

CAMPAIGN HIGHLIGHTS REPORT THE BOOK ODYSSEY

SUMMER READING CHALLENGE 2026

BookSparks Summer Reading Challenge 2026 invited readers to answer the oracle's call and set sail on a Book Odyssey with stories worthy of legend. We encouraged readers to let the winds carry them on a journey of sweeping adventure, tangled fates, dangerous secrets, and a little magic. Along the way, we offered curated playlists, thoughtful book recs, giveaways, and surprises designed to pull you deeper into the story, like hidden treasures scattered across a map.

62M+ Fans Reached

5K+ Instagram and TikTok Posts

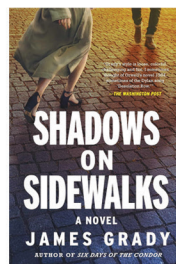
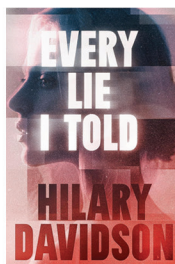
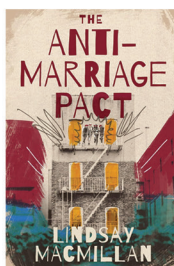
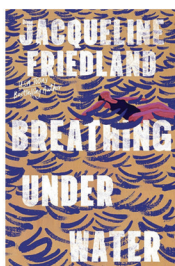
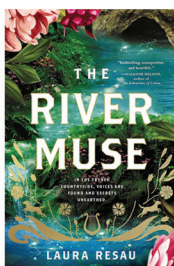
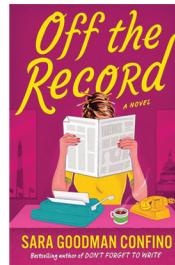
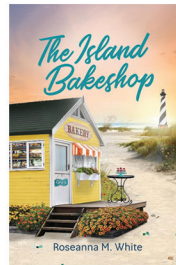
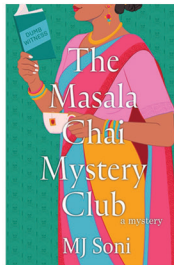
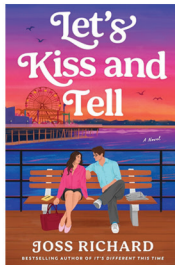
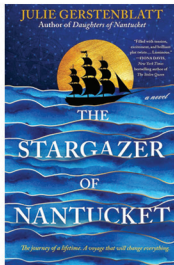
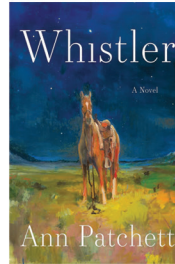
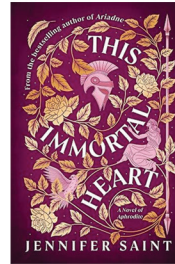
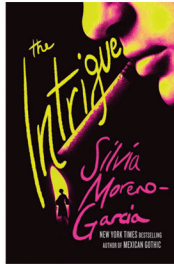
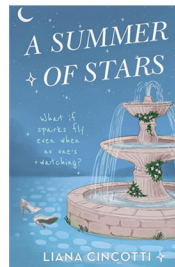
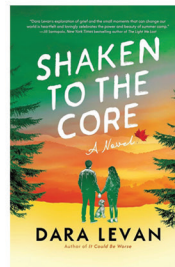
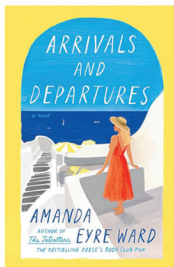
1K+ Influencer Applicants

725+ Media Hits

src2026.booksparks.com | [@BookSparks](https://www.instagram.com/BookSparks) | [#SRC2026](https://www.tiktok.com/BookSparks)

