

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

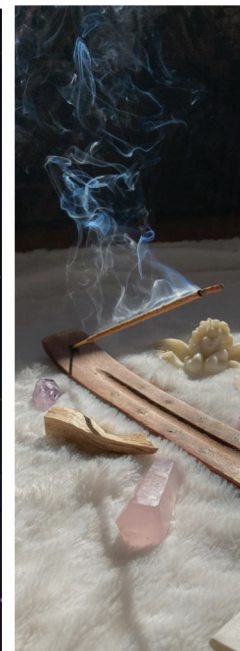
240+ Influencers

1.5K+ Instagram Posts

82K+ Total IG & TikTok Views

2.6K+ Media Hits

frc2025.booksparks.com | [@BookSparks](https://www.instagram.com/BookSparks) | [#FRC2025](https://twitter.com/BookSparks)



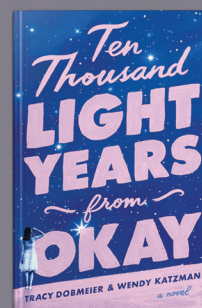
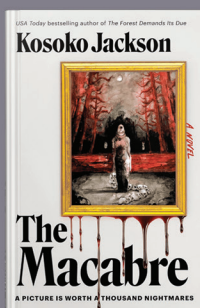
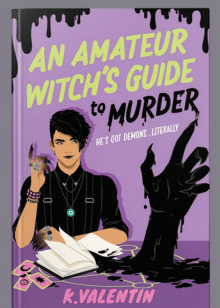
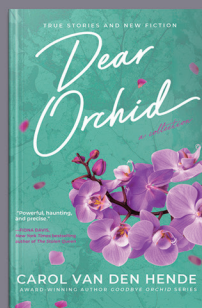
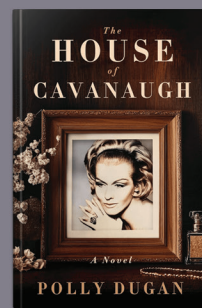
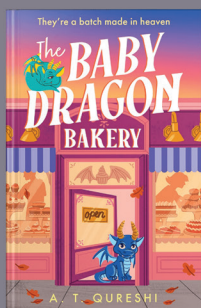
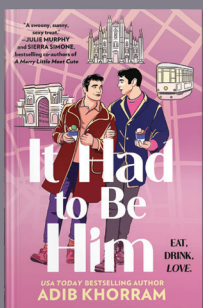
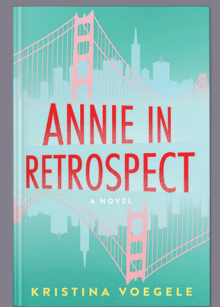
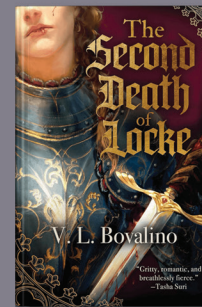
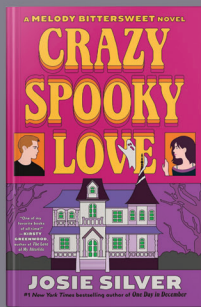
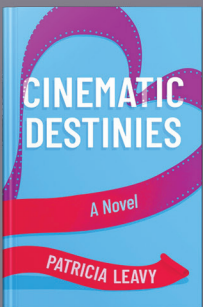
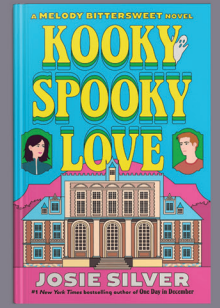
FRC2025

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.

