

# CAMPAIGN HIGHLIGHTS REPORT **SADDLE UP WITH BOOKSPARKS**

SUMMER READING CHALLENGE 2025

This year for BookSparks' annual Summer Reading Challenge, readers were invited to saddle up and hit the trail of stories with a lineup that celebrated adventure, discovery, and community. The 2025 Summer Reading Challenge, Saddle Up with BookSparks, encouraged book lovers to embrace the spirit of the season by gathering their rodeo reading partners, exploring new genres, and ride into new literary horizons.

**22M+ Fans Reached**

**2K+ SRC2025 Influencer Applicants**

**4K+ Instagram Posts**

**204K+ Total IG & TikTok Views**

**950+ Media Hits**

[src2025.booksparks.com](https://src2025.booksparks.com)

@BookSparks | #SRC2025 | #SaddleUpWithBookSparks





# KICK-OFF WITH RANSOM CANYON ON NETFLIX

The challenge launched with major energy by celebrating the book-to-screen adaptation of *Ransom Canyon* on Netflix, a new romantic western drama based on Jodi Thomas's books. Starring Josh Duhamel and Minka Kelly, this pop-culture tie-in connected readers to the western theme.





# HOWDY PARTNERS

This summer's reading adventure wouldn't have been possible without the spirited support of our partners. Coastal Cowgirl Designs brought West Coast charm infused with western flair, perfect for embracing our cowgirl theme. Sugar Coated Designs added creative precision and sweetness with their laser-crafted decor and boot keychains that quickly became keepsakes. R&R Ranch in Scottsdale, AZ grounded our challenge in the heart of western tradition by nurturing a strong bond between horses and people through their equine programs and ranch-life experiences.



**R&R Ranch AZ**





# WILD WILD RANCH PHOTOSHOOT

The Saddle Up with BookSparks theme came to life at an unforgettable photoshoot at R&R Ranch, expertly captured by photographer Rachel Fischer. Seven influencers and models brought energy and authenticity to the shoot, resulting in over 100 high-resolution images and 200+ behind-the-scenes videos and raw shots taken by our social media team. These visuals were shared across Instagram, TikTok, our website, and newsletters, creating content that engaged our community and brought the challenge's western adventure to every screen.





#SRC2025

# HOSTS

This summer, five incredible authors saddled up with us to host the 2025 Summer Reading Challenge. Lyla Sage, Kennedy Ryan, Jesse Q. Sutanto, Sarah MacLean, and Regina Black brought their unique voices, stories, and summer releases to the challenge, creating unforgettable moments for readers. Through features, giveaways, and community spotlights, BookSparks celebrated these talented storytellers and their new books that perfectly captured the spirit of summer reading.



## LYLA SAGE

Lyla Sage brought her signature charm and heart with *Wild and Wrangled*, a story of love, small town charm, and wide-open possibilities.



## KENNEDY RYAN

Kennedy Ryan delivered her trademark emotional depth with *Can't Get Enough*, a powerful story of love, resilience, and second chances.



## JESSE Q. SUTANTO

Jesse Q. Sutanto blended wit, heart, and family ties in *Worth Fighting For*. Keeping readers laughing, guessing, and rooting for love all at once.



## SARAH MACLEAN

Sarah MacLean broke through this summer with *These Summer Storms*, a sharp, sexy novel brimming with scandal, intrigue, and unforgettable romance.

