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| Week 1 - 7/2 | ★Best of 2018 So Far★      |
| | Canada Day (7/1)    |
| | <i>Ant-Man and the Wasp</i> movie premiere (7/6)  |
| Week 2 - 7/9 | Beach Reads: New in Romance   |
| | Summer Party Playlist  |
| | Summer Romance  |
| Week 3 - 7/16 | San Diego Comic-Con: Eisner Award Winners announced (7/19-7/22)*  |
| | '80s Throwback   |
| | Summer Reading: 50 Books to Read in a Lifetime  |
| Week 4 - 7/23 | <i>Teen Titans Go! To the Movies</i> premiere (7/27)  |
| | Best of hoopla: Young Adult   |
| | Learn Something New    |
| Week 5 - 7/30 | Guilty Pleasures  |
| | More Book for Your Borrow: Long Listens (12 Hours or More)  |
| | Lollapalooza (8/2-8/5)  |
| | Osheaga Music and Arts Festival (8/3-8/5)  |

| AUGUST | Editorial Targets |
|---------------|---|
| Week 1 - 8/6 | ★Learning with STEAM★      |
| | Kid-Approved Comics*  |
| | A World of Food  |
| | YouTube Stars  |
| Week 2 - 8/13 | Beach Reads: New in Mystery/Thriller   |
| | World Film  |
| | Plant-Based Living    |
| Week 3 - 8/20 | ★hoopla's Top Titles of All Time★      |
| | Celebrity Narrators  |
| | World Music  |
| Week 4 - 8/27 | Indie Film Favourites*  |
| | Summer Reading: Read-Alongs  |
| | Quick Listens: 3 Hours or Less  |
| | Christian Living    |

| SEPTEMBER | Editorial Targets |
|---------------|---|
| Week 1 - 9/3 | National Yoga Month*     |
| | Best of hoopla: Memoir & Biography    |
| | Biopics  |
| | International Literacy Day (9/8)    |
| | Classical Music Month  |
| Week 2 - 9/10 | Hispanic Heritage Month*     |
| | Discover: Artists to Watch  |
| | Time Management   |
| | Giller Prize Longlist Announced (9/17)   |
| Week 3 - 9/17 | Keep Kids Creative Week (9/17-9/21)    |
| | Best of hoopla: Musicals   |
| | Urban Fiction   |
| Week 4 - 9/24 | Banned Books Week (9/23-9/29)    |
| | Children's Music  |
| | Romantic Comedy  |
| | Pop Montreal Music Festival (9/26-9/30)  |