

CAMPAIGN HIGHLIGHTS REPORT

SUMMER READING 2022

BookSparks annual Summer Reading Challenge included twenty-seven highly anticipated releases to book time off with. Our host, Jasmine Guillory, kicked off the summer with a new release that jumped to the top of reader's to-do lists!

115+ Influencers

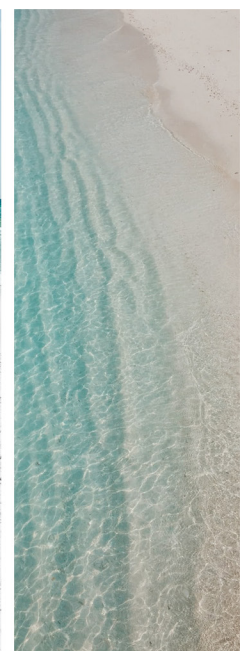
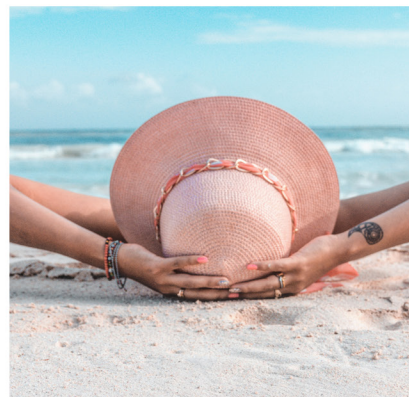
6.75M Fans Reached

3.3K+ Instagram Posts

363.5K+TikTok Views



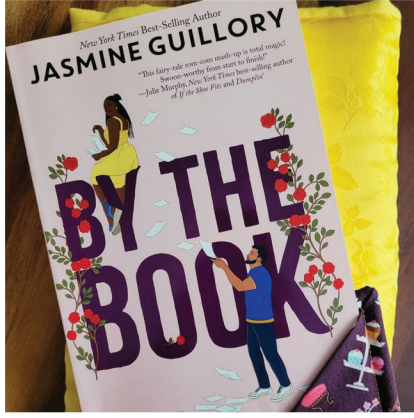
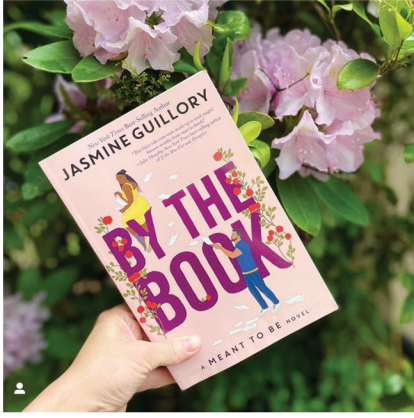
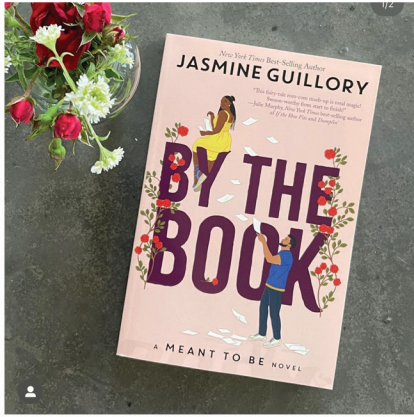
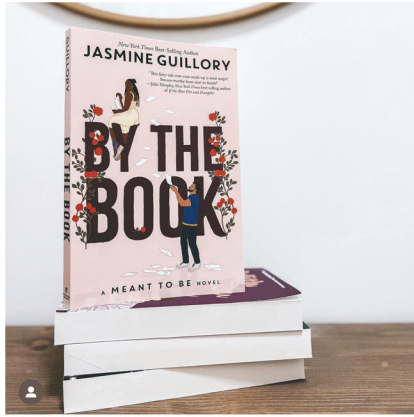
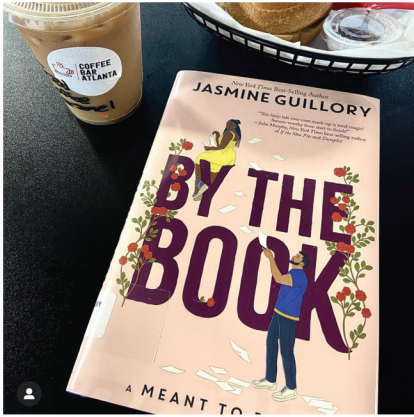
<https://src2022.booksparks.com/> | @BookSparks | #SRC2022