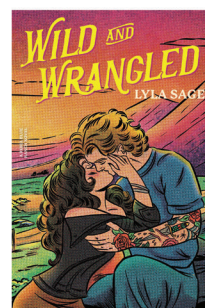
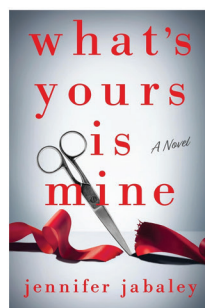
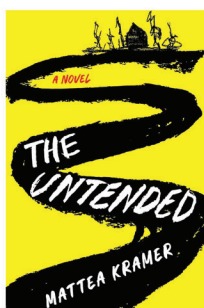
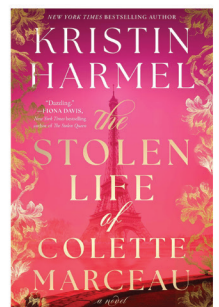
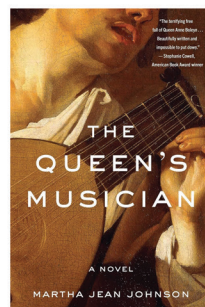
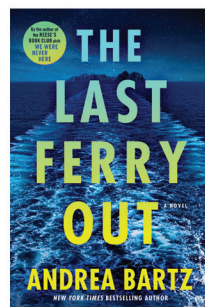
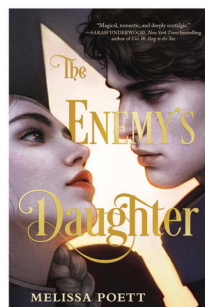
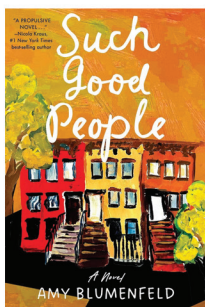
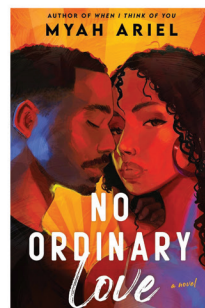
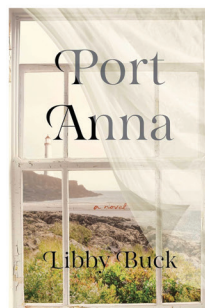
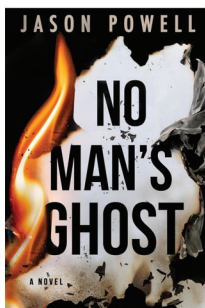
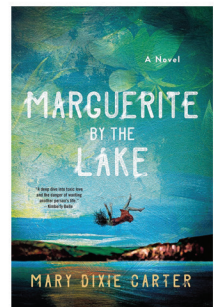
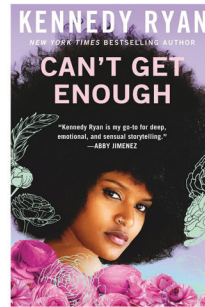
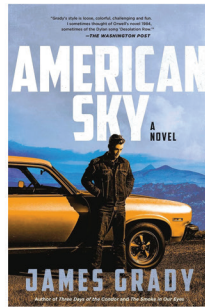


## REGINA BLACK

Regina Black captured the magic of contemporary love, weaving ambition, self-discovery, and heartfelt connection into a summer standout with *August Lane*.



# THE LINEUP



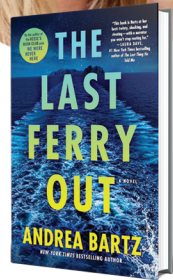


# CELEB LOVE

Oprah Daily



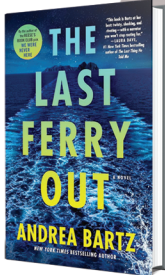
Reese's Book Club



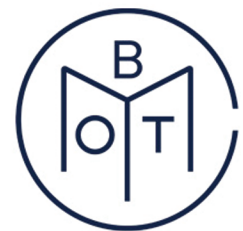
Alexander Ludwig



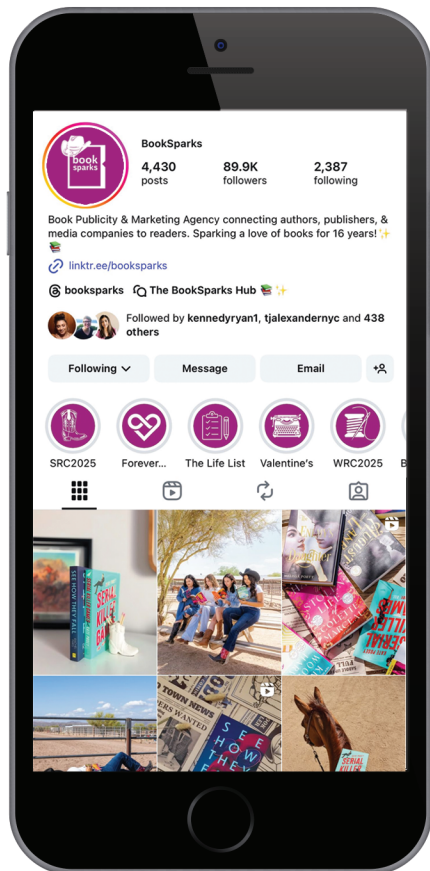
Katie Couric Media



Amerie



# DIGITAL PROMOTION FROM BOOKSPARKS



BookSparks amplified the annual Summer Reading Challenge across our digital channels all season long, creating consistent 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.