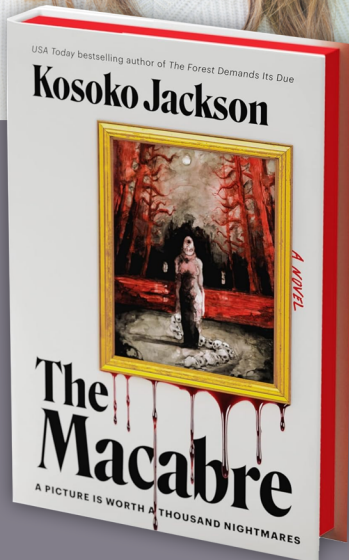


THE LINEUP

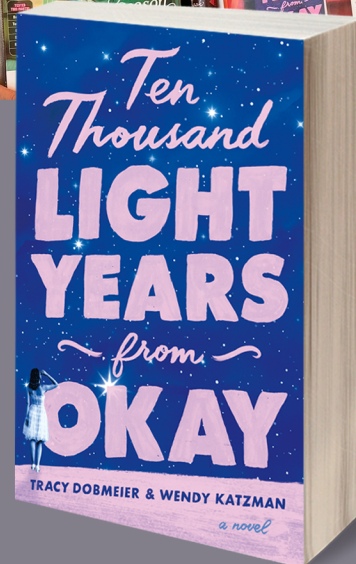


CELEB AND BOOK CLUB LOVE

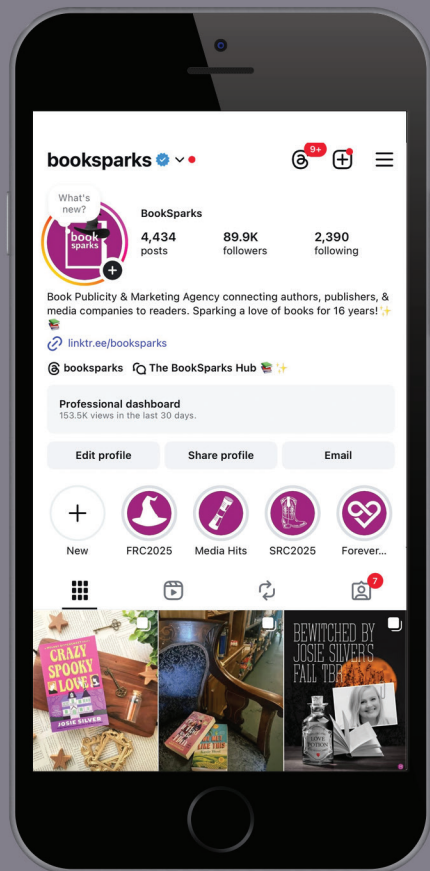
Amerie



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

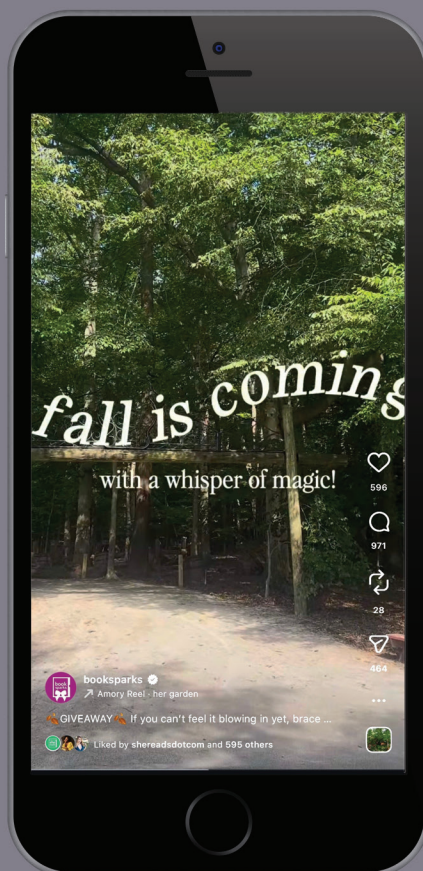
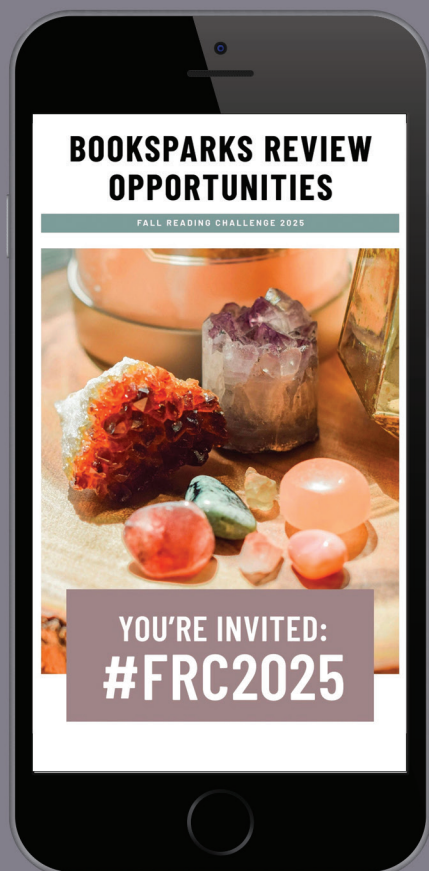
91K+ Total Social Posts Views