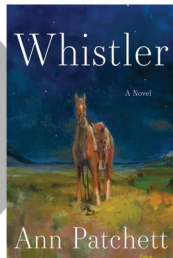


THE LINEUP





CELEB LOVE



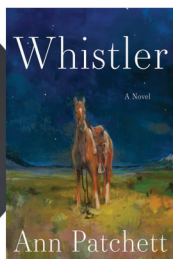
BARACK OBAMA



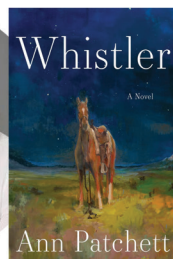
SETH MEYERS



ANDY COHEN



KIMBERLY WILLIAMS
PAISLEY



KATIE COURIC
BOOK CLUB



BELLETRIST
HOSTED BY EMMA
ROBERTS

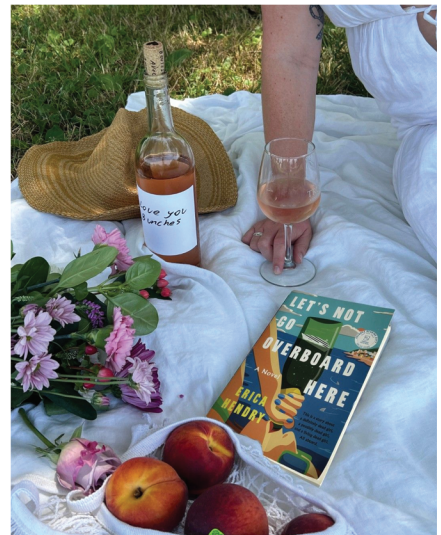


READ WITH JENNA



THE EVERYGIRL COLLABORATION

To kick off the summer, BookSparks partnered with The Everygirl and their book club for their June, July, and August book club picks, running individual collaborative giveaways for all 4 of their summer picks. The June and August selections, *Let's Not Go Overboard Here* and *Both Can Be True*, were from our SRC2026 lineup. We launched the partnership through a special giveaway featuring all summer book club picks, The Everygirl Book Club's 'Well Read' dad hat, a Kindle case, and exclusive book club swag.



160K+
Views

65.3K+
Reach

10K+

Followers Gained
by The Everygirl
Book Club on
Instagram

7.8K+
Interactions

1.3K+
Giveaway Entries

5

Total Giveaways

#SRC2026

HOSTS

This summer, four incredible authors embarked on a sailing excursion with us to host the 2026 Summer Reading Challenge.

Kristy Woodson Harvey, Mary H.K. Choi, MJ Soni, and Tarah DeWitt brought their one-of-a-kind voices and spectacular 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.



KRISTY WOODSON
HARVEY

Our May host helped us set sail on the excursion with *Summer State of Mind*, a love story featuring a heartfelt escape to coastal Carolina.



MARY H.K.
CHOI

Our June host helped us stay the course for a smooth sail with *Pool House*, her first adult novel about mothers, daughters, and the complexity of family set against the backdrop of Hollywood.



MJ
SONI

Our July host continued the smooth sailing with *The Masala Chai Mystery Club*, a cozy mystery blending heart and wit.



TARAH
DEWITT

Our August host helped us set the anchor for the sailing excursion with *Lost and Found*, the final installment in the Spunes series, and a story filled with romance and redemption.



EPIC GIVEAWAYS

BookSparks brought the excitement of the Summer Reading Challenge to life with monthly giveaways. These giveaways featured the monthly host's newest release and one epic grand prize for one special winner. These giveaways drove high engagement and helped build campaign buzz.