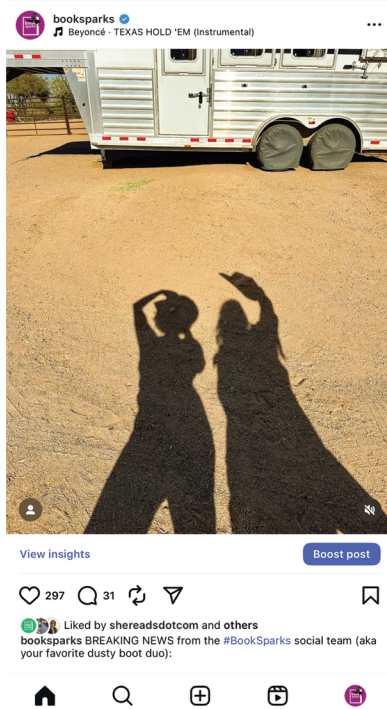
**89K+** Total BookSparks Instagram Followers

**466K+** Total Social Posts Views

**180K+** Instagram & TikTok Video Views

**2.1%** Avg Engagement Rate

**140+** BookSparks SRC2025 Social Posts







**2K+ SRC2025 Influencer Applicants**

**240+ Confirmed SRC2025 Influencers**

**1.3K+ Website Visits**

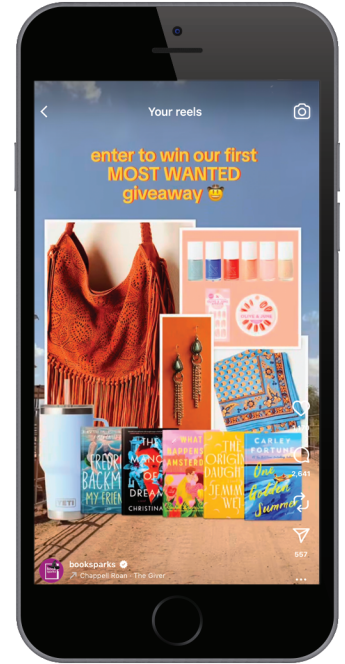
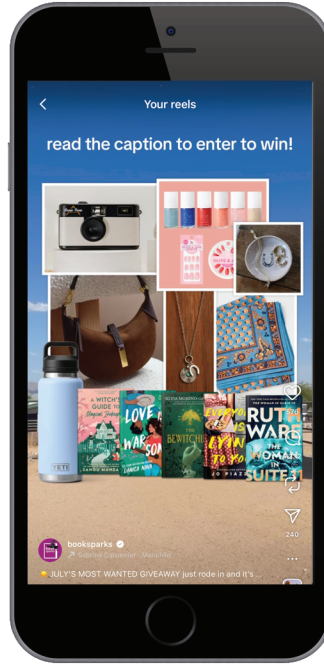
**10 Newsletters Sent**

**46.1% Avg CTO Rate**



# MOST WANTED GIVEAWAYS

BookSparks brought the excitement of the Summer Reading Challenge to life with our Most Wanted Giveaways. The giveaways included exclusive book bundles and western-inspired prizes, turning Instagram into a true reader roundup. These giveaways amplified the campaign buzz, drove high engagement, and expanded community reach.



**900+**

Average Entries

**3K+**

Average  
Interactions

**20.7K+**

Average Views

**12.2K+**

Average Reach



# SPECIAL INFLUENCER WELCOME BOXES

To spark excitement from the start, BookSparks sent out exclusive welcome boxes filled with western-inspired goodies and featured titles. These curated packages gave influencers a first taste of the Saddle Up experience and encouraged authentic, early buzz across social media.