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: @scarlittreads... more
thebeautyandthebookish So exciting! Thank you so much! 🍂



View insights

Boost

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 ❤️❤️❤️



View insights

Boost post

302 307 10 115

Liked by crystalpatriarche and others
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... mo

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

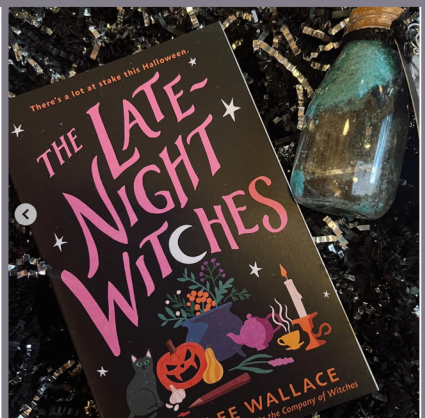
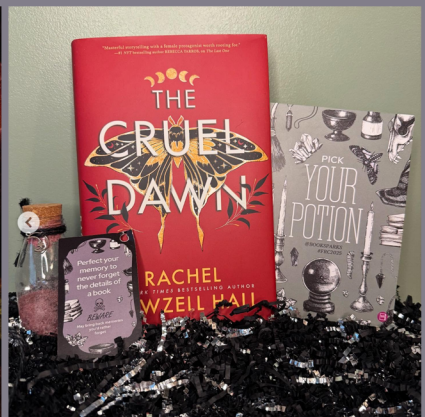
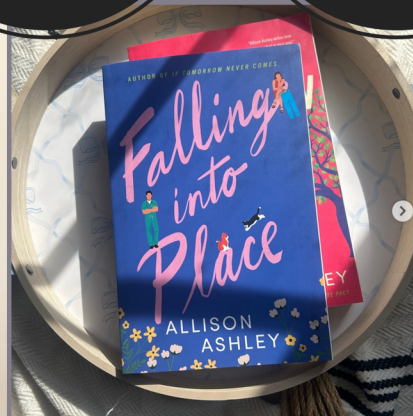
BookSparks partnered with over 240 influencers on Instagram & TikTok to share authentic, creative content to bring the Fall Reading Challenge to life.

