

CAMPAIGN HIGHLIGHTS REPORT FALL READING CHALLENGE 2024

This year for BookSparks' annual Fall Reading Challenge, we curated fall's hottest pages, prints, and even scents from our partner, Finn Huxley. We tailored a personal reading collection featuring a blend of must-read titles from both up-and-coming authors to your favorite literary icons, creating a Fall collection that has something for everyone.

46.3M+ Fans Reached

240+ Influencers

1,015 Instagram Posts

76.7K+ Total IG & TikTok Views

730+ Media Hits

frc2024.booksparks.com

@BookSparks | #FRC2024



#FRC2024 Host

JODI PICOULT

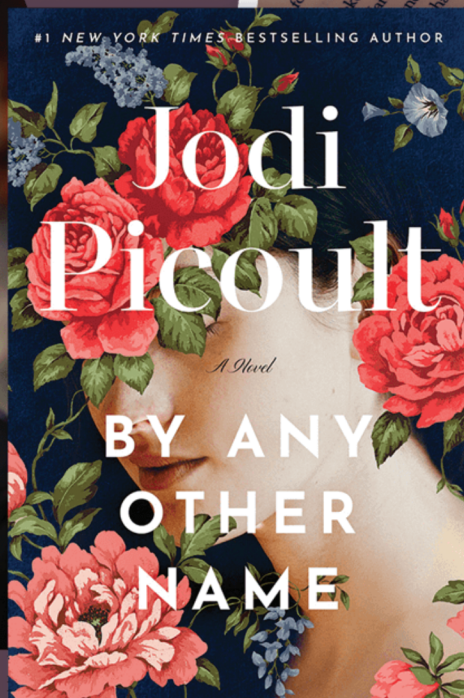
This season, we were joined by our 2024 Fall Reading Challenge host, Jodi Picoult, the #1 *New York Times* bestselling author of twenty-nine novels. Her latest, *By Any Other Name*, is an “inspiring” (*Elle*) novel about two women, centuries apart—one of whom is the real author of Shakespeare’s plays—who are both forced to hide behind another name.

“You’ll fall in love with Emilia Bassano, the unforgettable heroine based on a real woman that Picoult brings vividly to life in her brilliantly researched new novel.”

