

CAMPAIGN HIGHLIGHTS REPORT

WILD ABOUT BOOKS

SPRING READING CHALLENGE 2026

For the annual BookSparks Spring Reading Challenge, readers were invited to step outside and go wild for books with our field guide to spring reading. The seasonal campaign featured a curated lineup of 12 newly released titles and encouraged participants to embrace the adventure of reading in the wild through literary sightings, and stories that sparked exploration and discovery all season long.

1.9M+ Fans Reached

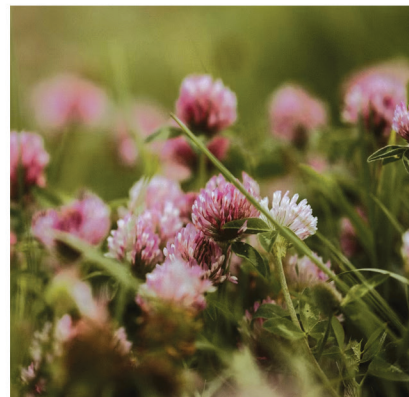
160+ Influencers

400+ Social Posts

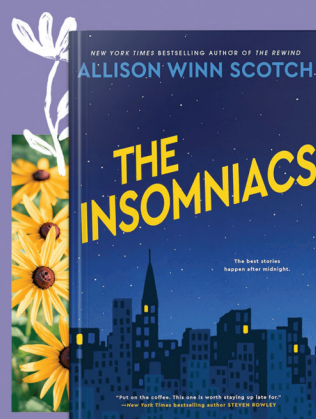
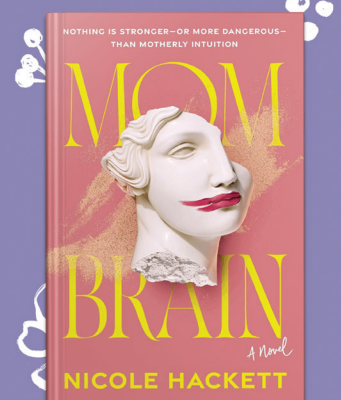
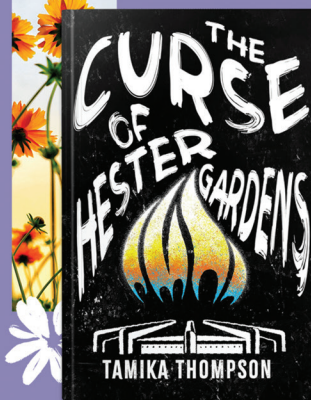
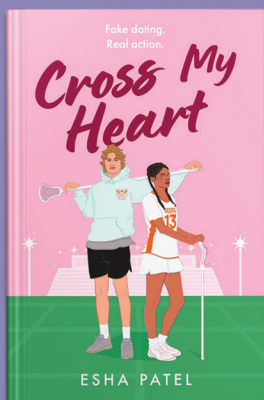
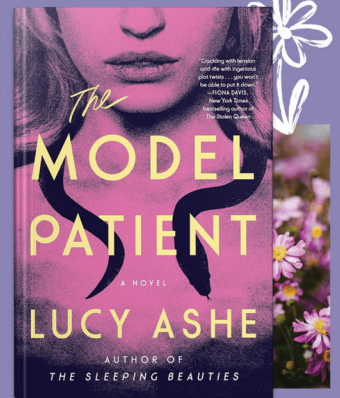
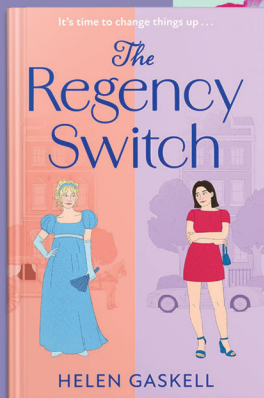
41.6K+ Total IG & TikTok Views

