week

It's National Write a Review Week 📝 If you've loved your visit to the bookstore, we'd be so grateful if you shared it. Your reviews help more readers discover indie bookstores like ours!

Tip: Add links to where customers can share reviews.

10. World Mental Health Day

World Mental Health Day is a reminder to check in: with ourselves and with each other. 💙

Sometimes comfort looks like a conversation. Sometimes it looks like a quiet moment with a good book.

17. Sweetest Day

Celebrate **#SweetestDay** with stories that warm the heart 💕 Whether you're sharing a romantic gesture or treating yourself, a good book is always the sweetest gift.



31. Halloween

Whether your Halloween vibe is spooky, whimsical, gothic, or cozy, there's a book character costume waiting on our shelves 🎃 Just don't get caught without your next read... now that's scary 😱

Tip: Match books with painted pumpkins inspired by famous covers or characters.

11. National Coming Out Day

National Coming Out Day is a celebration of visibility, truth, and stories that matter. 🌈

We're proud to highlight [Lambda Literary](#) and their ongoing support of LGBTQ+ books and authors.

19. National New Friends Day

National New Friends Day is the perfect excuse to say yes to that book event you've been eyeing. 📖 Book clubs, author talks, and store events are a great way to connect over stories and meet new people!

Tip: Host “Meet Your Book Twin” nights. Pair attendees based on reading taste (via a quick quiz or prompt card) and have them swap favorite reads or recommendations.

Tip: Clearly label events as “Come solo-friendly” or “New friends welcome” to reduce intimidation and encourage first-timers.