# SUMMER SOCIAL COVERAGE

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

**3.4M+**

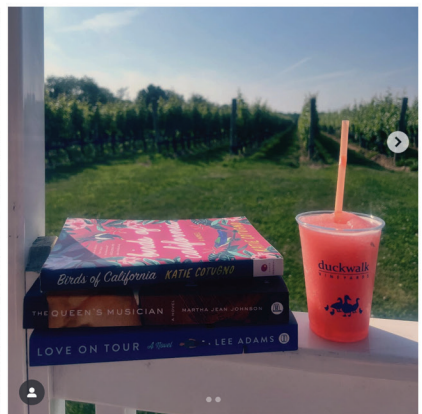
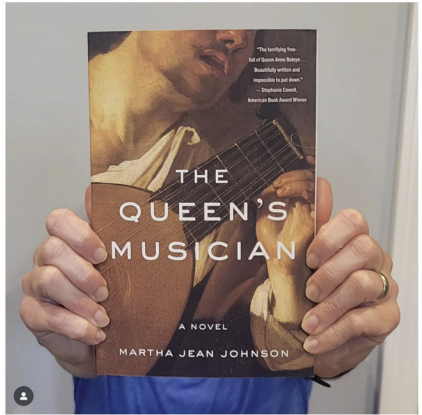
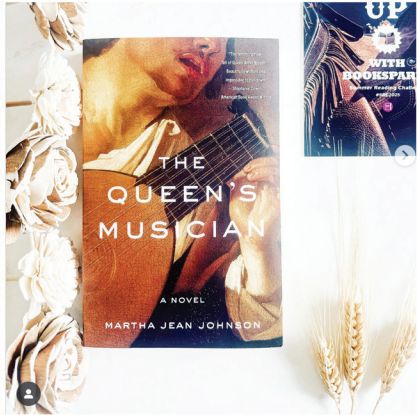
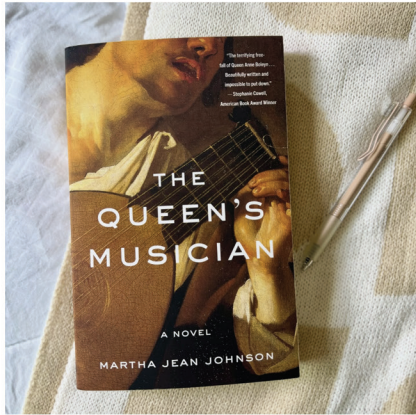
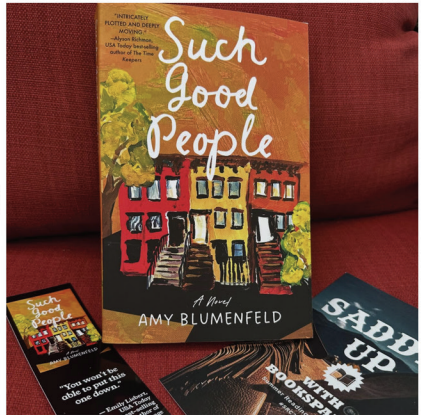
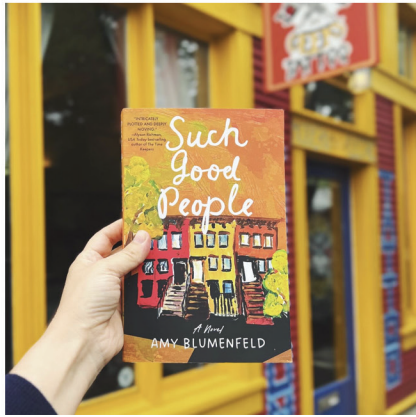
Total Influencer  
Followers

