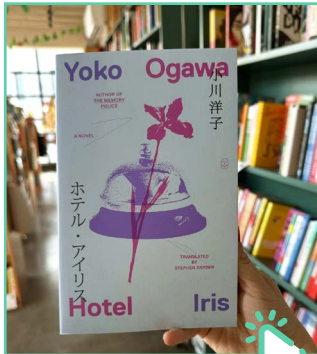


MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

JANUARY 2027

MONTH



Credit: The Whispering Shelf

#JanuaryInJapan

This January, join book lovers worldwide for **#JanuaryInJapan**, an annual celebration of Japanese literature. From contemporary fiction to captivating short stories, there's something for every reader to enjoy.



Credit: The Whispering Shelf

National Book Blitz Month

January is Book Blitz Month: a time dedicated to pick books back up and rededicate yourself to reading. Here are ways to get started:

- 📖 Make a To Be Read list
- 🏠 Hit up an indie bookstore for recommendations
- 📚 Dive into a series

WEEK

December 26–January 1
Kwanzaa

DAY

1. New Year's Day



Credit: Death by TBR Books

2. National Science Fiction Day

From time travel to parallel worlds, **#ScienceFictionDay** is here to honor the genre that dares to ask what if? 🌌 What's your favorite sci-fi read?



Credit: Paper Hearts Bookstore

9. National Vision Board Day

Happy **#NationalVisionBoardDay**! 🎨 Let's start crafting those literary dreams. Share your bookish goals and visions!

Tip: Create your store's vision board for the year curated with books that match what you envision.

4. World Braille Day

4. National Trivia Day

Q: Where can you discover bookseller-curated reads, new authors, and a community-focused space?

A: Your local indie bookstore!

Tip: Partner with a local restaurant or bar for a book-themed trivia event with prizes!

12. National Hot Tea Day

Hot tea + a good book = the ultimate cozy combo ☕

What's your go-to tea for a reading session? 🍵

Tip: Partner with a local tea shop for a book-themed afternoon tea or tasting.

CONTINUE TO BACK >

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DAY



Credit: Eagle Harbor Book Company

13. National Sticker Day

From laptops to water bottles to book carts, we can't resist decorating everything with a little bookish flair!

#NationalStickerDay

Tip: Host a contest to design a new sticker marketing your bookstore!

20. National Coffee Break Day

21. Get To Know Your Customers Day

You know what's great about booksellers? We get to know our customers EVERY day to find the best book recommendations for them. ☝

27. International Holocaust Remembrance Day

13. Poetry Break Day

Who says breaks are only for coffee? Poetry asks us to slow down and notice the beauty in small moments. Take a poetry break with us today!

16. National Use Your Gift Card Day

Remember that indie bookstore gift card you got? Go ahead and head back to your local indie to break that out, there's basically a free book or two waiting for you 😊

17. World Religion Day



Credit: Dog-Eared Books

18. MLK Day Civil Rights Day



Credit: Rediscovered Books

27. Library Shelfie Day

Show off your shelves, cozy corners, towering TBRs, or beloved favorites. 📷 Share your shelfie and celebrate the stories that inspire and bring you joy.