

























































































OCTOBER	Editorial Targets
Week 1 - 10/1	★ Halloween for Kids: Ghosts & Ghouls* ★     
	Venom premiere (10/5) 
	Teen Read Week (10/7-10/13)*   
	Austin City Limits Festival (10/5-10/7, 10/12-10/14) 
Week 2 - 10/8	National Cookbook Month 
	American Music Awards (10/9) 
	Country Music Month 
	Paranormal Romance  
	Walking Dead Day (10/13) 
Week 3 - 10/15	Indie Horror 
	Halloween Horror   
	Scariest Soundtracks 
Week 4 - 10/22	Homeschooling Resources*   
	Dramedy 
	Halloween Party Music 
Week 5 - 10/29	Christian Stories   
	New Literary Fiction  
	Best of hoopla: Soundtracks* 
NOVEMBER	Editorial Targets
Week 1 - 11/5	Thanksgiving for Kids  
	Native American Heritage Month*    
	New to Comics? Start Here* 
	Space Exploration 
Week 2 - 11/12	National Book Awards Announced (11/14)  
	Best of Nonfiction: Comics & Graphic Novels 
	Best of Animation 
	Bedtime Stories  
Week 3 - 11/19	Language Learning*  
	Holiday Romance   
	Anthologies 
Week 4 - 11/26	Rising Stars: Best Debuts of the Year   
	Hanukkah (12/2-12/10)*   
	hoopla's Favorite Miniseries 
DECEMBER	Editorial Targets
Week 1 - 12/3	★ Christmas for Kids* ★     
	DIY Holiday 
	Grammy Nominations Announced (12/5) 
	Mindbending Movies 
Week 2 - 12/10	Holiday Classics    
	Cooking & Entertaining  
	Spiritual Holiday 
	Political Thriller & Conspiracy 
Week 3 - 12/17	★ Best of 2018: Most Borrowed* ★     
	Aquaman premiere (12/21) 
	Holiday Jazz 
	Contemporary Holiday Favorites 
Week 4 - 12/24	New Year's Resolutions: Fitness & Diet*    
	New Year's Eve Party 
	Not Just for Kids 