

## CAMPAIGN HIGHLIGHTS REPORT

# PRACTICAL BOOK MAGIC

### FALL READING CHALLENGE 2025

For the annual BookSparks Fall Reading Challenge, readers were invited to brew up a season of stories with a lineup inspired by practical book magic. The spellbinding theme of the 2025 challenge encouraged book lovers to gather their covens, explore enchanting new genres, and conjure a fall filled with transformative, magical reading moments.

**4.6M+ Fans Reached**

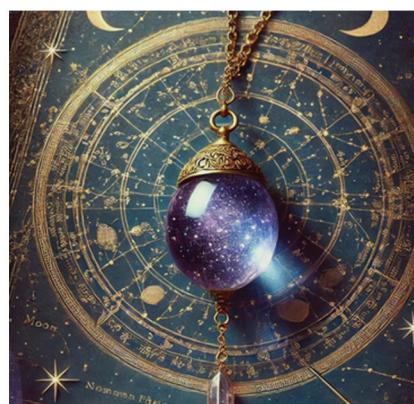
**240+ Influencers**

**1.5K+ Instagram Posts**

**82K+ Total IG & TikTok Views**

**2.6K+ Media Hits**

[frc2025.booksparks.com](http://frc2025.booksparks.com) | @BookSparks | #FRC2025



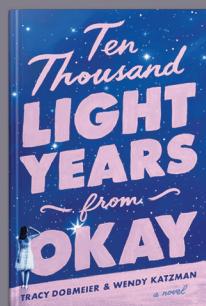
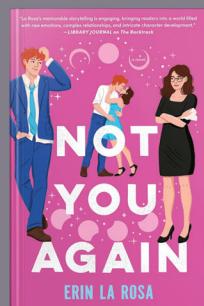
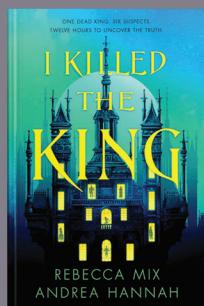
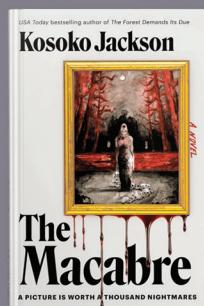
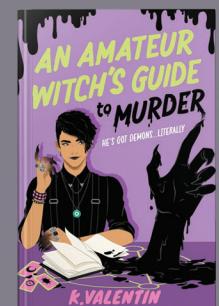
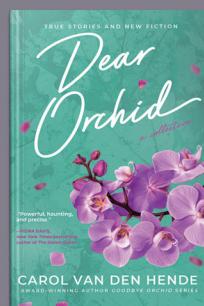
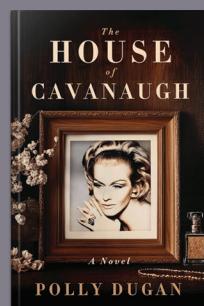
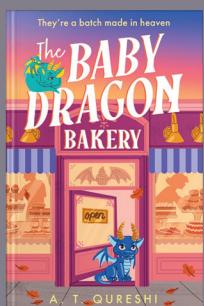
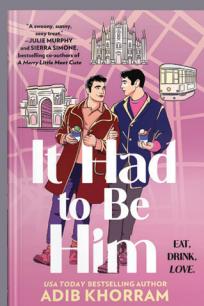
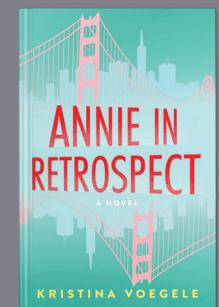
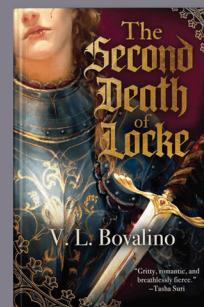
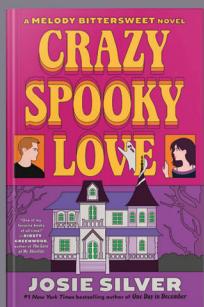
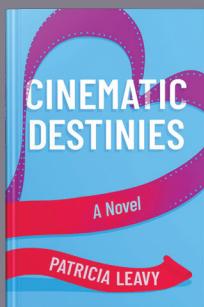
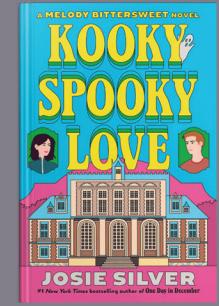
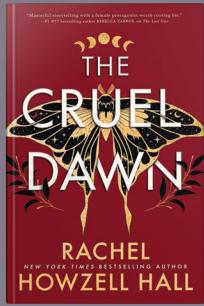
# FRC2025