—KRISTIN HANNAH, author of *The Women*

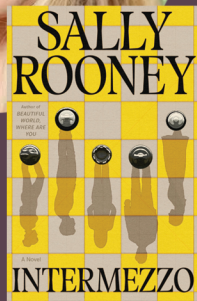


PHOTO BY TIM LLEWELLYN

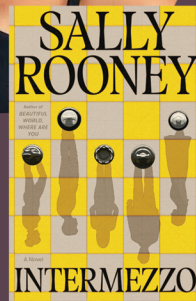


CELEB LOVE

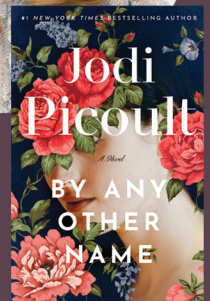
Emma Roberts



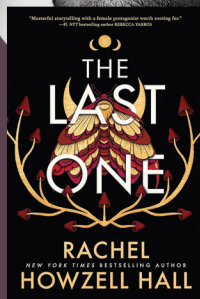
Keke Palmer



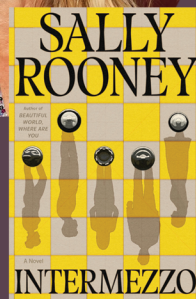
Maria Shriver



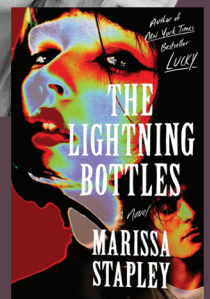
Jordan Fisher



Sarah Jessica Parker

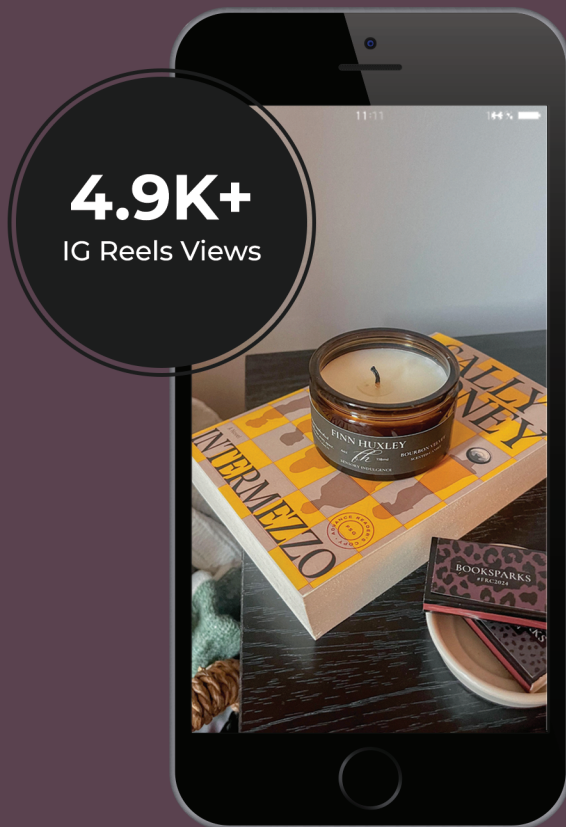


Reese Witherspoon



OUR PARTNERS

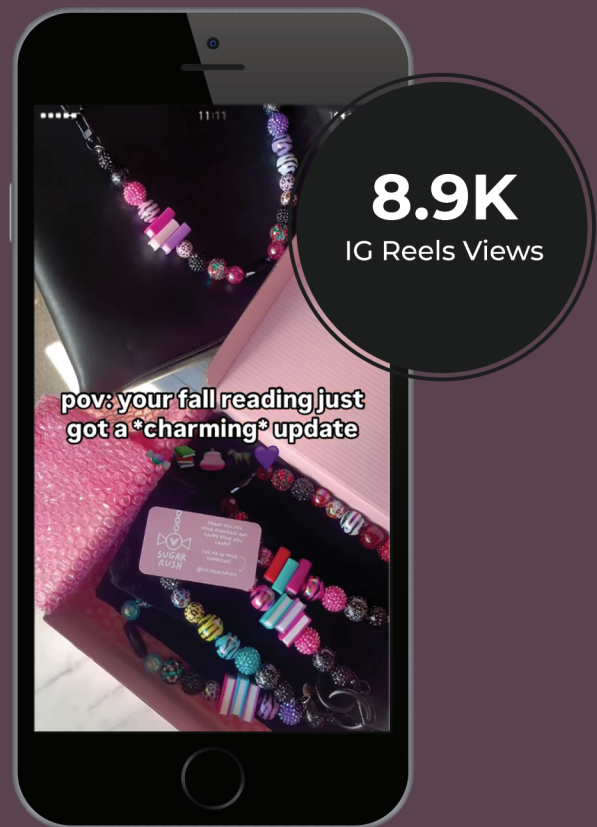
BookSparks teamed up with some of the best brands to further their reach with influencers and give away some luxury-scented candles from Finn Huxley and some handcrafted bag charms from Sugar Rush Charms.