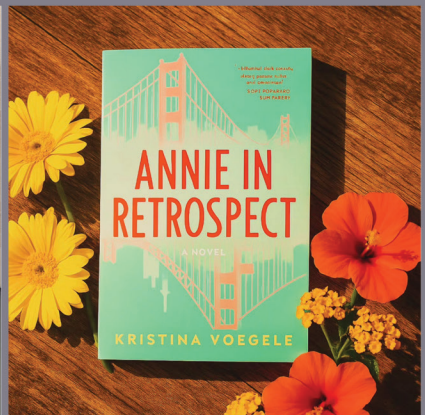
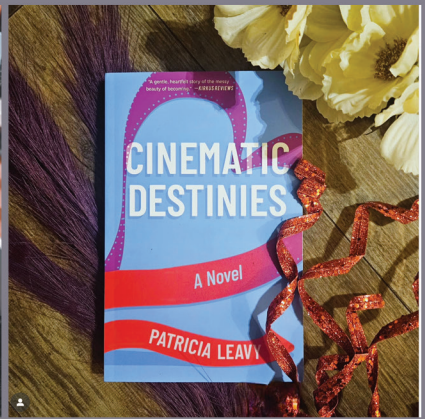
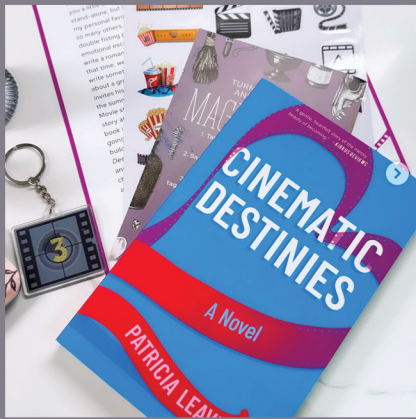
3M+

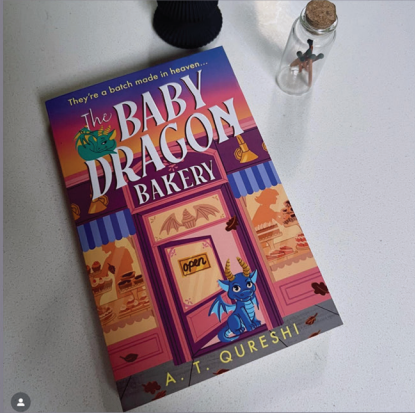
Total Influencer
Followers

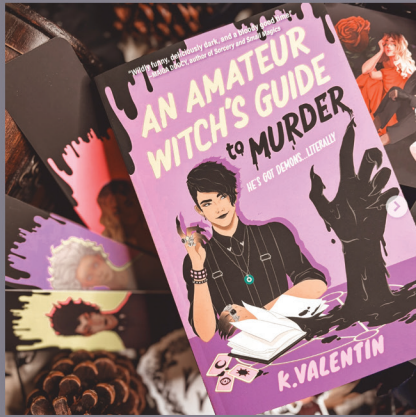
470+

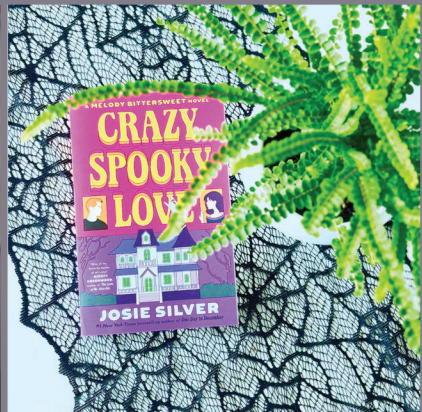
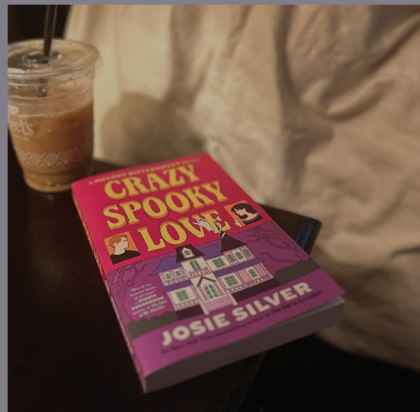
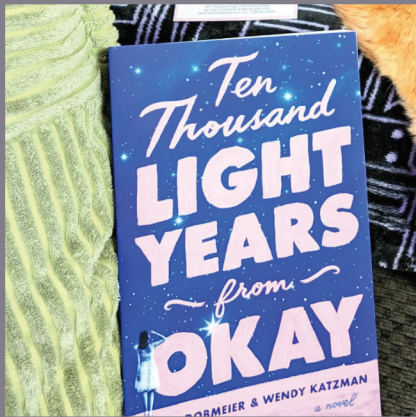
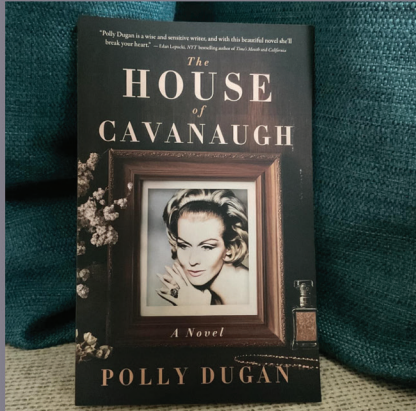
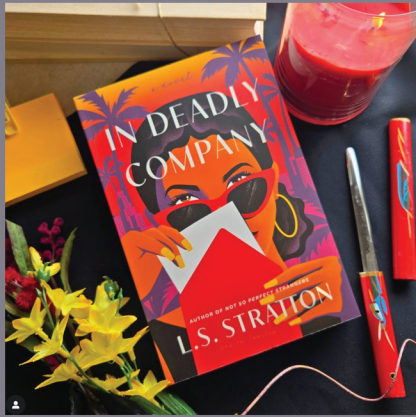
TikTok Posts Using
#FRC2025 and
#PracticalBook
Magic