## ENCHANTRESS-IN-RESIDENCE

Josie Silver brought in a dose of cozy magic, romance, and whimsy to the 2025 Fall Reader Challenge as the Enchantress-In-Residence. As the host, Josie helped cast the spell of practical book magic, inviting readers to embrace her newest novels *Crazy Spooky Love* and *Kooky Spooky Love*. BookSparks celebrated their playful charm and perfectly seasonal vibes through features, giveaways, and community engagement. Josie's presence set the tone for a fall filled with magical moments and heartfelt connections.



# THE LINEUP



# CELEB AND BOOK CLUB LOVE

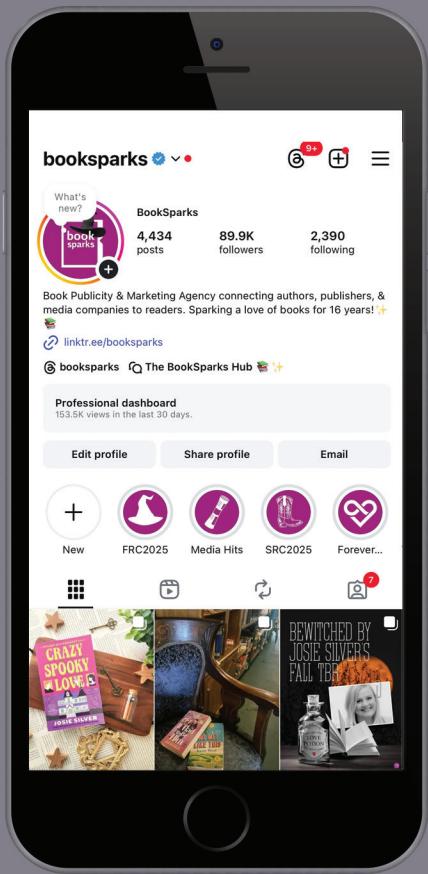
Amerie



GOOD  
HOUSEKEEPING



# DIGITAL PROMOTION FROM BOOKSPARKS



BookSparks amplified the annual Fall Reading Challenge across our digital channels all season long, creating visibility and engagement. Through strategic social media campaigns, a dedicated website & newsletters, high-performing giveaways, and influencer participation, the challenge connected with readers around the world.