**24.5K+**

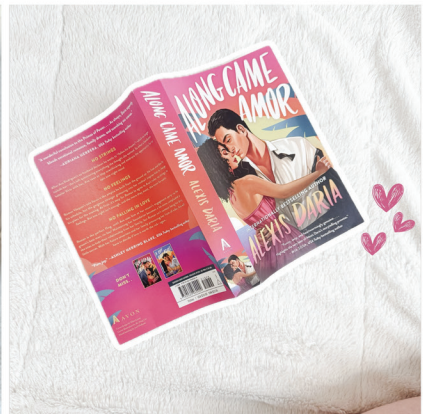
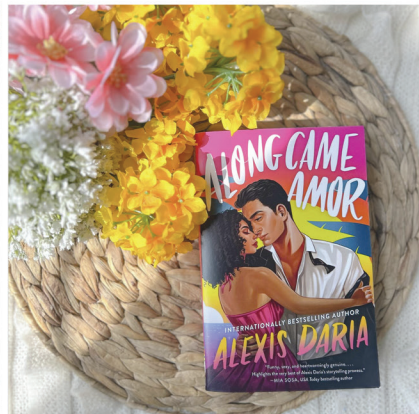
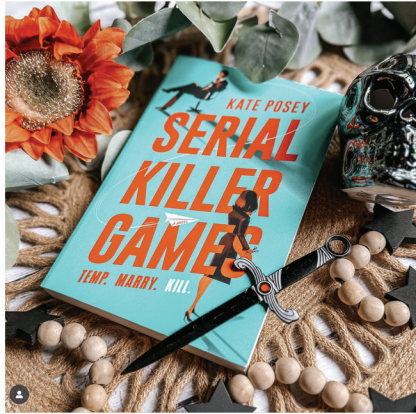
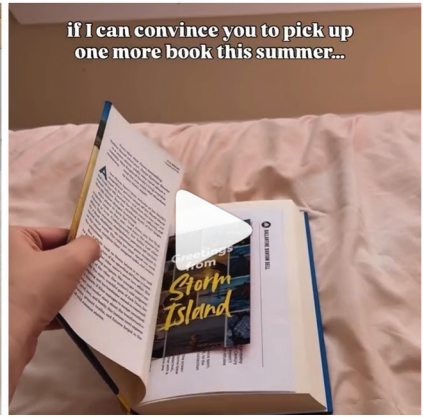
#SRC2025 TikTok  
Views



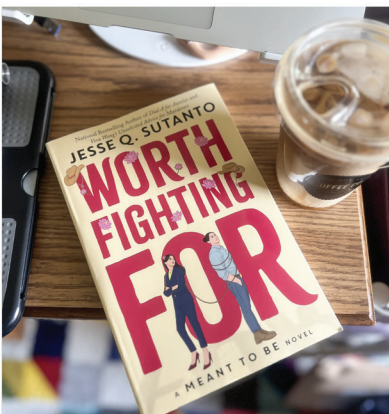
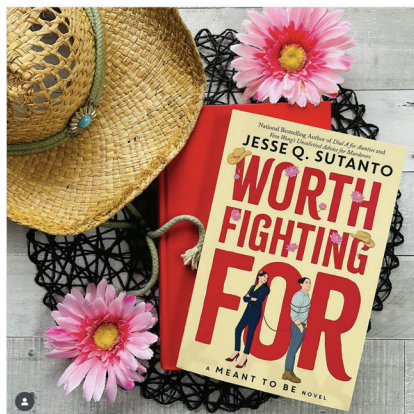