FINN HUXLEY



SENSORY INDULGENCE



SUGAR
RUSH

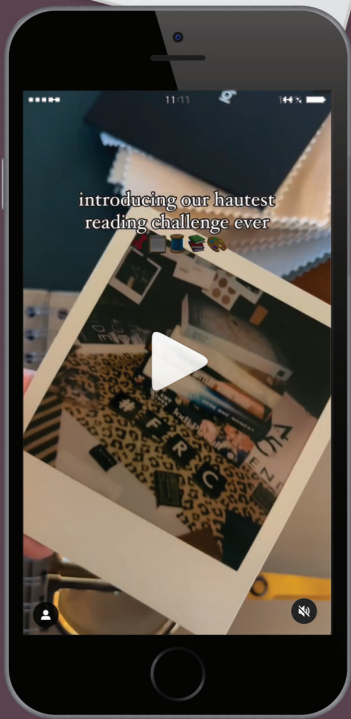
SOCIAL PROMOTION FROM BOOKSPARKS

88.3K+

Total BookSparks
IG followers

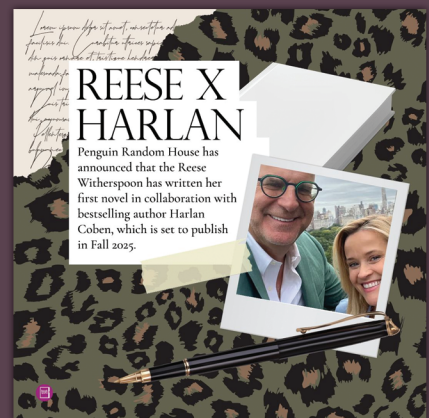
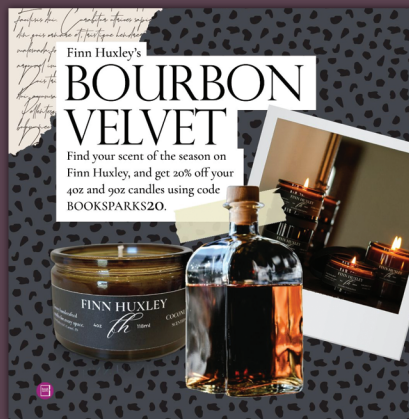
60.5K+

Total IG &
TikTok Views



WEEKLY TREND REPORTS

We curated weekly trend reports to bring our followers the ultimate fall scoop on the newest books, hottest trends, the season's must-have prints, and more!



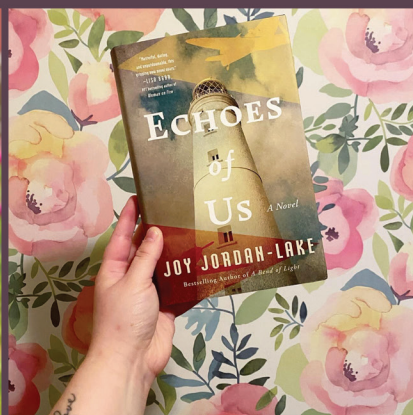
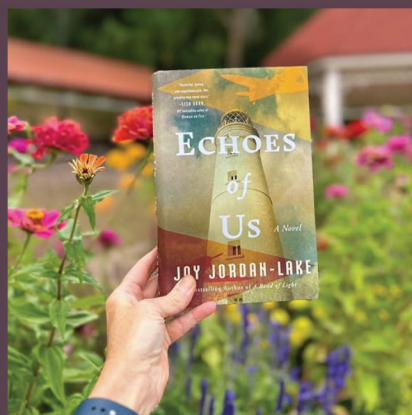
FALL SOCIAL COVERAGE