**90.6K+ Total BookSparks IG followers**

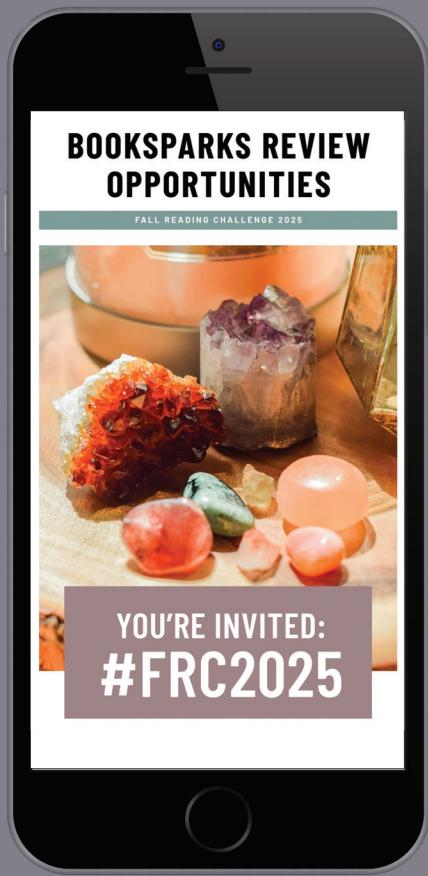
**91K+ Total Social Posts Views**

**81K+ Instagram & TikTok Video Views**

**1% Avg Engagement Rate**

**90+ BookSparks FRC2025 Social Posts**





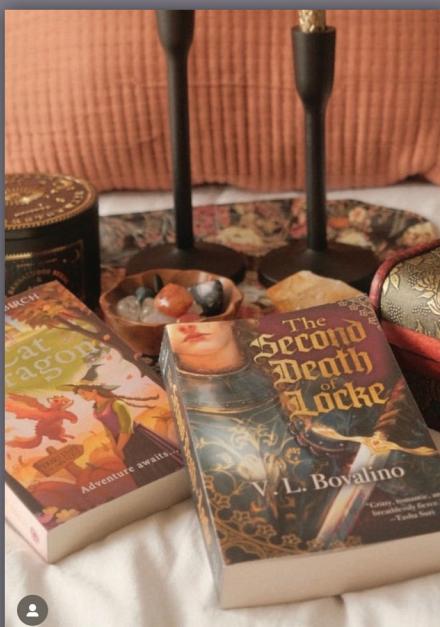
800+ FRC2025 Influencer Applicants

240+ Confirmed FRC2025 Influencers

1.9K+ Website Visits

9 Newsletters Sent

53.1% Avg CTO Rate



[View insights](#)

[Boost post](#)

281 13 3 10

Liked by shereadsdotcom and others  
booksparks A dash of luck, a sprinkle of book magic, and a whole lot of practical book magic... we've brewed up our very first Fall Reading Challenge winners: @scarlireads... more  
thebeautyandthebookish So exciting! Thank you so much! ❤️

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277 3 3 6

Liked by crystalpatriarche and others  
booksparks Some stories whisper. Others haunt. And some, like 'Second Death of Locke' by V. L. BovaLino', refuse to let go. 🎃👻  
readforeverpub ❤️❤️❤️

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booksparks GIVEAWAY! Something strange is happening in the neighborhood... 'Kooky Spooky Love' by Josie Silver follows an up-and-coming ghostbuster on a journey to tackle a high-wire act with a... more

# PICK YOUR POTION KICKOFF

To kick off the Fall Reading Challenge, BookSparks set the tone with our “Pick Your Potion” activation as an early-autumn enchantment designed to draw readers into the magic of the season. Readers were invited to choose their literary potion for fall, with the chance to receive one of three bewitching titles from the lineup: *Falling Into Place* by Allison Ashley, *The Cruel Dawn* by Rachel Howzell Hall, or *The Late-Night Witches* by Auralee Wallace.



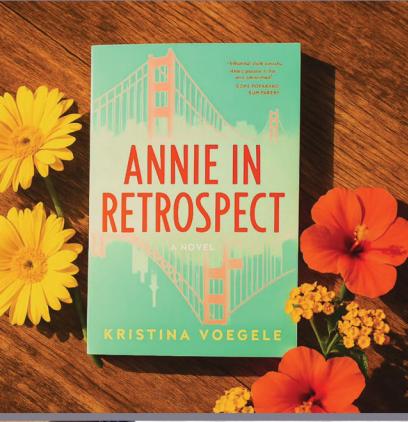
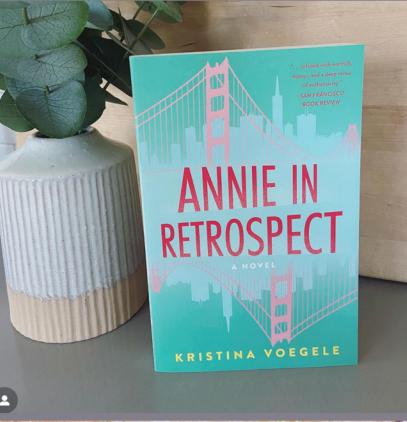
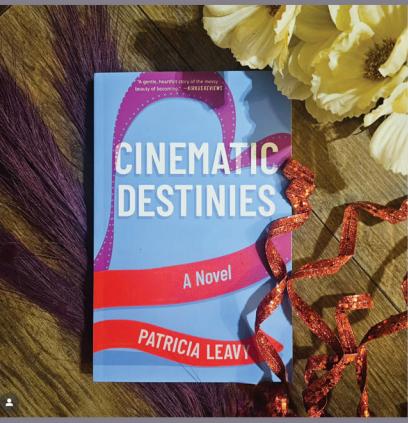
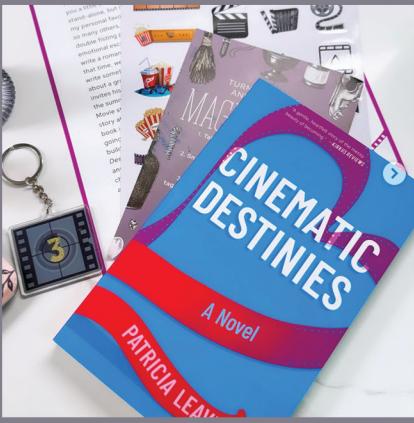
# FALL SOCIAL COVERAGE