350+ Media Hits

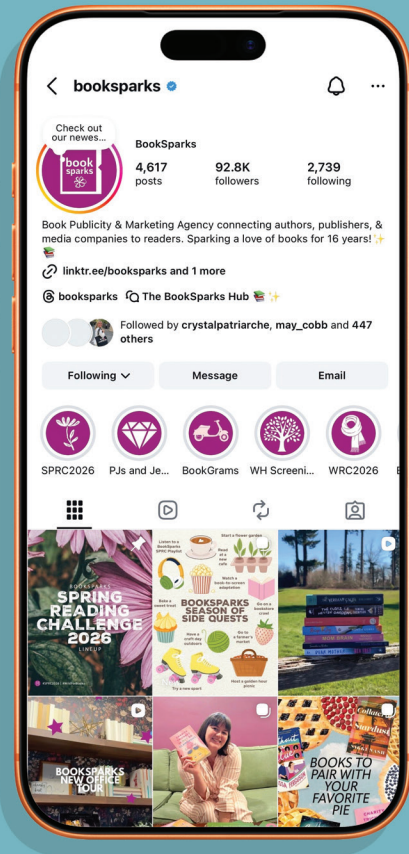
sprc2026.booksparks.com | [@BookSparks](https://www.instagram.com/BookSparks) | [#SPRC2026](https://www.tiktok.com/@BookSparks)



THE LINEUP



DIGITAL PROMOTION FROM BOOKSPARKS



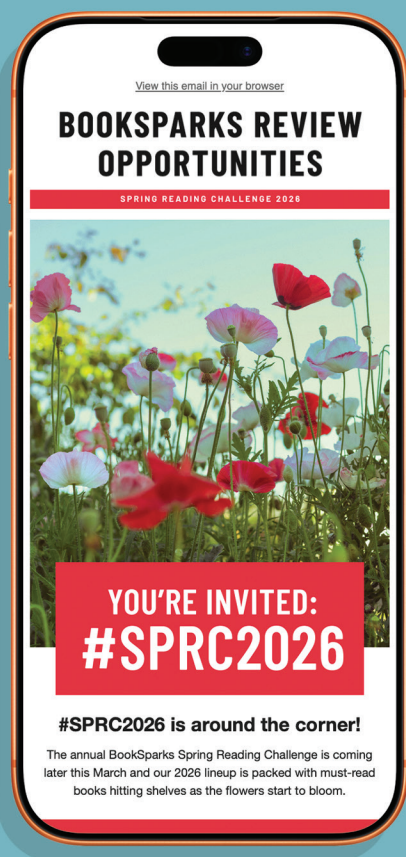
BookSparks amplified the annual Spring Reading Challenge across our digital channels all season long, creating visibility and engagement. Through strategic social media campaigns, a dedicated website & newsletters, high-performing giveaways, and influencer participation, the challenge connected with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

93K+ Total BookSparks IG followers

75+ BookSparks SPRC2026 Social Posts

41.6K+ Total Social Posts Views





580+ Influencer Applicants

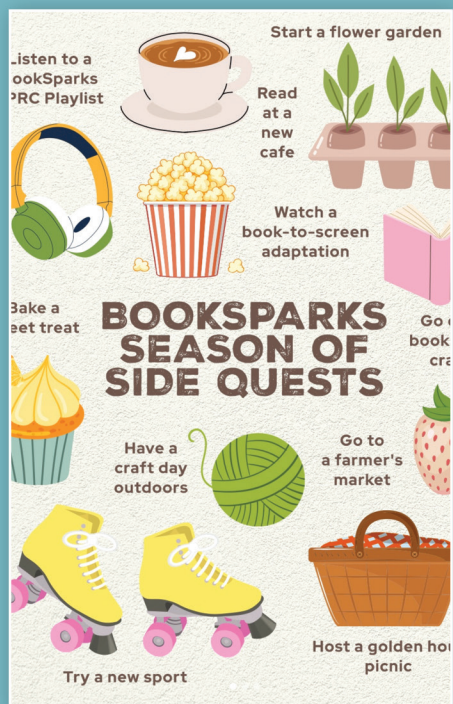
160 Selected SPRC2026 Influencers

2.3K+ Website Visits

3 Newsletters Sent

19.4% CTO Rate

BookSparks incorporated field assignments during the Spring Reading Challenge to encourage readers to take on spring side quests, designed to get readers outside, try new things, and embrace analog adventure along the way.