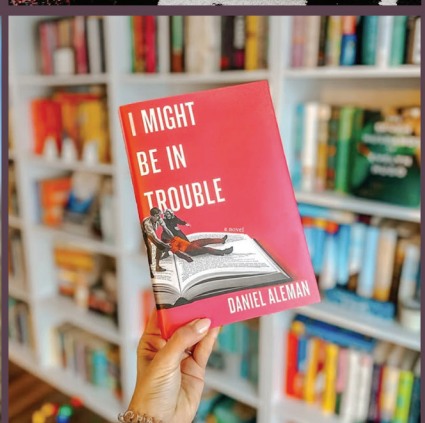
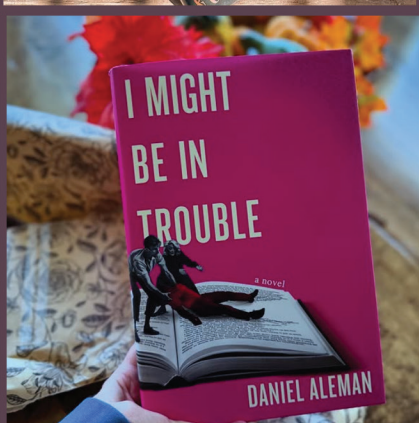
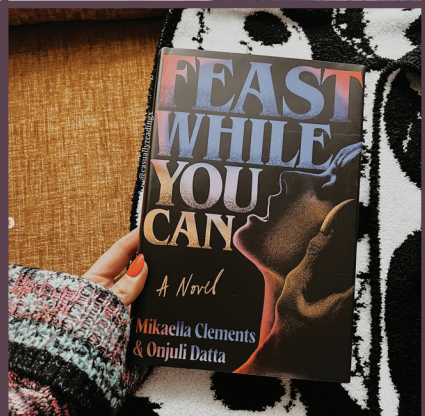
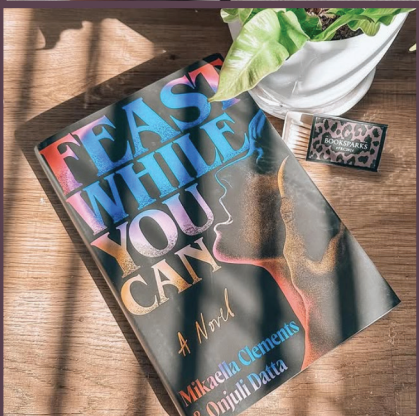
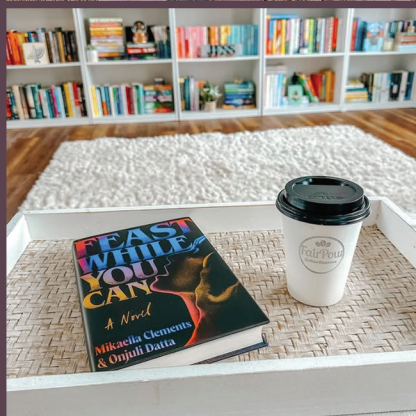
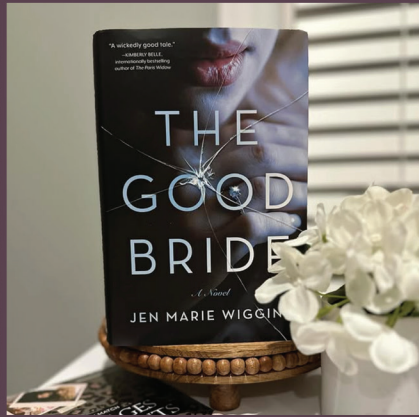
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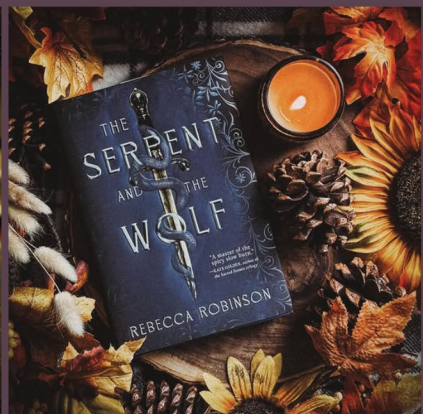
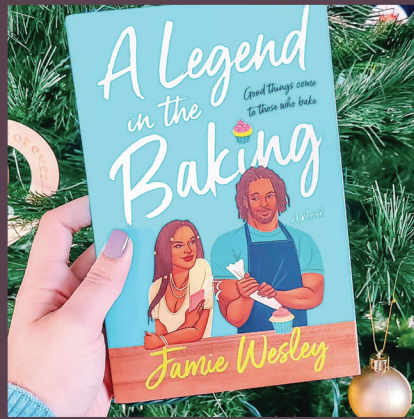
Instagram Posts
Featuring
#FRC2024 Books