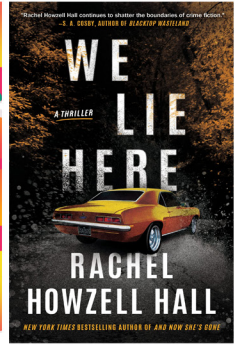
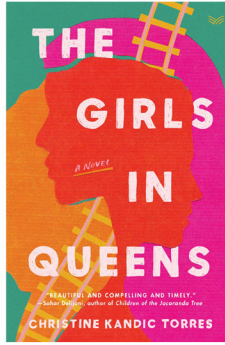
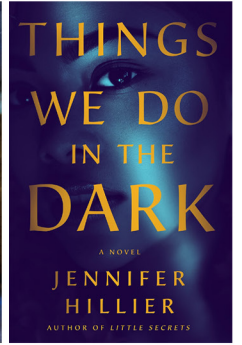
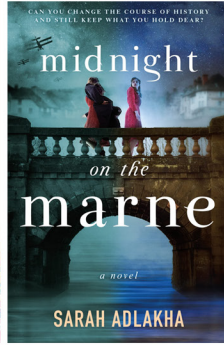
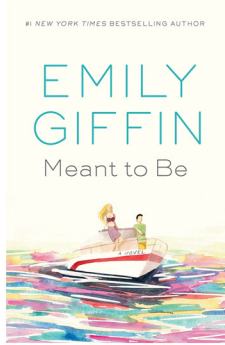
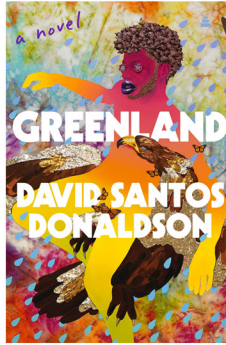
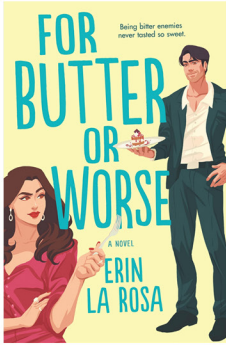
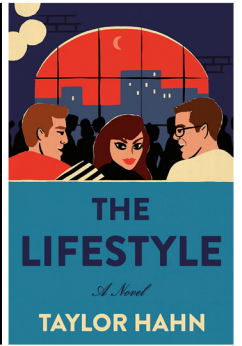
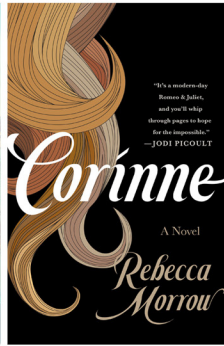
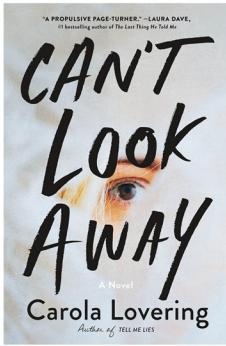
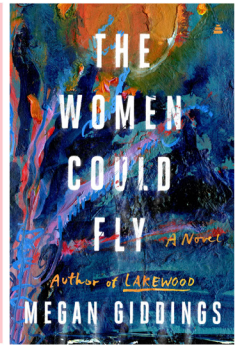
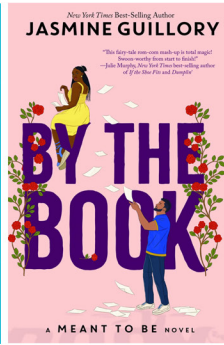
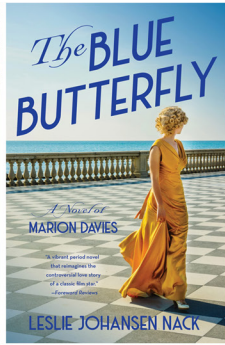
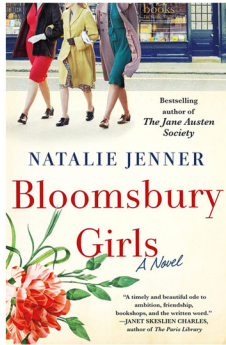
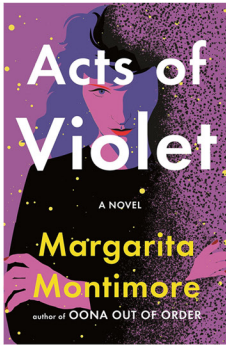
MEET JASMINE GUILLORY

