MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

NOVEMBER 2026

MONTH

National Native American Heritage Month

Happy Native American Heritage Month! Celebrate the rich stories, history, and voices of Native authors all month long. Check out our displays and help amplify Native voices year-round.

Nonfiction November

#NonfictionNovember has entered the chat. Time to explore true stories, bold ideas, and eye-opening reads all month long. Which nonfiction book are you picking up first?

Tip: Host a Nonfiction November reading challenge! Suggest nonfiction books based on your customers' favorite novels.

Picture Book Month

Picture Book Month celebrates the magic of storytelling through words and images. 🖼️ Here's to the authors and illustrators who bring these beautifully crafted stories to life. What's your favorite picture book from childhood?

Tip: Run a campaign for customers to purchase an extra book for your store to donate to a local children's organization.

WEEK

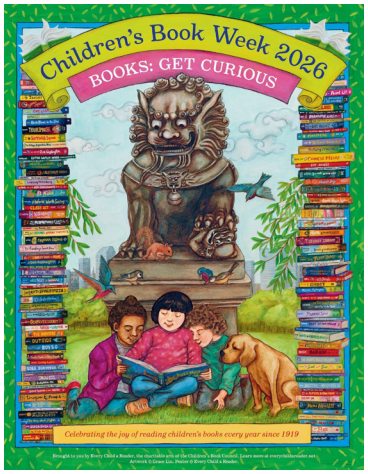
Children's Book Week

November 9–15

Children's Book Week began in 1919 with a simple belief: children's books and literacy can change lives. What children's book shaped your childhood and still sticks with you today? 👵

Tip: Check out these resources and celebration ideas.

Tip: Set up a display of booksellers' favorite children's books when they were growing up! (Add childhood photos for a special touch!)



University Press Week

November 9-13

Happy University Press Week! Celebrating 15 years of university presses around the world: fueling discovery, amplifying voices, and sharing knowledge that moves us forward.

Tip: Check out the suggested activities for booksellers who want to participate in UP Week 2026.

DAY

1. National Author's Day

Where would we be without authors… and what would we even put on our shelves? Celebrate National Author's Day by picking up a favorite or discovering someone new at your local indie bookstore.

Tip: Highlight and tag local authors and indie bookstore champion authors on social media.

1. Daylight Savings Ends

An extra hour, just for you (and your books) ⏱️. When we fall back, your bedside stack might finally get its moment. What are you reading? 🌅

3. General Election Day

Make your voice heard at the polls: fight for the right to read and for our local economies.

A future with independent bookstores is on the ballot. Vote in your local elections and build the communities of the future. 🗳️

Tip: Check out the Get Out The Vote assets, including the 2026 Election Voter's Guide!

Tip: Check out ABA's VOTE411.org page to get election information to your community.

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DAY

4. Indies Choice Book Awards Shortlist Announced

Independent booksellers narrowed the field, and it's a good one. The Indies Choice Book Awards Shortlists are here!

Celebrate with us:
🌟 Browse the shortlist
🌟 Pick up an indie bookseller favorite
🌟 Start a buddy read or book club discussion
🌟 Tell us which books deserve to win

Tip: Create themed bundles. Pair shortlisted books with complementary titles, gifts, bookmarks, or tote bags.

Tip: Host a "Read the Shortlist" challenge. Encourage customers to read across categories before the winners are announced.

18. National Book Awards

The stage is set for the 77th National Book Awards. 🏆 Fiction, Nonfiction, Poetry, Translated Literature, and Young People's Literature.

Tip: National Book Awards make great reading lists for book clubs and displays.

25. Indies Choice Book Awards Winners Announced

Bookseller loved. Reader approved. Meet the Indies Choice Book Award winners!

Now's the perfect time to:
📖 Discover a new favorite
🏆 Read a bookseller-loved winner
👯 Start a buddy read
🏠 Support your local indie bookstore

Holiday shopping made easy 🎁 Explore this year's Indies Choice Book Awards winners, find a gift for everyone on your list, and discover why independent booksellers couldn't stop recommending these books.

8. Diwali

Happy Diwali! We wish you, your family, and your friends a happy and prosperous new year. As we celebrate the festival of lights, may fortune smile upon you and favor you with many blessings.

11. Veterans Day

Today, we honor US veterans for their service, protection, and support. 🇺🇸 Check out Veteran-owned member bookstores across the country through the Indie Bookstore Finder under "Veteran-Owned".

18. Apple Cider Day

Apple cider season is here! 🍎 From orchard to glass, this cozy fall favorite is all about warmth, comfort, and a little bit of spice, just like a great story.

Tip: Share a teaser for Cider Monday activities!

26. Thanksgiving

This Thanksgiving, we are thankful for our customers and the chance to share our favorite reads with them in indie bookstores.

27. National Day of Listening

Want a bit of solace while you dig into your holiday shopping? Try listening to an audiobook or a bookish podcast! 🎧

Tip: Host an audiobook walking group!

Tip: Check what promos Libro.fm is running for the holiday weekend!

30. National Stay Home Because You're Well Day

Permission to stay in: granted. 🏠

Happy Stay Home Because You're Well Day! Whether you're relaxing, resetting, or tackling your TBR, make it a day that feels good to you.

8. National STEM/STEAM Day

National STEM/STEAM (Science, Technology, Engineering, Art, and Mathematics) Day is here. 🔬 A celebration of big questions, bold ideas, and the books that inspire future scientists, engineers, artists, and mathematicians.

14. Ruby Bridges Walk to School Day

Ruby Bridges Walk to School Day is recognized by the state of California on November 14 each year as an annual day of dialogue to commemorate Ruby's historic steps.

Tip: Encourage your local schools, libraries, and community organizations to sign up and receive free resources.

27. Plaid Friday

"Plaid Friday" is the idea of weaving individual threads of small businesses together to create a strong fabric! Today, we celebrate independent businesses while wearing our favorite leisure wear: plaid!

Tip: Check out AMIBA for ideas and how to join.

28. Small Business Saturday/ Indies First

Holiday season starts indie. 🛍️

Grab your tote, skip the big-box rush, and kick things off with **#IndiesFirst**.

30. Cider Monday

Forget the scroll. It's Cider Monday! 🍎

Warm drinks, cozy browsing, and indie books you'll actually love. Sip, shop, and stay awhile.

Tip: Check out AMIBA for ideas and how to join.

Tip: Share Civic Economics *Unfulfilled* Assets in your newsletters and social media.

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