BookSparks partnered with over 240 influencers on Instagram & TikTok to share authentic, creative content to bring the Fall Reading Challenge to life.

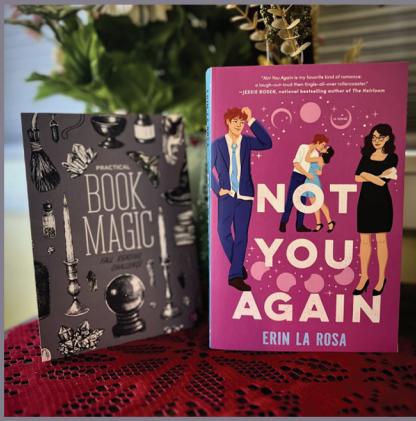
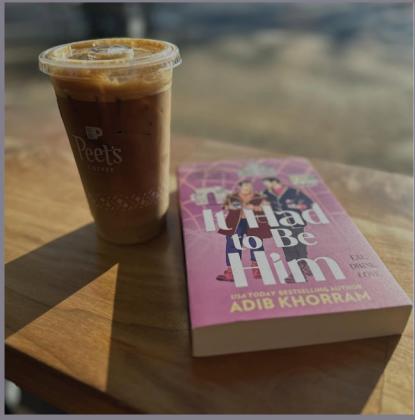
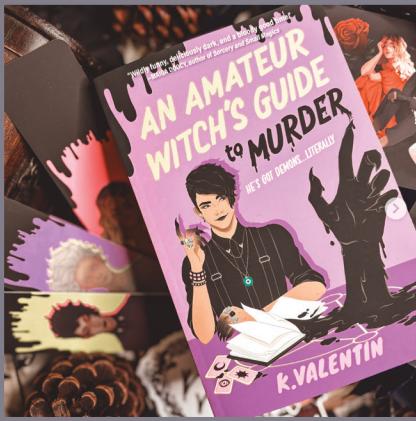
**3M+**  
Total Influencer  
Followers

