

# Introducing 2026's brand new and brilliant £1/€1.50 books



Order your books and POS by 31 October 2025

## BEGINNING READERS



**PENGUIN RANDOM HOUSE**  
50-copy stock pack:  
9780241804315

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**DK**  
50-copy stock pack:  
9780241803967  
25-copy stock pack:  
9780241803974



**AN TSNÁTHAID MHÓR**  
10-copy stockpack:  
9781912929467

Leabhar agus acmhainní  
Gaeilge le rascailocht ó Fhionn  
na Gaeilge

Éire amháin



**RILY**  
Single: 9781804164686

Cymru yn unig

## EARLY READERS



**WHAT ON EARTH!**  
50-copy stock pack:  
9781804661918



**BLOOMSBURY**  
30-copy stock pack:  
9781037201301



**USBORNE**  
30-copy stock pack:  
9781836048497



**NOSY CROW**  
50-copy stock pack:  
9781806300020

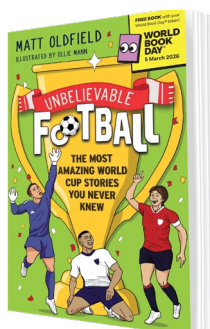
Order your books  
by 31 October from  
individual publishers\*  
or your usual  
wholesale supplier

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## FLUENT READERS



**PUFFIN**  
50-copy stock pack:  
9780241810385

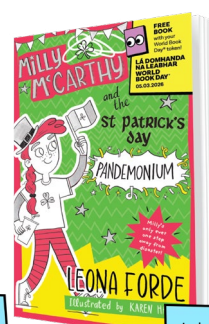


**HACHETTE CHILDREN'S GROUP**  
50-copy stock pack:  
9781526367846



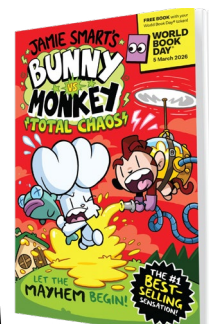
Ireland only

**THE O'BRIEN PRESS**  
50-copy stock pack:  
9781788496384



Ireland only

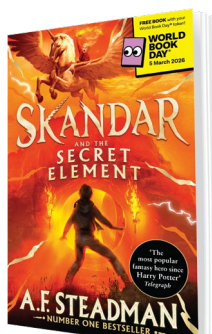
**GILL BOOKS**  
50-copy stockpack:  
9781804584477



**THE PHOENIX COMIC BOOKS**  
(an imprint of David Fickling Books)  
50-copy stockpack:  
9781788453998



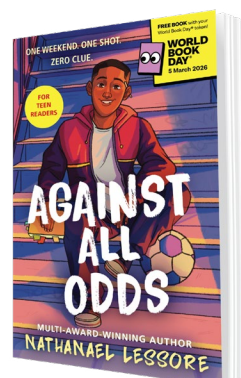
**HARPERCOLLINS CHILDREN'S BOOKS**  
50-copy stockpack:  
9780008792473



**SIMON & SCHUSTER**  
50-copy stockpack:  
9781398555693

## INDEPENDENT READERS

**HOT KEY BOOKS**  
50-copy stock pack:  
9781471421112



\*Publisher print deadlines may be earlier - please check if ordering directly

# Dates for your diary

<b>16 September</b>	£1/€1.50 books for 2026 announced
<b>31 October</b>	Deadline for ordering £1/€1.50 books from Gardners
	Deadline for ordering display units and posters from World Book Day
	Deadline for ordering World Book Day badge counterpacks from Gardners or <a href="#">Pawprint Family</a> (see below)
<b>14 January</b>	Bookseller webinar: Celebrating World Book Day 2026
<b>12 February</b>	£1/€1.50 book token redemption starts
<b>5 March</b>	<b>World Book Day</b>
<b>15 March</b>	£1/€1.50 book token redemption ends
<b>End of March</b>	Bookseller evaluation survey sent

## NEW BADGES FOR 2026

### Official World Book Day pin badges - order before 31 October

- 50 badge pack with 3 fun designs (**new for 2026**)
- Counterpack included for easy display
- Price per box: £82.50 + VAT
- Price per badge: £4.00
- Donation per badge/box: fixed 25p/£12.50 (included in £82.50 cost)
- **Margin per box: £101** (if not VAT registered), **£84.17** (if VAT registered)



### Official World Book Day pin badges and key rings - order before 31 October

- 50 badge pack with 3 fun designs and 36 key rings (**new for 2026**)
- Counterpack included for easy display
- Price per box: £156.30 + VAT
- Price per badge: £4.00
- Price per key ring: £5.00
- Donation per badge/box: fixed 25p/£12.50 (included in £156.30 cost)
- **Margin per box: £192.44** (if not VAT registered), **£160.37** (if VAT registered)



Order from Gardners or [Pawprint Family](#):  
<https://pawprintfamily.com/world-book-day-boxes/>

**Any questions?** Email [booksellers@worldbookday.com](mailto:booksellers@worldbookday.com)

Find everything you need at [worldbookday.com](https://worldbookday.com)

**The reading for fun charity**

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