Jasmine Guillory is the *New York Times* bestselling author of six romance novels. Her work has appeared in *O, The Oprah Magazine*, *Cosmopolitan*, *Bon Appetit*, and *Time*. *By the Book* is the second book in the Meant to Be series, reimagining Disney princess. As the host, *By the Book* was sent to over 40 influencers and reached over 660,000 fans!

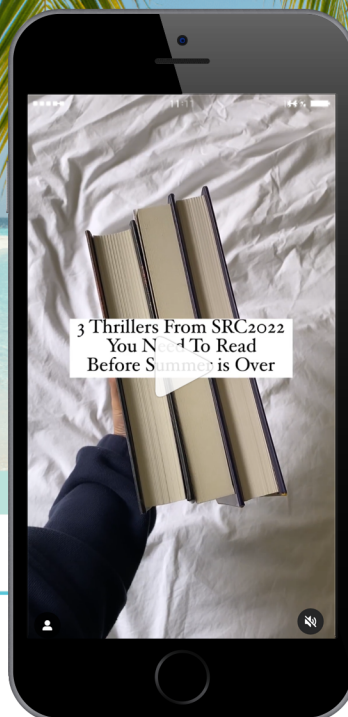
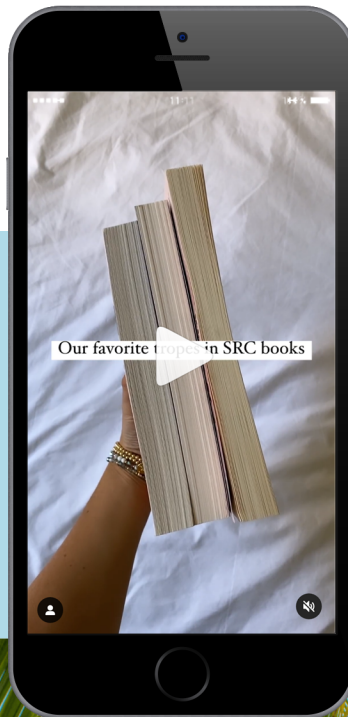