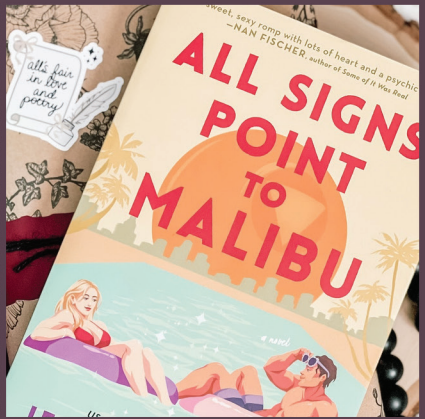
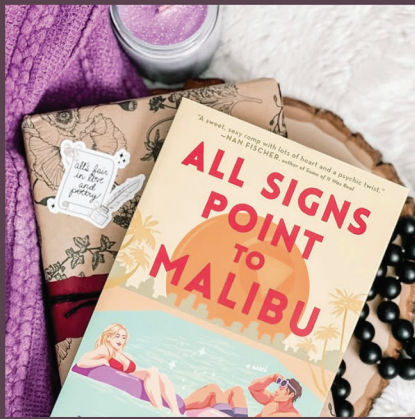
23.6K+

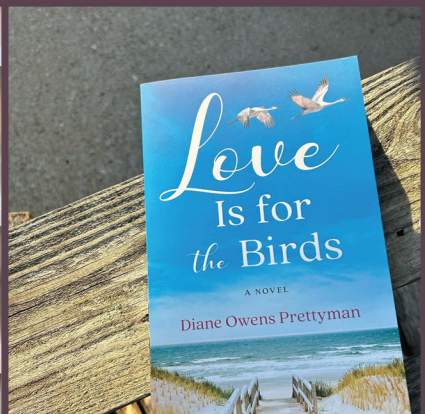
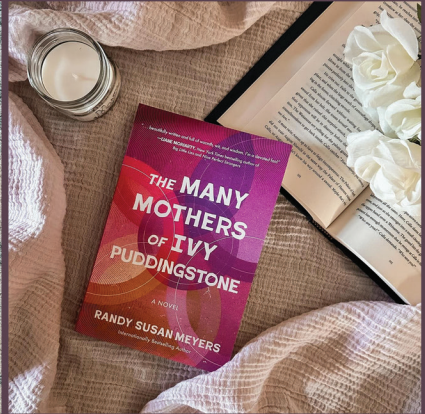
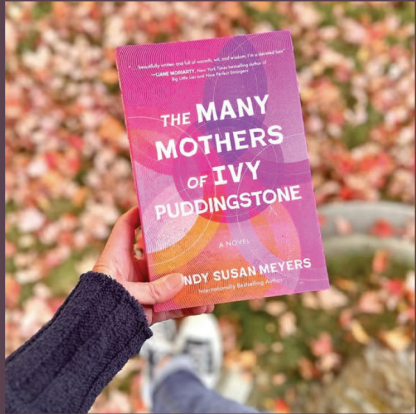
#FRC2024 TikTok
Views