WILD FOR BOOKS WITH OUR INFLUENCERS

BookSparks partnered with over 160 influencers on Instagram & TikTok to share authentic, creative content to bring the Spring Reading Challenge to life.

BIRDS OF A FEATHER, BOOK-WATCH TOGETHER

To further engage readers throughout the challenge, BookSparks introduced #BookWatchingWednesday. This recurring social challenge encouraged readers to complete spring side quests while sharing their reading adventures to win weekly book giveaways.

SPRING SIDE QUESTS



Find a list of side quests at sprc2026.booksparks.com

READING SIDE QUESTS



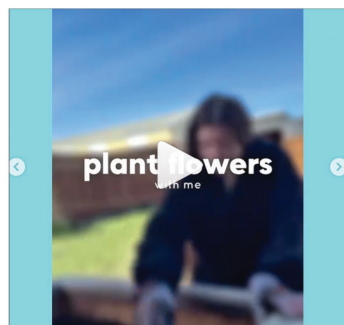
Find a list of side quests at sprc2026.booksparks.com



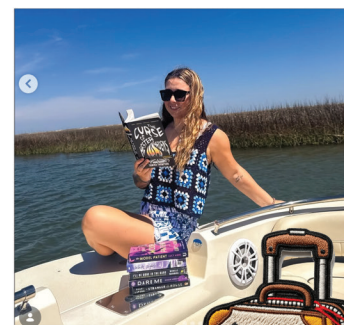
@SueTheBookie



@LiterarilyTheBest



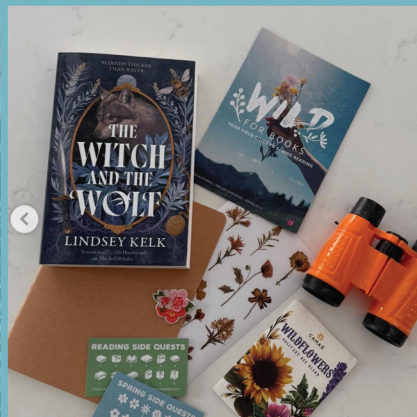
@HerBookishPursuits

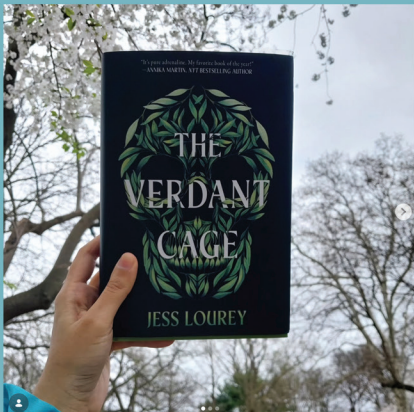
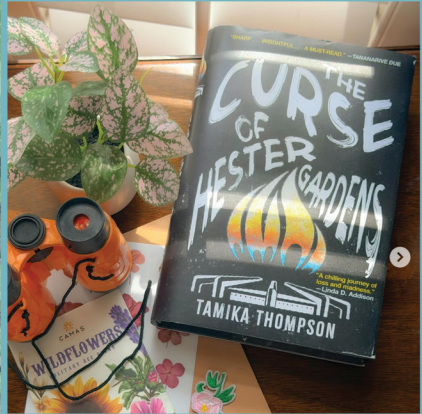