THE LINEUP



SOCIAL PROMOTION FROM BOOKSPARKS



SUMMER SOCIAL COVERAGE

3.3K+

Instagram Posts
Featuring
#SRC2022
Books

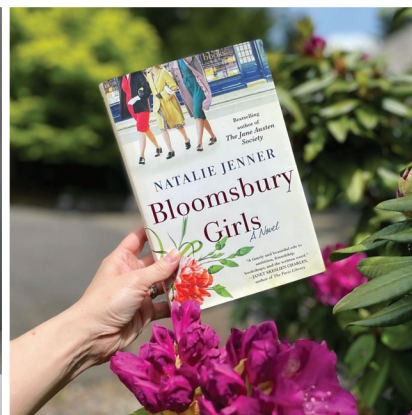
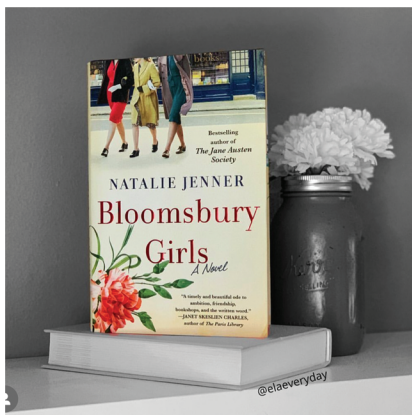
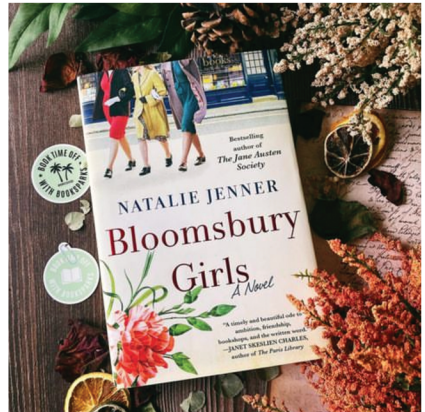
363.5K+

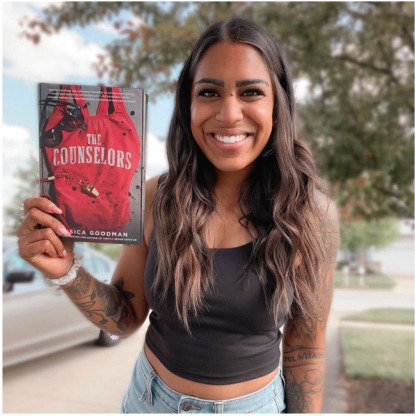
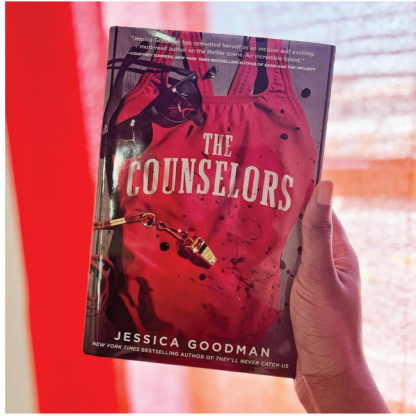
#SRC2022 TikTok
Views

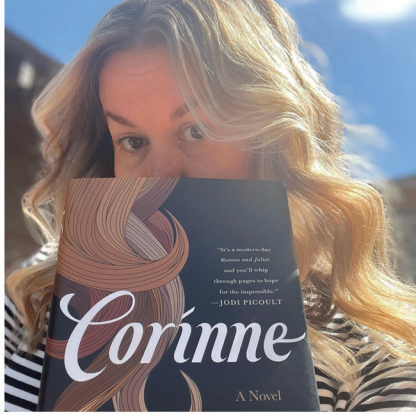
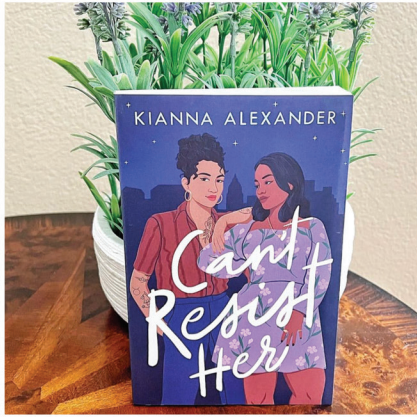
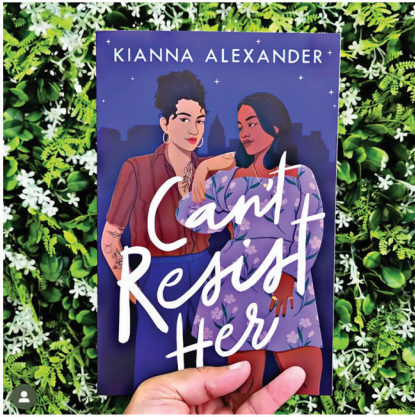
1,019

