

The Bookseller Publishing Calendar 2021



#	Date	Book Previews	Month previewed	Special feature/s	Submissions to previewer	Advertising (book by)	Advertising (supply by)
01	08/01/2021	New Titles Fiction	April		20/11/2020	29/12/2020	31/12/2020
02	15/01/2021	New Titles Non-Fiction	April		27/11/2020	06/01/2021	08/01/2021
03	22/01/2021	Children's Previews	April		04/12/2020	13/01/2021	15/01/2021
04	29/01/2021	Paperback Preview	April		11/12/2020	20/01/2021	22/01/2021
The Bookseller Buyer's Guides SS2021							
05	05/02/2021	New Titles Fiction	May		30/10/2020	21/12/2020	07/01/2021
06	12/02/2021	New Titles Non-Fiction	May		18/12/2020	27/01/2021	29/01/2021
07	19/02/2021	Children's Previews	May		25/12/2020	03/02/2021	05/02/2021
08	26/02/2021	Paperback Preview	May		01/01/2021	10/02/2021	12/02/2021
				Market Focus: Travel (Mar 21-Feb 22)	08/01/2021	17/02/2021	19/02/2021
09	05/03/2021	New Titles Fiction	June		15/01/2021	24/02/2021	26/02/2021
				Springboard supplement	15/01/2021	24/02/2021	26/02/2021
10	12/03/2021	New Titles Non-Fiction	June		22/01/2021	03/03/2021	05/03/2021
11	19/03/2021	Children's Previews	June	The British Book Awards 2021: Shortlists	29/01/2021	10/03/2021	12/03/2021
12	26/03/2021	Paperback Preview	June		05/02/2021	17/03/2021	19/03/2021
14	09/04/2021	New Titles Fiction	July		19/02/2021	29/03/2021	31/03/2021
				Black Publishing Focus	12/02/2021	29/02/2021	31/03/2021
15	16/04/2021	New Titles Non-fiction	July		26/02/2021	07/04/2021	09/04/2021
16	23/04/2021	Children's Previews	July		05/03/2021	14/04/2021	16/04/2021
				Country Focus: Scotland	26/02/2021	07/04/2021	09/04/2021
17	30/04/2021	Paperback Preview	July		12/03/2021	21/04/2021	23/04/2021
				LGBTQ+ Publishing Spotlight	05/03/2021	21/04/2021	23/04/2021
18	07/05/2021	New Titles Fiction	August		19/03/2021	27/04/2021	29/04/2021
				Category Spotlight: Food & Drink (May 21-Apr 22)	12/03/2021	27/04/2021	29/04/2021
19	14/05/2021	New Titles Non-Fiction	August	The British Book Awards 2021: Winners	26/03/2021	05/05/2021	07/05/2021
20	21/05/2021	Children's Previews	August		02/04/2021	12/05/2021	14/05/2021
				Country Focus: Wales	26/03/2021	12/05/2021	14/05/2021
21	28/05/2021	Paperback Preview	August	Bologna Children's Book Fair Special	09/04/2021	19/05/2021	21/05/2021
				Category Spotlight: Art, Architecture & Photography (Jun 21-May 22)	02/04/2021	19/05/2021	21/05/2021
22	04/06/2021	New Titles Fiction	September		16/04/2021	25/05/2021	27/05/2021
				Category Spotlight: Religion & Spirituality (July 21-Jun 22)	09/04/2021	25/05/2021	27/05/2021
23	11/06/2021	New Titles Non-Fiction	September		23/04/2021	02/06/2021	04/06/2021
				Market Focus: Back to School (Jul 21-Jun 22)	16/04/2021	02/06/2021	04/06/2021
24	18/06/2021	Children's Previews	September	London Book Fair Special	30/04/2021	09/06/2021	11/06/2021
25	25/06/2021	Paperback Preview	September		07/05/2021	16/06/2021	18/06/2021
26	02/07/2021	New Titles Fiction	October		14/05/2021	23/06/2021	25/06/2021