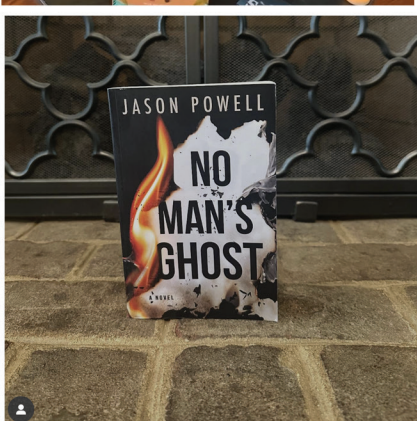
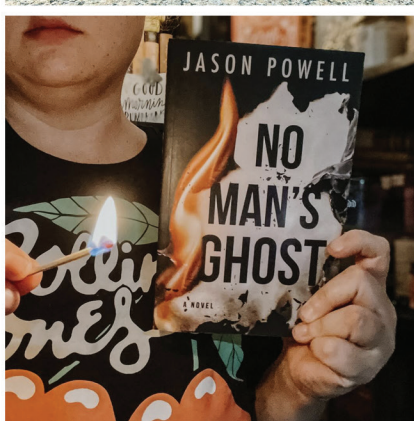
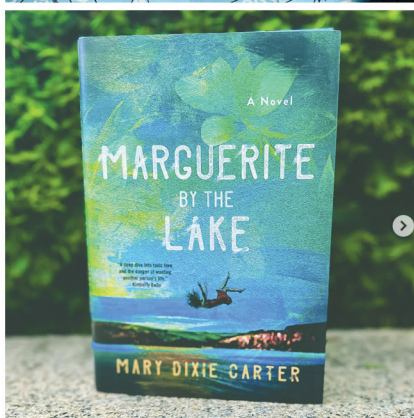
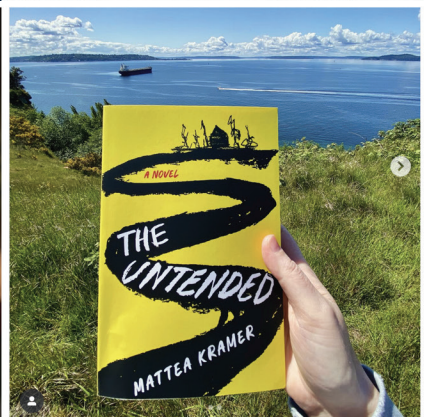
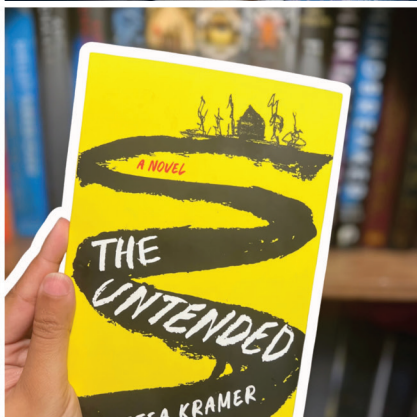
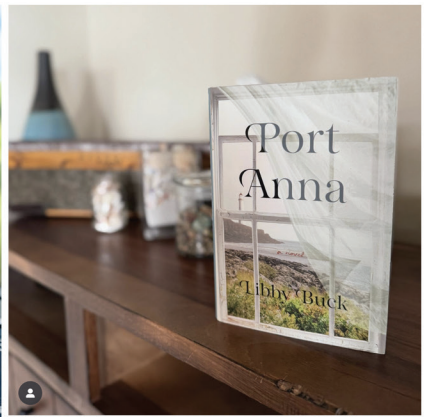
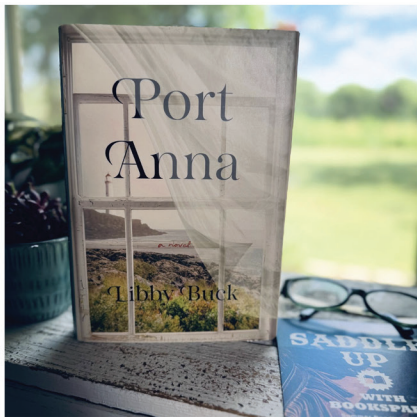
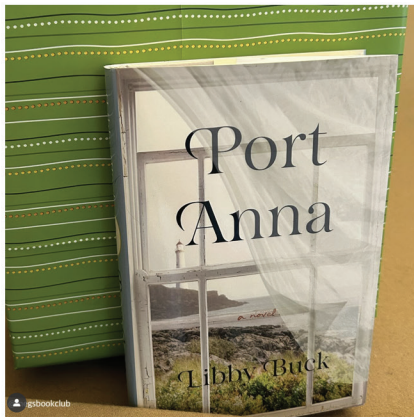




