

Leaf & Page · December 2026 Content Calendar

Portfolio piece by Anjana Raman

📖😊

December 2026 at a glance

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1 6 cosy winter reads	**2** 15-minute winter habit	**3** New arrivals unboxing	**4** Favourite winter read	**5** December events + arrivals	**6** Review numbers
7 Planning / review	**8** Book for everyone	**9** 12 books under ₹500	**10** Gift wrapping	**11** Gifted book I keep	**12** Gift guide + free wrapping	**13** Review numbers
14 Planning / review	**15** Secret Santa books	**16** Staff picks of 2026	**17** Blind date with a book	**18** Paperback or hardcover?	**19** Order dates + reading evening	**20** Review numbers
21 Planning / review	**22** Christmas read-alouds	**23** Last-minute gift cards	**24** Christmas Eve in 15 seconds	**25** Merry Christmas	**26** Thank you + gift card reminder	**27** Review numbers
28 Planning / review	**29** 10 best-sellers of 2026	**30** 2027 reading goal	**31** 2027 reading resolutions			

Theme key

Gift Guide	Read This	Behind the Shelves	Reader Voices

Weekly themes

- Week 1 · Winter Reads
- Week 2 · Gift a Book
- Week 3 · Secret Santa
- Week 4 · Christmas Week
- Week 5 · Year in Books

Content priorities

- Brand Awareness
- Leads/Sales
- Community Growth



Week 1 · Dec 1-6 · Winter Reads

Priority: Brand Awareness

Week 1 · Dec 1–6 · Winter Reads

Priority: Brand Awareness

01 / 05 ✨ ❄️ ☕ 🎁 📚

Weekly Content Planner

Day	Content Topic	Platform	Content Type	Theme	Status
Tue	6 books for cosy winter evenings	Instagram	Carousel	Read This	
Wed	A 15-minute-a-night winter reading habit	Website	Blog	Read This	
Thu	Unboxing December's new arrivals	Instagram	Reel	Behind the Shelves	
Fri	Readers share their favourite winter read	Instagram	Post	Reader Voices	
Sat	December at Leaf & Page: new arrivals and events	Website	Newsletter	Gift Guide	
Sun	Check numbers and update the idea list				

Weekly Performance

Total Posts	Best Content	Page Views	Total Engagement
_____	_____	_____	_____

Notes

Notes

_____

_____

_____

_____

_____

_____



Week 2 · Dec 8–13 · Gift a Book

Priority: Leads/Sales

❄️ 📚 ☕ 🎁

A cosy corner for gifting good stories.

Content Planner

Day	Content Topic	Platform	Content Type	Theme	Status
Tue	A book for everyone on your list: the cook, the traveller, the dreamer	Instagram	Carousel	Gift Guide	
Wed	12 books under ₹500	Website	Blog	Gift Guide	
Thu	How we wrap your gift: brown paper and a pressed leaf	Instagram	Reel	Behind the Shelves	
Fri	“The book someone gifted me that I still keep”	Instagram	Post	Reader Voices	
Sat	Gift guide, plus free gift wrapping all month	Website	Newsletter	Gift Guide	
Sun	Check numbers and update the idea list				

Weekly Performance

Total Posts _____

Best Content _____

Page Views _____

Total Engagement _____

Notes

_____

_____

_____

_____

_____

_____

_____



Week 3 · Dec 15–20 · Secret Santa

Priority: Leads/Sales

03 / 05

❄️ 📚 🎁 ☕ ❄️

Content Planner

Day	Content Topic	Platform	Content Type	Theme	Status
Tue	8 Secret Santa books that work for anyone	Instagram	Carousel	Gift Guide	
Wed	Our staff picks of 2026	Website	Blog	Read This	
Thu	Blind date with a book: wrapped, with only 3 clues	Instagram	Reel	Behind the Shelves	
Fri	Poll: paperback or hardcover?	Instagram	Post	Reader Voices	
Sat	Last order dates and the in-store reading evening	Website	Newsletter	Gift Guide	
Sun	Check numbers and update the idea list				

Weekly Performance

Total Posts _____

Best Content _____

Page Views _____

Total Engagement _____

Notes

_____

_____

_____

_____

_____



Week 4 · Dec 22–27 · Christmas Week

Priority: Community Growth

04 / 05

📖❄️☕ A cosy Christmas week of family reading, thoughtful gifts, and festive shelves.