27	09/07/2021	New Titles Non-Fiction	October	The Bookseller Rising Stars: Class of 2021	21/05/2021	30/06/2021	02/07/2021
28	16/07/2021	Children's Previews	October		28/05/2021	07/07/2021	09/07/2021
				Category Spotlight: Craft, Home & Garden (August 2021-July 2022)	21/05/2021	07/07/2021	09/07/2021
29	23/07/2021	Paperback Preview	October		04/06/2021	14/07/2021	16/07/2021
				Regional Focus: Northern Powerhouse	28/05/2021	14/07/2021	16/07/2021
The Bookseller Buyer's Guide AW2021							
32	13/08/2021	New Titles Fiction & Non-Fiction, Children's Previews, Paperback Preview	November		25/06/2021	04/08/2021	06/08/2021
The Beijing Book Fair Daily							
35	03/09/2021	New Titles Fiction	December	Library Focus	16/07/2021	24/08/2021	26/08/2021
		Discover Preview	October		06/08/2021	24/08/2021	26/08/2021
				Category Spotlight: NonBook Product (Oct 21-Sep 22)	09/07/2021	24/08/2021	26/08/2021
36	10/09/2021	New Titles Non-Fiction	December		23/07/2021	01/09/2021	03/09/2021
				Country Focus: Ireland	16/07/2021	01/09/2021	03/09/2021
37	17/09/2021	Children's Previews	December		30/07/2021	08/09/2021	10/09/2021
				Category Spotlight: Humour (Oct 21-Sep 22)	23/07/2021	08/09/2021	10/09/2021
38	24/09/2021	Paperback Preview	December	The Disability Issue	30/07/2021	15/09/2021	17/09/2021
39	01/10/2021	New Titles Fiction	January 2022	Frankfurt Book Fair Special	13/08/2021	22/09/2021	24/09/2021
40	08/10/2021	New Titles Non-Fiction	January 2022		20/08/2021	29/09/2021	01/10/2021
		Discover Preview	November		10/09/2021	29/09/2021	01/10/2021
41	15/10/2021	Children's Previews	January 2022	The Climate Issue	27/08/2021	06/10/2021	08/10/2021
20/10/2021 Frankfurt Book Fair Daily Editions (20th, 21st)							
43	29/10/2021	Paperback Preview	January 2022	The Diagram Prize shortlist	10/09/2021	20/10/2021	22/10/2021
				Category Spotlight: Graphic Novels (Nov 21-Oct 22)	03/09/2021	20/10/2021	22/10/2021
44	05/11/2021	New Titles Fiction	February 2022	Futurebook Preview	17/09/2021	27/10/2021	29/10/2021
		Discover Preview	December		01/10/2021	27/10/2021	29/10/2021
45	12/11/2021	New Titles Non-Fiction	February 2022		24/09/2021	03/11/2021	05/11/2021
				Category Spotlight: Audiobooks (Dec 21-Nov 22)	17/09/2021	03/11/2021	05/11/2021
46	19/11/2021	Children's Previews	February 2022	Bookshop Heroes	01/10/2021	10/11/2021	12/11/2021
47	26/11/2021	Paperback Preview	February 2022	The Diagram Prize winner	08/10/2021	17/11/2021	19/11/2021
				Market Focus: University Presses (Dec 21-Nov 22)	01/10/2021	17/11/2021	19/11/2021
48	03/12/2021	New Titles Fiction & Non-Fiction	March 2022		15/10/2021	24/11/2021	26/11/2021
		Discover Preview	January 2022		03/11/2021	24/11/2021	26/11/2021
				Category Spotlight: Health & Diet (Jan 22-Dec 22)	08/10/2021	24/11/2021	26/11/2021
49	10/12/2021	Children's Previews, Paperback Preview	March 2022	The Bookseller 150	22/10/2021	01/12/2021	03/12/2021

NB Please note: the calendar is updated regularly. Be sure to check online for the latest version at thebookseller.com/publishing-calendar