#BookTimeOff
Posts

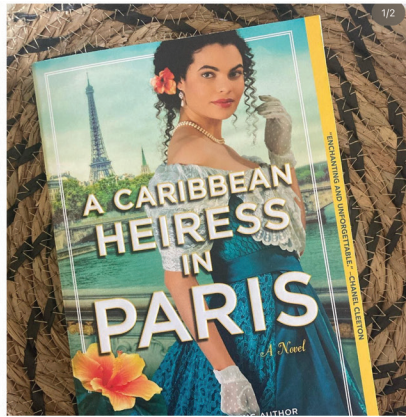
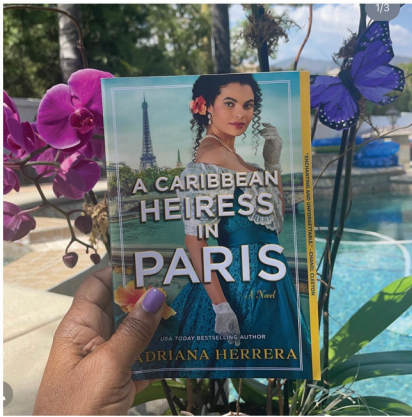
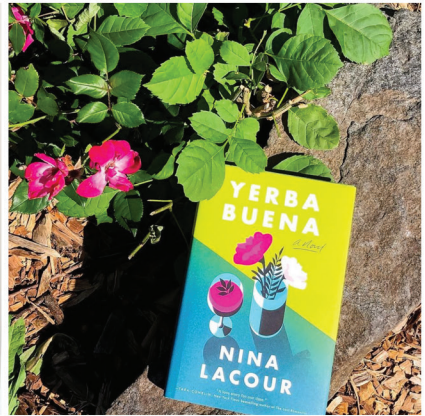
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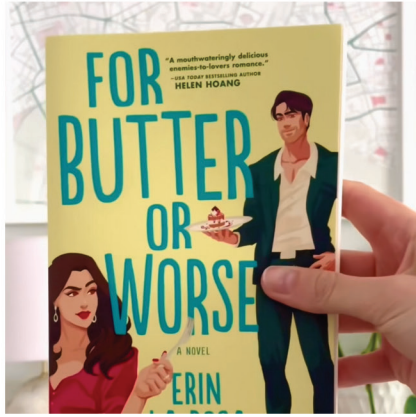
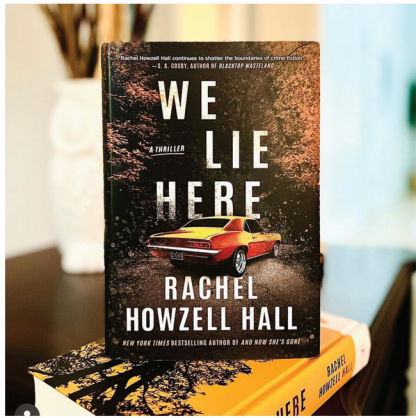
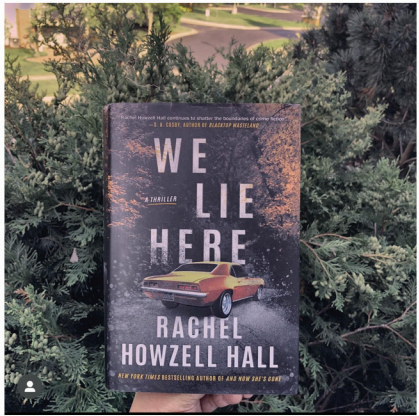
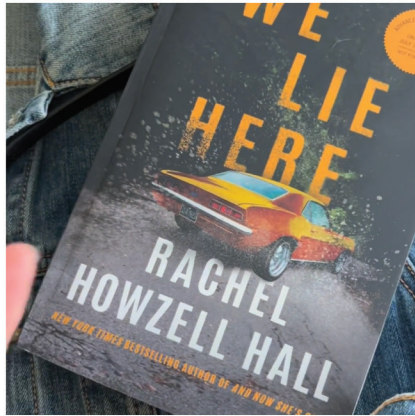
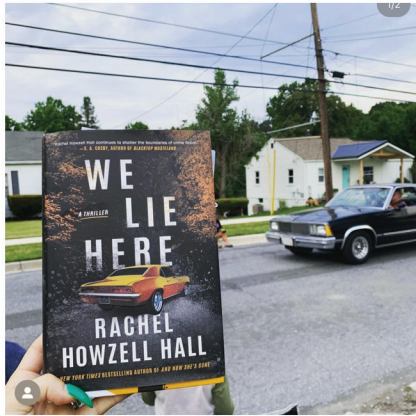