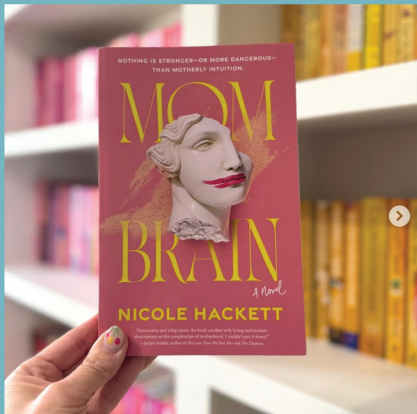
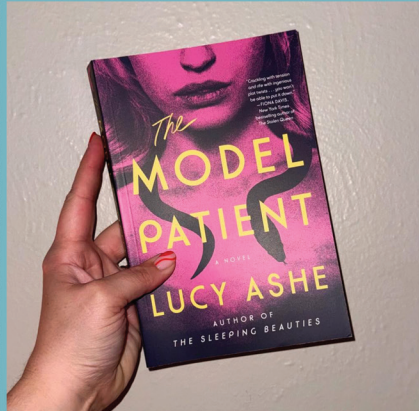
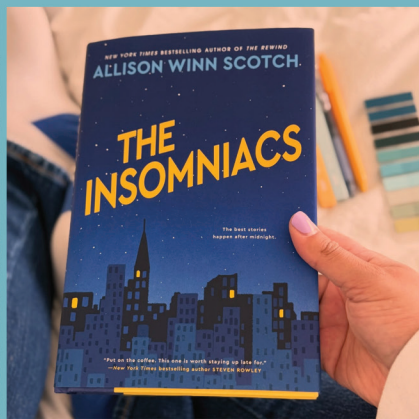
@PageJedi



ADDITIONAL SPRING AMBASSADOR SOCIAL COVERAGE







SPRING MEDIA COVERAGE

350+ Media Articles Featuring SPRC2026 Titles

People

KIRKUS
REVIEWS

Book
Riot



Fresh
FICTION
FOR TODAY'S READER

HBL
Hasty Book List

PUBLISHERS
WEEKLY

CrimeReads

LOCUS

Aol.

YAHOO!

sheknows

NERD
DAILY

LIBRARY
JOURNAL

THE BIG
Thrill
The magazine of the International Thriller Writers

ELECTRIC LIT

Bookstr

THE BALTIMORE SUN

BUSTLE

GIRLTALKHQ

GIZMODO

Parade

PureWow

CRIME JUNKIE

HARLEQUIN
junkie
SHAMELESSLY ADDICTED TO LOVE, LAUGHTER AND
HAPPILY EVER AFTERS



ShelfAWARENESS
enlightenment for readers



Ashland.news
Independent, Nonprofit Community News

BAY AREA
BOOK
FESTIVAL



Trenzle

azcentral.



book
reporter

BOOKS
BONES
& BUFFY
science fiction
fantasy

Broken Babe Reviews
TALKING BOOKS AND OTHER STUFF



BOOKCRUSHIN'
WE DON'T JUST LOVE BOOKS, WE CRUSH ON THEM.

Chick Lit Central

cinema sugar

Cover2CoverBlog

Daily Camera



common
sense
media

COMMUNITY
OF WRITERS

CONVERSATIONS
LIVE with
Cyrus Webb

Alexandria
ECHO
PRESS

FANBASE
PRESS



DAILY
PRESS

DEAD X DARLINGS
EVERYTHING NOVEL

Debbi Mack
NEW YORK TIMES BEST-SELLING AUTHOR

decorahnews.com
Decorah news. First. Fast. Free.

fangirlish.

dru's book musings

FearSome Fiction



GEEKS OUT

FEARLESS
FABULOUS
You!

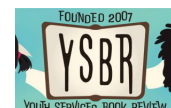
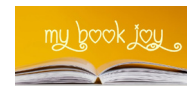
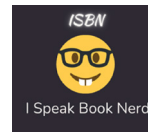


FOREVER YOUNG
Adult

The Frederick
News-Post



GRAB THE
LABELS



Women Writers, Women's Books