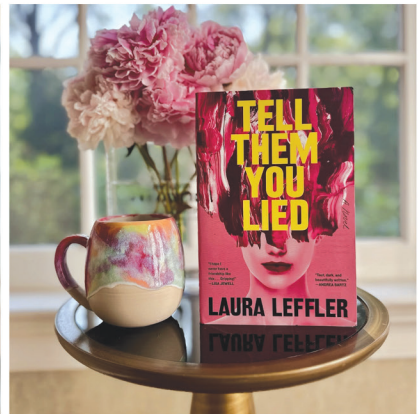
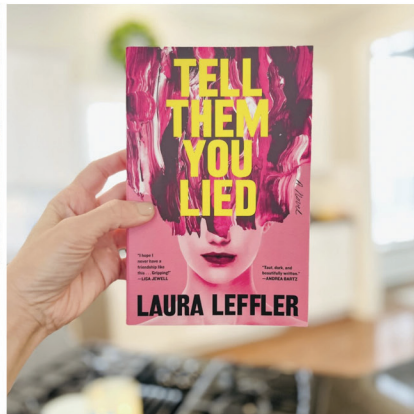
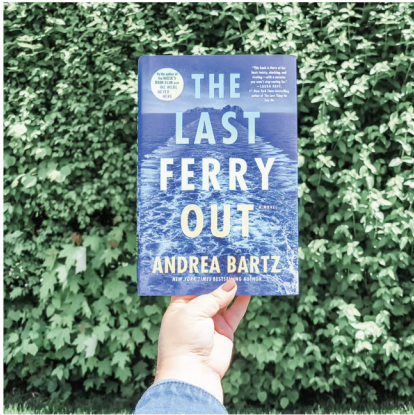
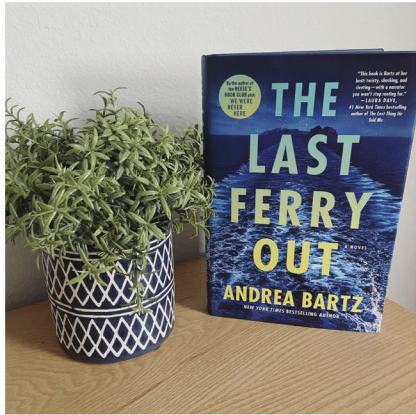
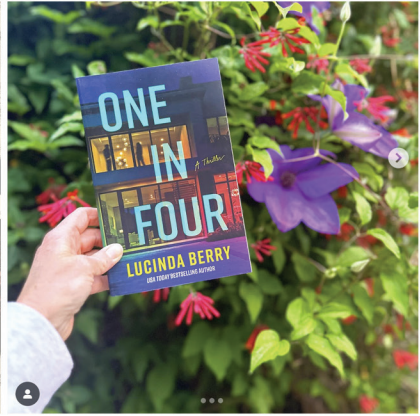
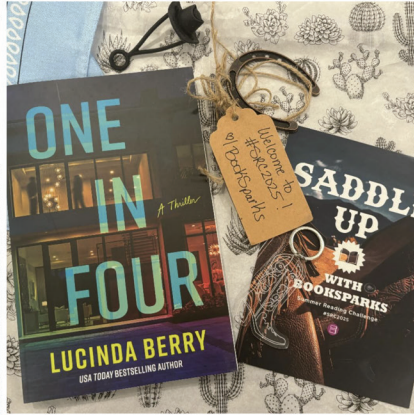
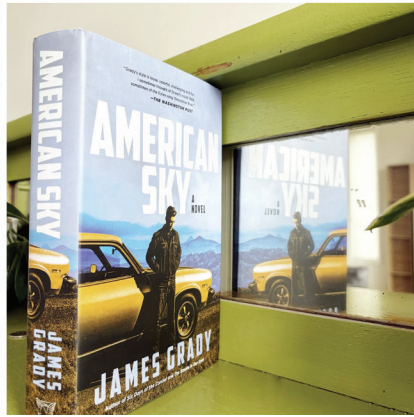
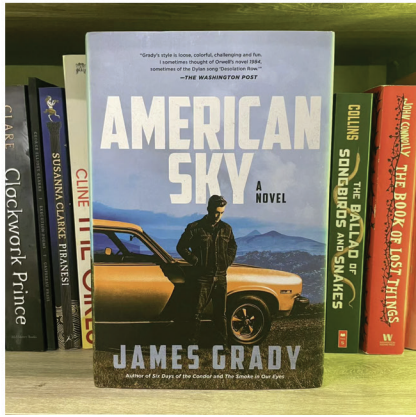




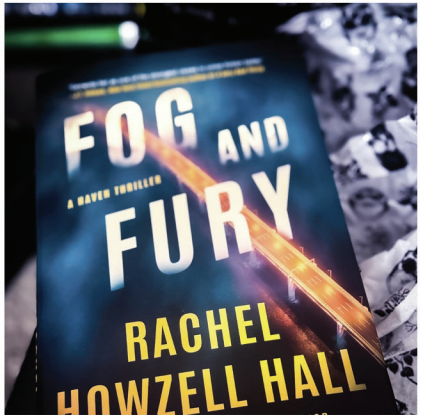
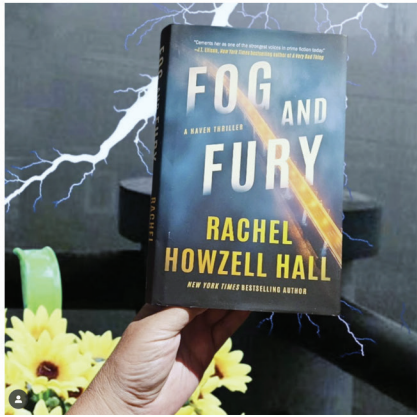