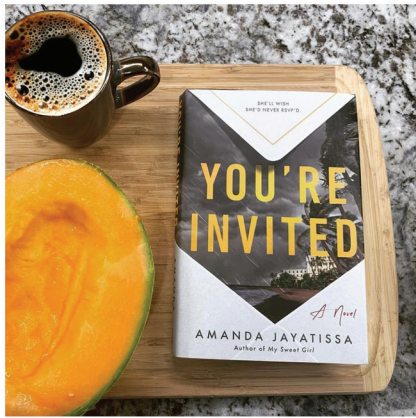




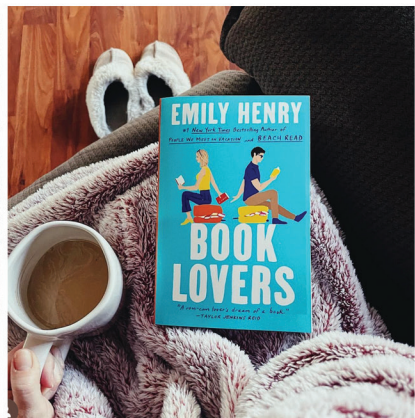
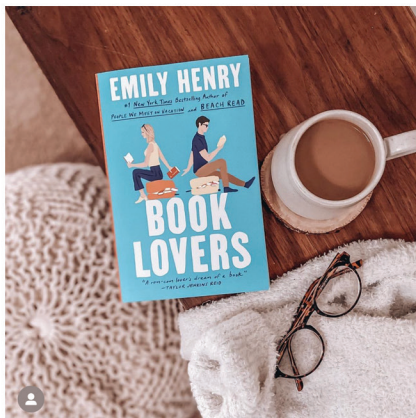
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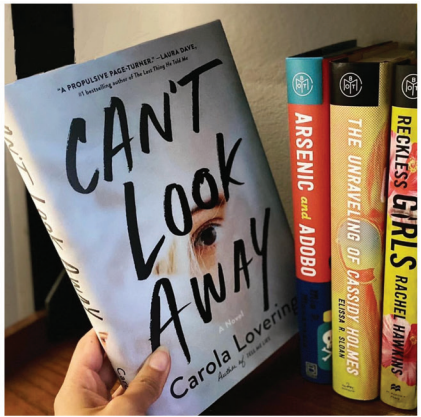
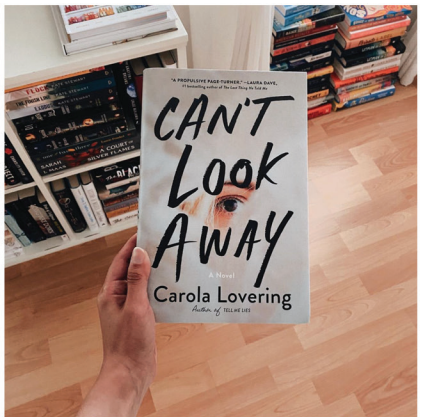
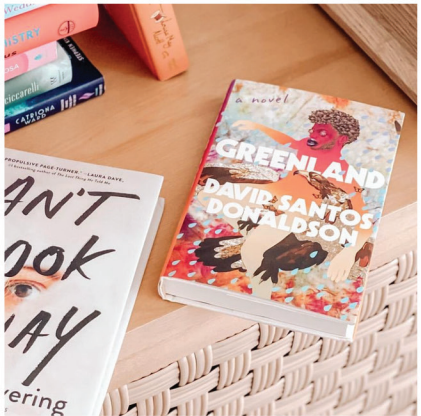
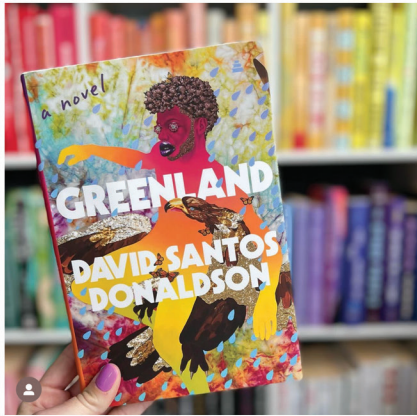