Day	Content Topic	Platform	Content Type	Theme	Status
Tue	Christmas stories to read aloud with family	Instagram	Carousel	Read This	
Wed	Gift cards for last-minute shoppers	Website	Blog	Gift Guide	
Thu (Christmas Eve)	Christmas Eve at the store, in 15 seconds	Instagram	Reel	Behind the Shelves	
Fri (Christmas)	Merry Christmas, with photos from our readers	Instagram	Post	Reader Voices	
Sat	Thank you, plus a gift card reminder	Website	Newsletter	Gift Guide	
Sun	Check numbers and update the idea list				

Weekly Performance

Total Posts:

_____

Best Content:

_____

Page Views:

_____

Total Engagement:

_____

Notes

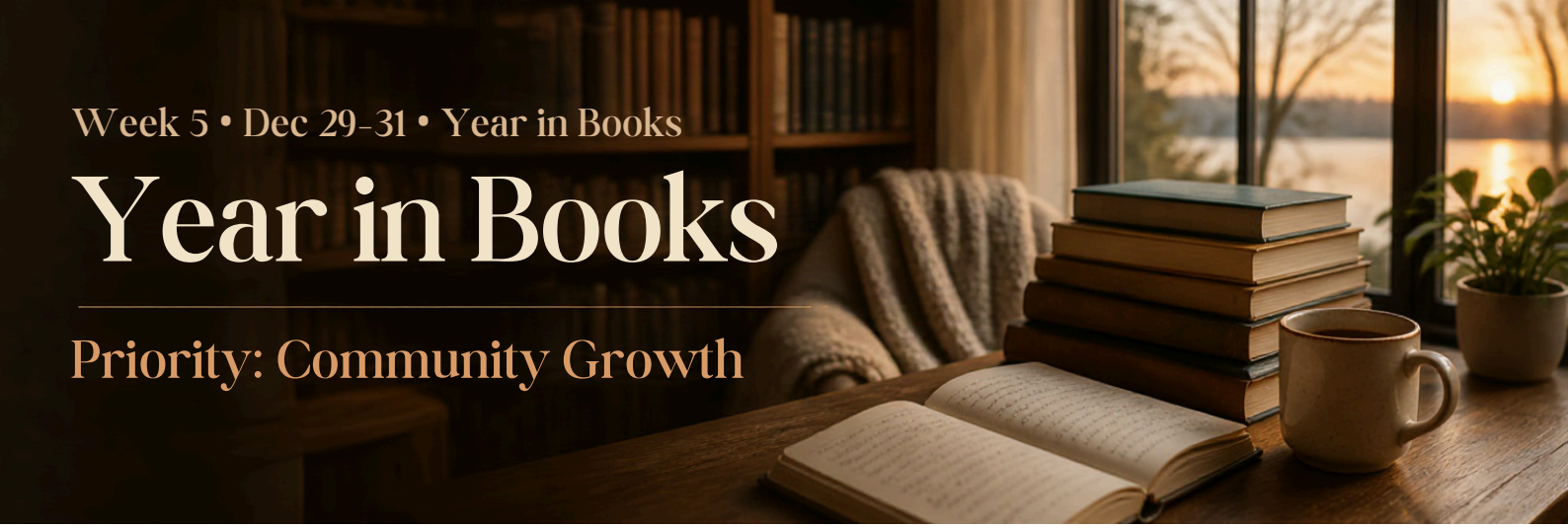
_____

_____

_____

_____

_____



Week 5 · Dec 29–31 · Year in Books

Priority: Community Growth

05 / 05

📚✨

Weekly Content Planner

Day	Content Topic	Platform	Content Type	Theme	Status
Tue	Our 10 best-sellers of 2026	Instagram	Carousel	Read This	
Wed	Setting a 2027 reading goal you'll keep	Website	Blog	Read This	
Thu (New Year's Eve)	Readers' 2027 reading resolutions	Instagram	Reel	Reader Voices	

Weekly Performance

Total Posts: _____

Best Content: _____

Page Views: _____

Total Engagement: _____

Notes

_____

_____

_____

_____

_____

_____

Monthly Review

Total Posts: _____

Best Post: _____

Page Views: _____

Total Engagement: _____