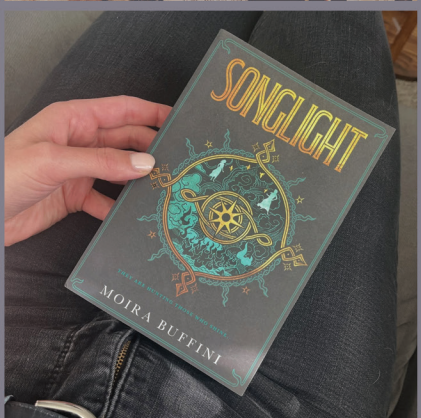
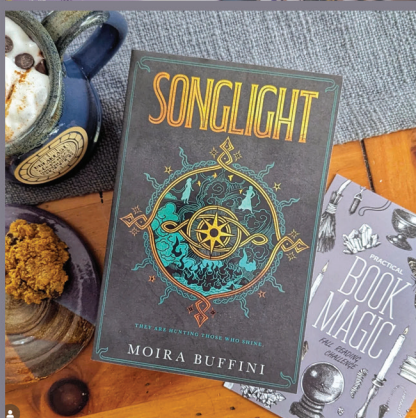
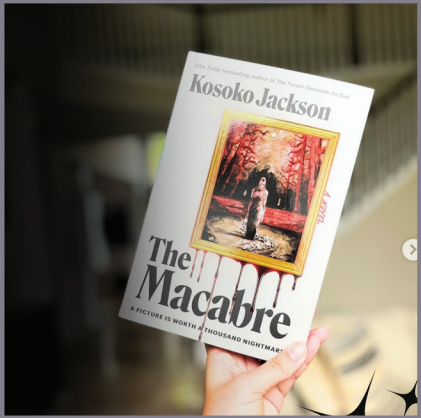
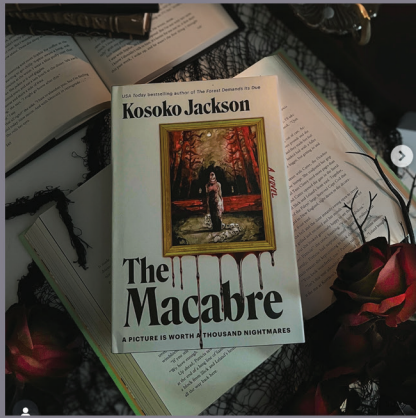












FALL MEDIA COVERAGE

2.6K+ Media Articles Featuring #FRC2025 Titles

SCREEN **RANT**

PUBLISHERS
WEEKLY

goodreads

TAG 24

LIT
HUB



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

The Parkersburg
News and Sentinel

BookBub

HELLO!

IN BETWEEN
DRAFTS

SWEETLY HIGH



ELLE

sheknows

BRIT+CO

CrimeReads

People

PastE