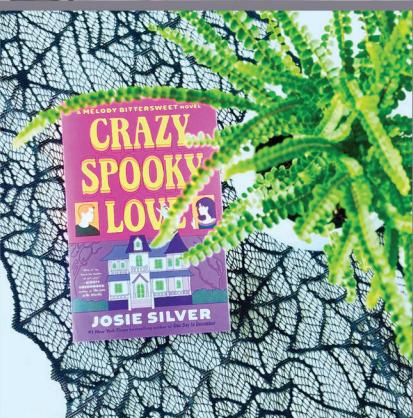
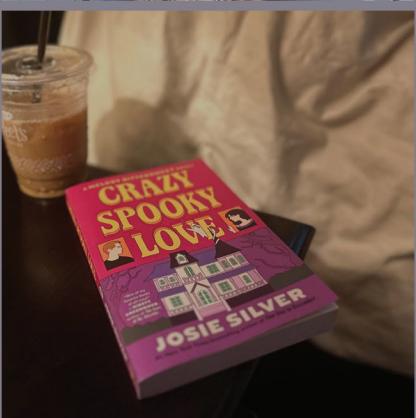
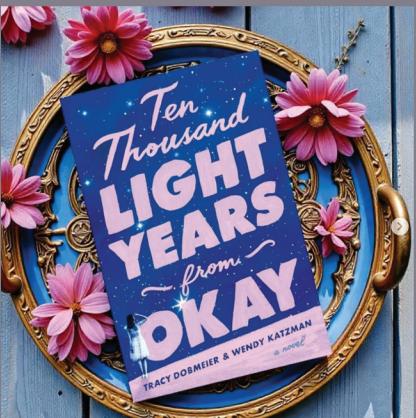
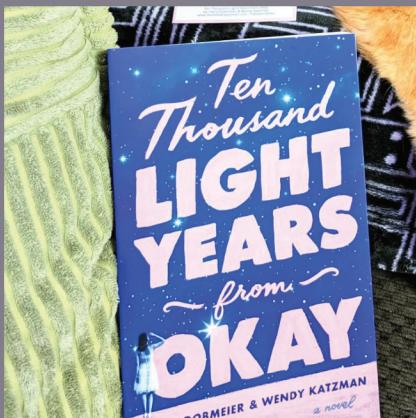
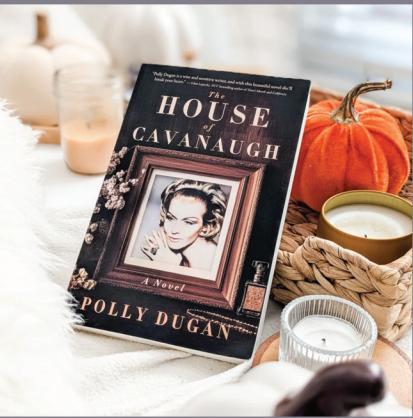
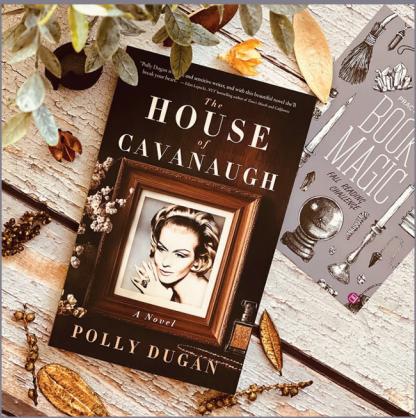
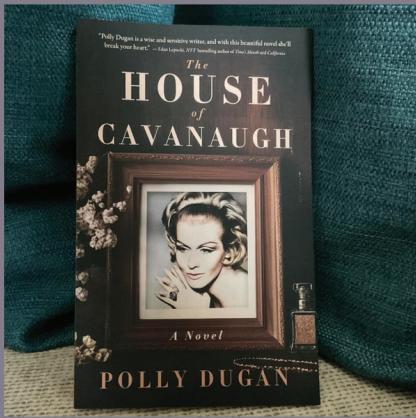
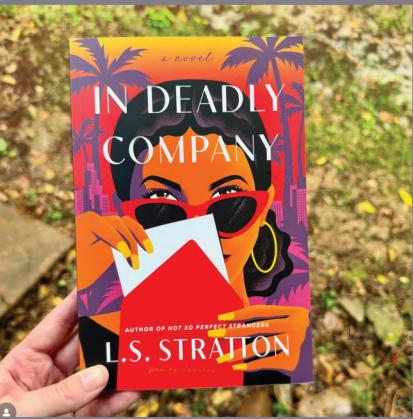
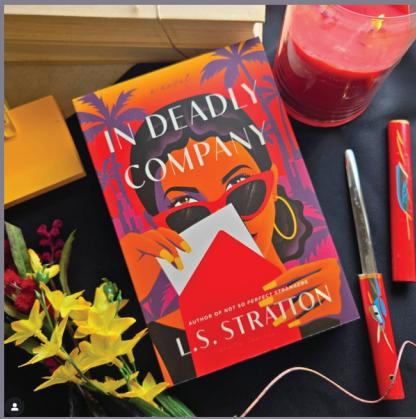
**470+**  
TikTok Posts Using  
#FRC2025 and  
#PracticalBook  
Magic