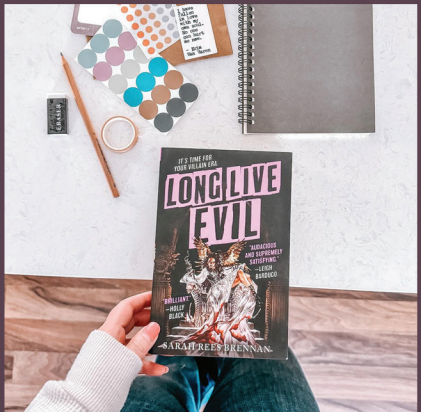
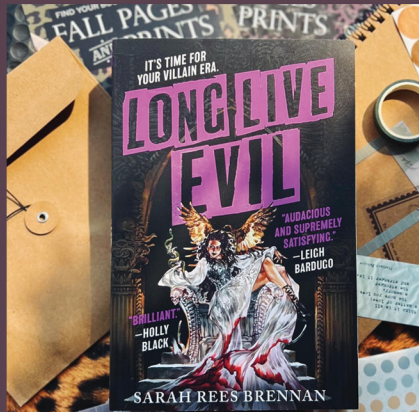
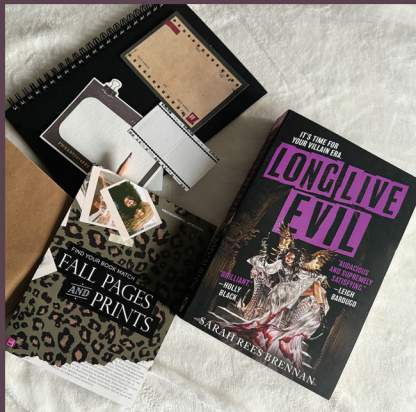
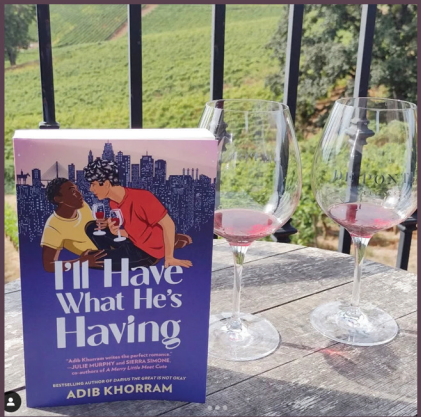
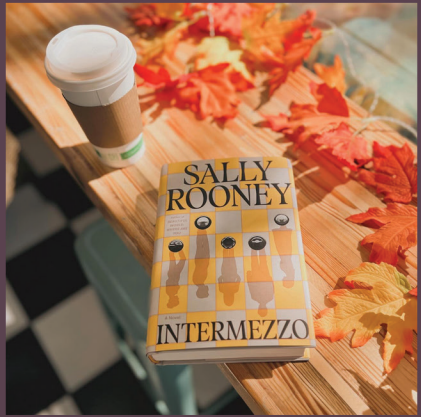
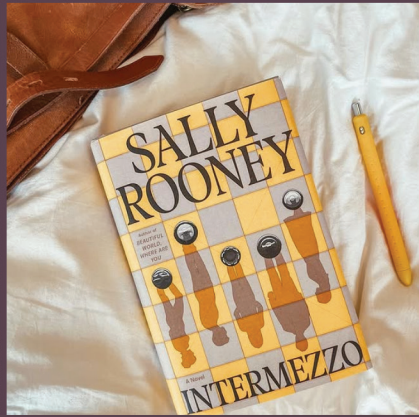


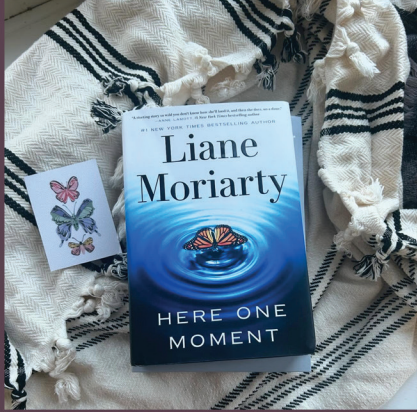
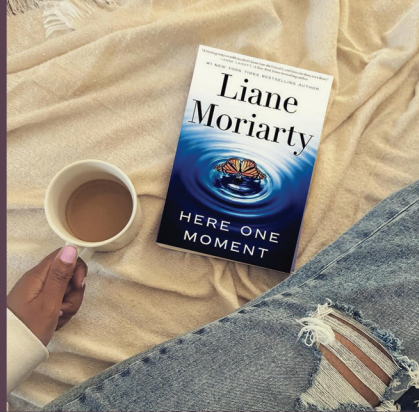
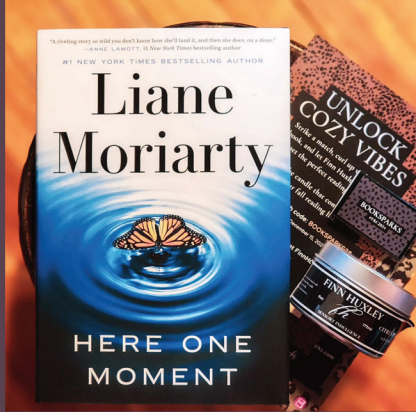
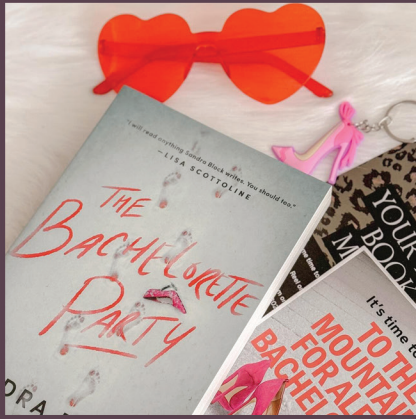












