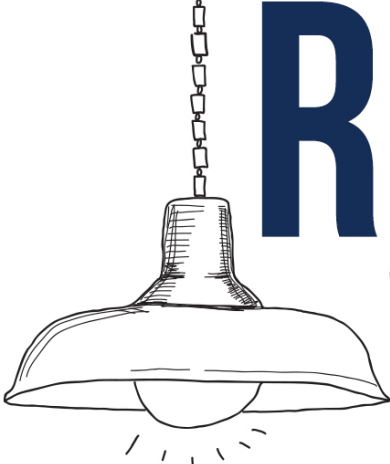


# CAMPAIGN HIGHLIGHTS **SUMMER** **READING** 2018



The 2018 Summer Reading Challenge was our biggest reading challenge yet with more than 40 book influencer partnerships, hundreds of readers and reviewers, with a combined reach of 6 million. Celeb love and brand partnership rounded out our biggest summer reading challenge ever.

**3X**  
THE COVERAGE

**MEDIA PARTNER: P O P S U G A R .**

**MEGA PRINT COVERAGE FROM**  
(435 national media stories)

VANITY FAIR

VOGUE



COSMOPOLITAN

ELLE

BAZAAR

InStyle



GLAMOUR



Entertainment

BUSTLE

BuzzFeed

Good Housekeeping

marie claire

NEW YORK  
MAGAZINE

NEW YORK  
POST

The  
New York  
Times



People

WALL STREET  
JOURNAL

redbook

PUBLISHERS  
WEEKLY

Los  
Angeles  
Times

us  
WEEKLY



amazon  
★★★★★

abc NEWS

TIME

## SRC2018 HOST: JESSICA KNOLL



Jessica Knoll  
@JessaMKnoll

Oh hi it's me-host of this year's #SRC2018 w/ @BookSparks and @POPSUGAR. Sign up, read along & win hot summer books [bit.ly/2HM4cRL](http://bit.ly/2HM4cRL)



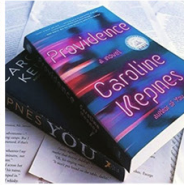
2:34 PM · 27 Apr 2018 from Los Angeles, CA

7 Retweets 20 Likes

## MAJOR CELEBS RAVED ABOUT OUR BOOKS ON SOCIAL MEDIA INCLUDING:



Kimberly  
Williams  
Paisley



Lena  
Dunham



Tori  
Spelling



Katie  
Couric



Mindy  
Kaling



Sara Michelle  
Gellar

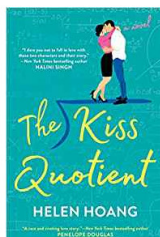
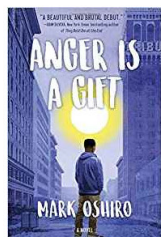
## PARTNERS:



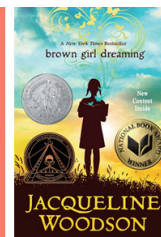
## 2018'S CHALLENGE INCLUDED MORE DIVERSE VOICES THAN EVER BEFORE:



Her picks



@talesfromabookworm



@woodlandspirits



Her picks



## 3000+ POSTS FROM HIGHLY INFLUENTIAL BOOKSTAGRAMMERS WITH #SRC2018:



**@booksugar**  
1,938+ impressions  
67K followers



**@TBRetc**  
1,228+ impressions  
10.2K followers



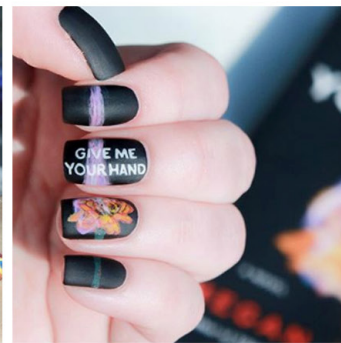
**@outofthebex**  
2,808+ impressions  
35.2K followers



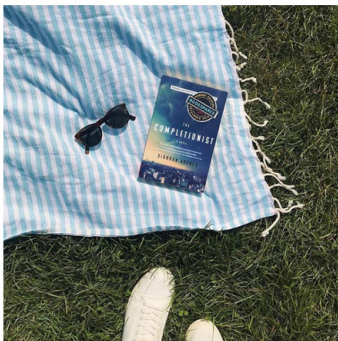
**@bookbaristas**  
1,600+ impressions  
134K followers



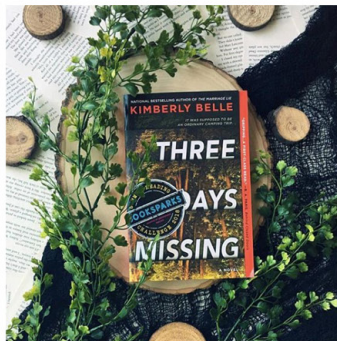
**@deebibliophilia**  
500+ impressions  
7,410 followers



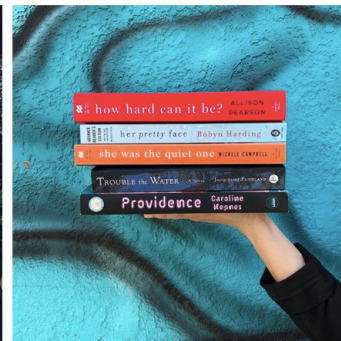
**@jennieshaw**  
500+ impressions  
2,677 followers



**@bookbaristas**



**@bookishconnoisseur**



**@booksparks**



**@booksparks**



**@booksparks**



**@deebibliophilia**

AND MANY MORE!



# SRC2018 EVENTS!

As a bonus to all the awesome online coverage, we coordinated live events bringing our authors to our readers all over the country!



## POPSUGAR PLAYGROUND



## THE SKIMM



**Bumble Book Club hosts  
Carola Lovering!**

**Carola Lovering + Susie Orman  
Schnall at Books are Magic**

**Influencers at  
BOOK SOUP**



**Susie and Taylor Jenkins  
Reid at BOOK SOUP**



**Susie Orman Schnall  
at Books are Magic**

## ALL THE OTHER GREAT COVERAGE



THE  
NERD  
DAILY

hello  
sunshine



HELLO  
GIGGLES

HER CAMPUS™



historicalnovelsociety

THE  
Hollywood  
REPORTER

HOUSTON  
CHRONICLE

Hypable

myPalmBeachPost

INDIEPICKS

INTO

INTOUCH

io9

knox news.  
PART OF THE USA TODAY NETWORK

KTVB 7  
IDAHO'S NEWS CHANNEL

LADDERS

LENNY

fredericksburg.com  
Powered by The Free Lance-Star



LIT  
HUB

ALL BOOKS CONSIDERED

MCNALLY JACKSON  
INDEPENDENT BOOKSELLERS



Medium

Megyn  
Kelly  
TODAY

THE MODERN  
jetsetter

MODERN  
Mrs. Darcy

Money-ish



Ms. Career Girl

N



JEWISH  
BOOK  
COUNCIL

JORDAN D'AMICO  
A LIFESTYLE BLOG

Just the Right Book !

PUNCH

THE  
NEW YORKER

NEWS  
CHANNEL

Newsday

NYC BOOK GIRL

Parade

PENSACOLA  
News  
Journal

OUT

POP! GOES THE Reader

PB  
POSTBULLETIN

THE ZOE REPORT

PROVIDENCE  
Journal

NYLON

PureWow.

Read it Forward

Read Learn  
Live Podcast

REALSIMPLE

Page 69  
Test

AND MORE!