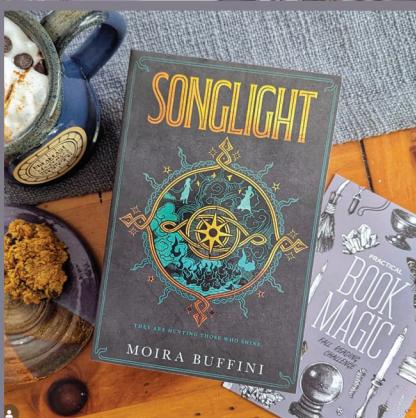
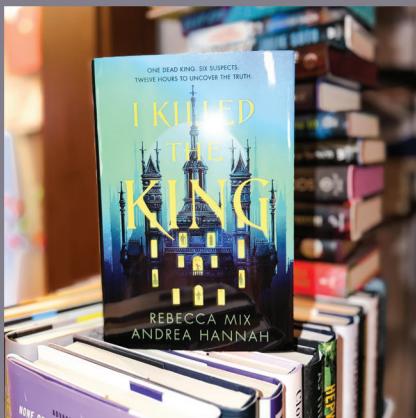
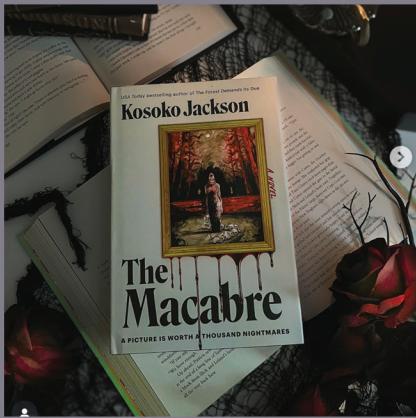
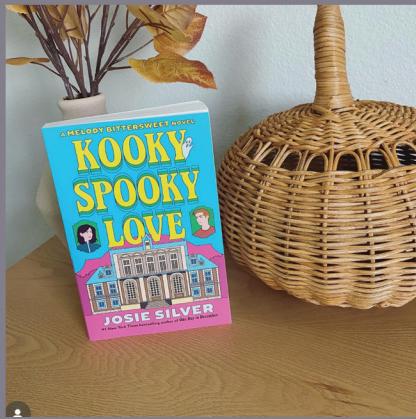
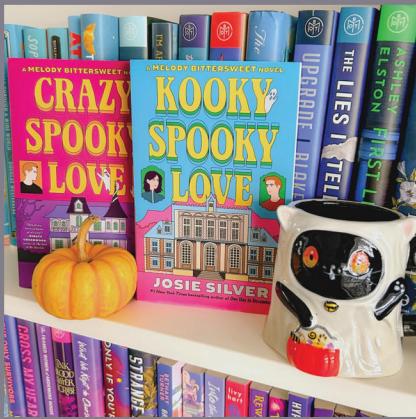












# FALL MEDIA COVERAGE

2.6K+ Media Articles Featuring #FRC2025 Titles

SCREEN RANT

PUBLISHERS  
WEEKLY

goodreads

**TAG 24**

L I T  
H U B



BARNES  
& NOBLE

**THE NERD**  
DAILY

**fangirlish.**

**BookTrib.**

**CountryLiving**

**Alta**

**BOOKish**

**GIZMODO**

**NEW YORK POST**

**Parade**

**Scary Mommy**



**THE HONEY POP**



THE EVERYGIRL

**GOOD  
HOUSEKEEPING**

**RED CARPET  
CRASH**

**The New York Times**

**THE ROOT**

**TOWN & COUNTRY**



**SHE  
DOES  
THE  
CITY.**



**WINTER  
IS COMING**

**News and Sentinel**

**BookBub**

**HELLO!**

**IN BETWEEN  
DRAFTS**

**SWEETY HIGH**



**ELLE**

**sheknows**

**BRIT + CO**

**CrimeReads**

**People**

**Paste**