FALL MEDIA COVERAGE

730+ Media Articles Featuring #FRC2024 Titles

*she*knows **Parade** CrimeReads **People** **abc**NEWS

Booklist **BRIT+CO** **NEWYORKPOST** **PastE** **Alta**

Los Angeles Times **PUBLISHERS WEEKLY** **goodreads** **TAG24**

The Washington Post **KIRKUS REVIEWS** **Book Riot** **abc GOOD MORNING AMERICA** **The Boston Globe** **she reads** **BARNES & NOBLE**

BookTrib. **LOCUS** **SCREENRANT** **THE WEEK** **Aol.**

YAHOO! **REACTOR** **fangirlish.** **FRESH FICTION** **HBL**
FOR TODAY'S READER Hasty Book List

RICH IN COLOR **book reporter** **The Bookish Elf** **BOOKLIST QUEEN** **CHICAGO SUN*TIMES**

blush **BOOK CLUB CHAT** **COSMOPOLITAN** **DEEP SOUTH**
magazine

FOREWORD **Ms. Career Girl** **GIZMODO**
REVIEWS THE INDIE WE LOVE.

LIBRARY JOURNAL **Ms. MAGAZINE** **msn.** **Shelf AWARENESS** **THE BIG Thrill**
enlightenment for readers The magazine of the International Thriller Writers

THE NERD **USA TODAY** **HOUSE of MYSTERY** **Hartford Courant** **NR**
DAILY RADIO SHOW

Hc BRISTOL **CAROLE'S** **COFFEE TIME** **DOTHAN** **IDAHO**
HERALD COURIER RANDOM LIFE Romance & More EAGLE PRESS

Women Writers, Women's Books  **The Winchester Star**



Authority Magazine



Fresno Bee

Writer UNBOXED



A Literary Escape

Chick Lit Central

THE UNION

#NERD Problems

THE ROANOKE TIMES



Book Q&As with Deborah Kalb



THE INDIE VIEW READERS REVIEWERS AUTHORS

Joy on Paper LIVE!

LAS VEGAS REVIEW JOURNAL

Star-Telegram



Idaho Statesman

MISS KNOWN Craft, Books & Lifestyle Blog

Montecito JOURNAL

MUSING

Tri-City Herald

LOWCOUNTRY Weekly

MAHONING MATTERS

MuggleNet



Omaha World-Herald

Pine Reads review

Richmond Times-Dispatch



RUSSH

TIMES UNION



Savannah MAGAZINE



the Southern Review

StarHerald.com

NEWS-HERALD



Midwest Book Review



THE PRESS OF ATLANTIC CITY

MYSTERY & SUSPENSE

NetGalley WE HELP BOOKS SUCCEED

ONCE upon a BOOK CLUB



TULSA WORLD



The Coachella Review



THE BELLINGHAM HERALD

The Dallas Morning News



THE HONEY POP

THE KANSAS CITY STAR MEDIA COMPANY



THE NORTH PLATTE TELEGRAPH



The Olympian

The Modesto Bee



THE NEWS TRIBUNE

The Press Democrat



the REGULAR FOLKS

This Splendid shambles

Trenzle

TRIB LIVE

Zainey Lane

The Virginian-Pilot

TriCityJobs.com

Waco WT Trib