262K+

Total Reach

25K+

Total Views

4.4K+

Total
Interactions

1.9K+

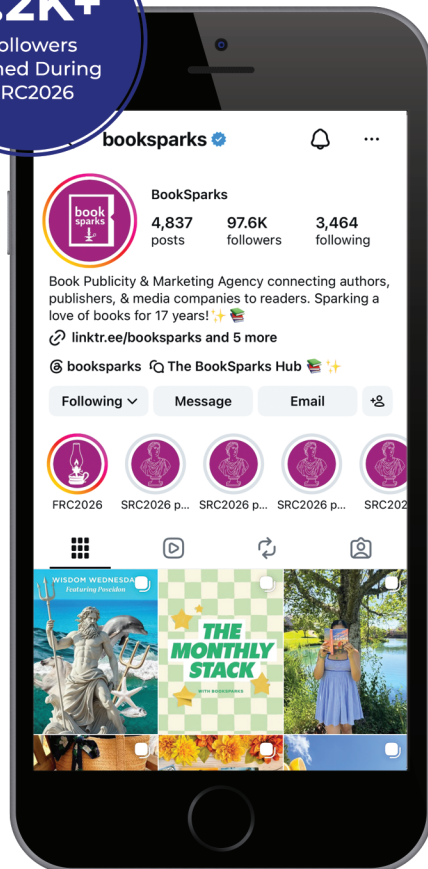
Total Giveaway
Entries



DIGITAL PROMOTION FROM BOOKSPARKS

3.2K+

Followers
Gained During
SRC2026



BookSparks amplified the annual Summer Reading Challenge across our digital channels, 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.

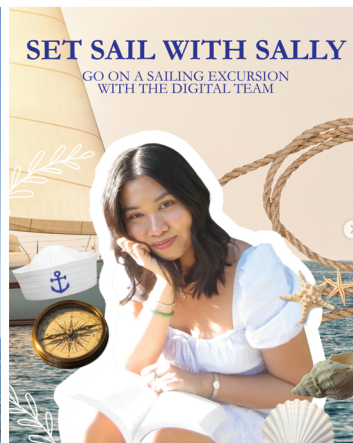
398.5K+ Total Social Post Views

97.1K+ Total BookSparks Instagram Followers

94.2K+ Total Instagram and TikTok Video Views

7.1K+ Total BookSparks TikTok Followers

1K+ #SRC2026 Instagram Posts





9.2K+ Total Website Visits

1K+ Influencer Applicants

250+ Confirmed SRC2026 Influencers

SRC2026 WELCOME BOXES

An Epic Summer of Stories Started Here

To kick off The Book Odyssey, readers received SRC2026 Welcome Boxes to set off on their journeys. These boxes included Greek-inspired goodies and SRC2026 featured titles to give influencers a first taste of their summer adventure and encouraged authentic, early excitement across social media.



SRC2026 EPIC BOXES

To continue the excitement from the start of the reading challenge, BookSparks sent out exclusive EPIC boxes to 25 large bookish creators on Instagram, TikTok and Substack beyond the SRC2026 ambassador crew to increase campaign reach and introduce the challenge to those on Substack. These curated packages were filled with adventure-themed goodies and featured titles to give influencers a heroic peek into the power of discovering new stories and embarking on an unforgettable reading journey all summer long with The Book Odyssey.



@estherfungreads
128K followers
on Instagram



@susancarolynn
103K followers
on Instagram



@amystinylibrary
40.6K followers
on Instagram



@dreamerwithabook
27.5K followers
on Instagram

729K+ Epic Creators Instagram Followers

524K+ Epic Creators TikTok Followers



SUMMER SOCIAL COVERAGE

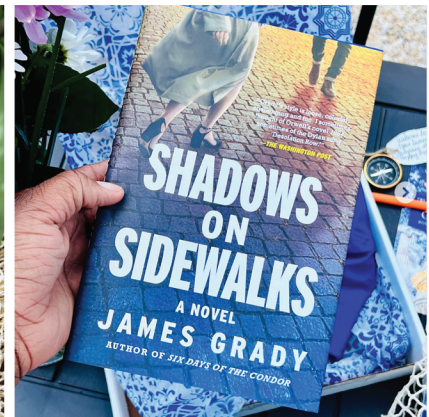
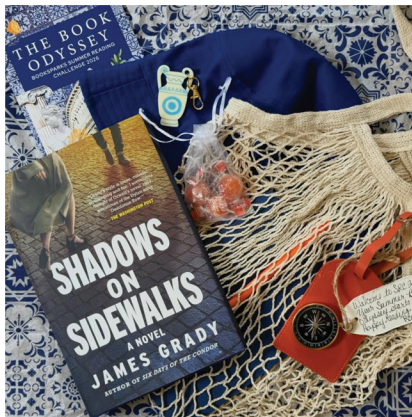
BookSparks partnered with over 250 influencers on Instagram & TikTok to share authentic, creative content to bring the Summer Reading Challenge's legendary lineup to life.

