

MARKETING CALENDAR

for Holidays & Observances

OCTOBER 2022

MONTH

National Cookbook Month

Already thinking of what meals you'll make for the holidays? Pick up a couple of cookbooks during National Cookbook Month! Consider hosting a customer or bookseller cook-off from a recently published cookbook!

National Reading Group Month

In 2007, the Women's National Book Association created National Reading Group Month! Throughout the month of October, let's promote the value of book clubs, buddy reads, and read-a-thons.

WEEK

Oct 2 – Oct 8 (First Week)

Mystery Series Week

Who is your favorite detective? Purple Moon Press, a small independent publishing company, created Mystery Series Week to celebrate continuing characters who return time and again to solve the case. [#MysterySeriesWeek](#)

Oct 9 – Oct 15 (Third Week)

Teen Read Week

Encourage teens to read during this week-long initiative! Here's how this Teen Read Week:

- Meet teens where they are: on TikTok!
- Use emojis, gifs, and videos to engage
- Host a teen event at your store
- Promote books with film adaptations (movie night, anyone?)
- Share your [Libro.fm](#) profile on social – listening is reading too!

DAY

1. International Coffee Day

Hot or iced, coffee is the perfect beverage to pair with a new book!

Share all the bookish mugs on your feed and in displays for customers to purchase!

Promote the coffee shop in your store OR partner with a local coffee shop on a promotional event or collaboration.



6. National Poetry Day

A bookish haiku for National Poetry Day:

- Books are magical
- Booksellers give the best recs
- Shop indie bookstores

7. World Smile Day



You know what puts a smile on booksellers' faces? Talking with you about books!

Let's see those bookseller smiles!

10. World Mental Health Day

World Mental Health Day is an international day for global mental health education, awareness and advocacy against social stigma.

10. Indigenous Peoples' Day

Indigenous Peoples' Day honors the history and cultures of Indigenous Peoples. Indigenous Peoples' Day was first proposed during the 1977 Geneva United Nations Conference. It is a day for recognition, education, and celebration of Indigenous Peoples'!

11. National Coming Out Day

This National Coming Out Day, celebrate queer books with [Lambda Literary](#), a nonprofit organization that champions LGBTQ books and authors!

24. 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.

30. Checklist Day

Check off your shopping list early with the gift of good books! Need to make that checklist? We've got you covered with planners and notepads!

31. Halloween

Spooky or spooey? Whichever Halloween vibes you're looking for, we have the perfect costume ideas for you with our favorite book characters.

You know what's scary? Not having your next book when you finish your current read!