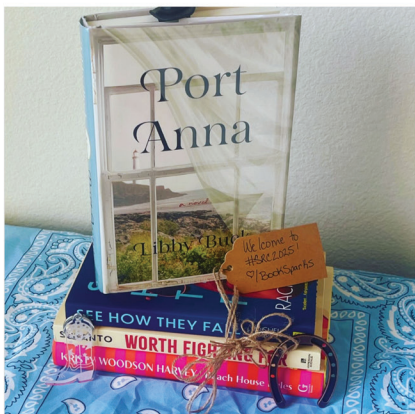
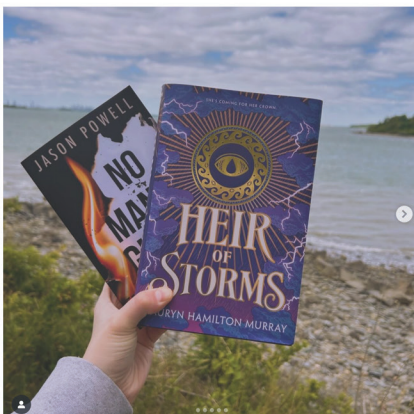
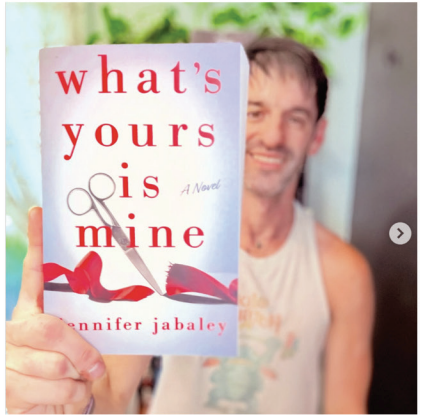
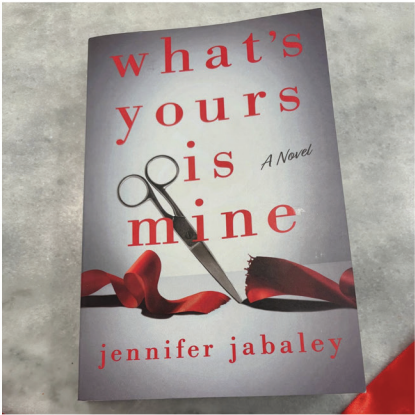
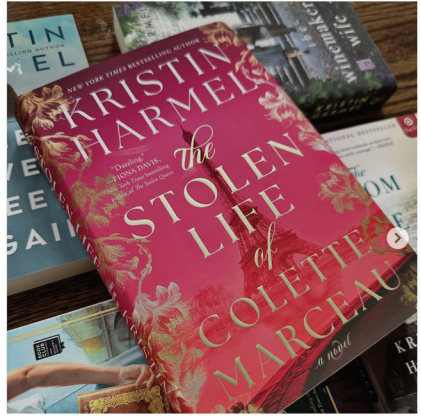














# SUMMER MEDIA COVERAGE

950+ Media Articles Featuring #SRC2025 Titles

*she*knows BRIT+CO CrimeReads People PaStE

Los Angeles Times PUBLISHERS WEEKLY goodreads TAG24 US

The  
Washington  
Post

KIRKUS  
REVIEWS

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REVIEWS  
THE INDIE WE LOVE.

Amazon Book Review

betches

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...The end is just the beginning



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The magazine of the International Thriller Writers

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The Washington Post

Zibby Mag

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**DRAFTS**

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Tony  
DuShane

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live.  
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write.

**HANG**  
OVER

**FIVE**  
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**Southern Living**





**Vol. 1 Brooklyn**



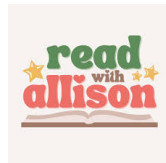
PEANUT BLOSSOM  
BOOK CLUB



**POP!** GOES THE *Reader*



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THE EVERYMOM



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**Swoon**

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**THE Nation.**

**The Observer**

**THE REPORTER**

**The Salt Lake Tribune**

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