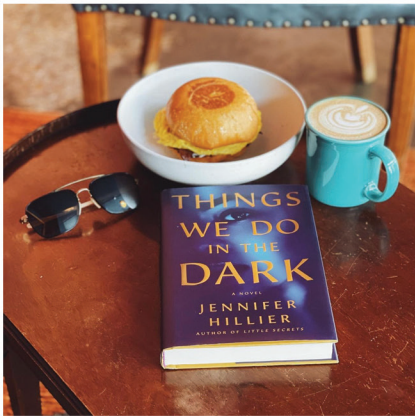
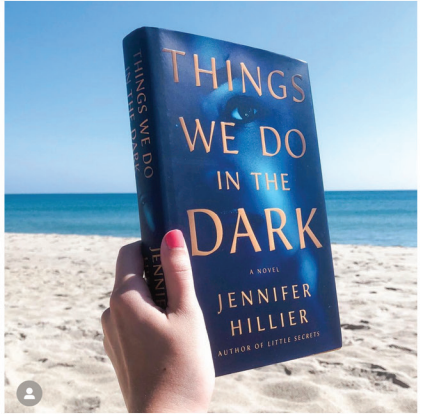




TRACK THREE







SUMMER MEDIA COVERAGE

100+ MEDIA ARTICLES FEATURING #SRC2022 TITLES



NYLON  *Ms. Career Girl* *PureWow* *sheknows*

crime BY THE BOOK  **NBC NEWS**  **REFINERY29** *The Seattle Times*  **THE HIVERY**  **BOOK CLUB BABBLE**

Southern Living **teen** **VOGUE** **THE ROOT** **VULTURE**

thrillist  **Berit Talks BOOKS** *books are chic*  **THE HONEY POP**

 **BOOKNBRUNCH** **the Skimm** **book reporter**  **Books Are Magic** **CM CHARACTERMEDIA** **CHEVALIER'S BOOKS**

CHATELAINE **CoveyClub**  *Cultures DAILY* **DISTRACTIFY**  *write or die tribe*

 **CINEMA BLEND** *Crazy Critiques*  *chandelier* **GT HQ**  **HASTY BOOK LIST** **HELLO! INDIA**  **SSR SH'T SHE READ** **AP**

CHRIS VOSS SHOW *diy MFA* **FRESH FICTION FOR TODAY'S READER**  **fueled by chapters** *a book and lifestyle blog* **itw INTERNATIONAL THRILLER WRITERS** **YOUR FAVORITE BOOK**

eastHAMPTON **GIZMODO** **northforker** *long island* **SIXTY+ME**

LOCUS **LGBTQ NATION**  **LORI & JULIA'S BOOK CLUB** **nw aw**  **PERPETUAL PAGE-TURNER**  **PODCAST** **HI READER**

Manhattan Book Review **OUR TOWN CRIER** *Sharing the Best in Goods, Services and Happenings Around Town!*  **JOY ON PAPER** *A syndicated radio program* **Teen Librarian Toolbox** *For teen librarians! Start on time, start on money, stay, start on passion!*

 **READ BETWEEN THE SPINES** **SOUTH FLORIDA SunSentinel** *that artsy reader girl* **WLIW-FM HEART OF THE EAST END**

The Authors Show *The Bookish Libra* **THE RIPPED BODICE** *A ROMANTIC BOOKSTORE*

Vol. 1 Brooklyn  **unlikeable FEMALE characters**  **largehearted boy**