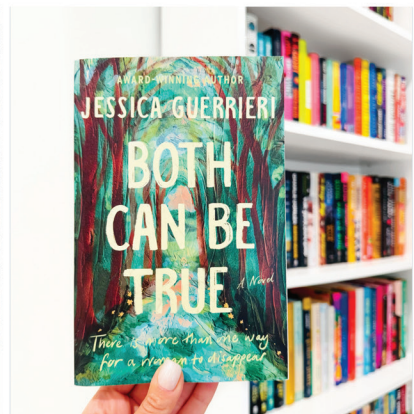
3.4M+

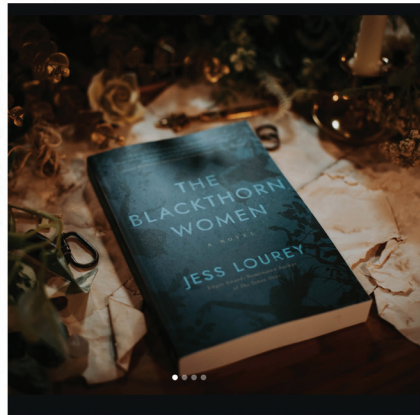
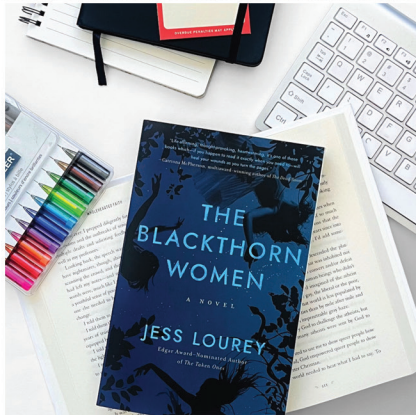
Total Influencer
TikTok
Followers

2.6M+

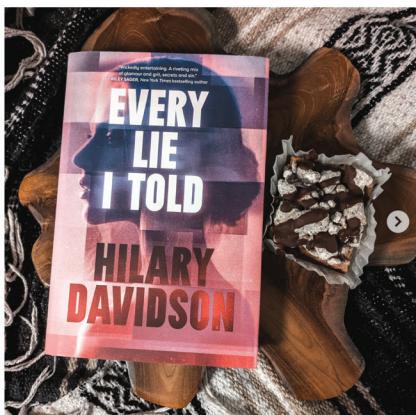
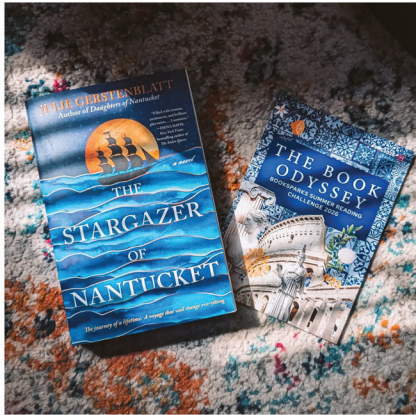
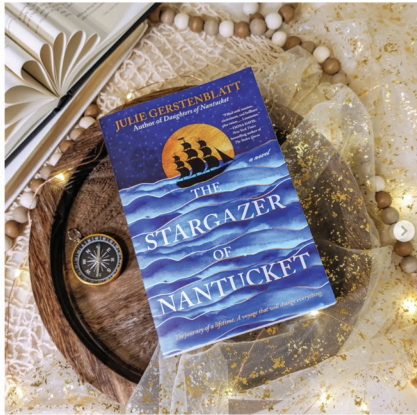
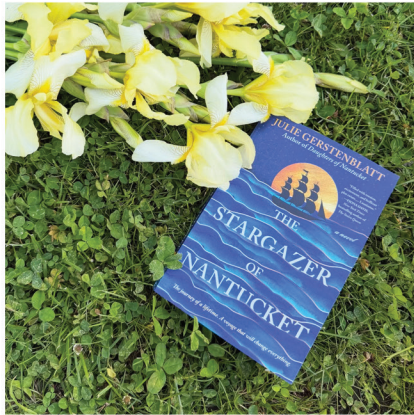
Total Influencer
Instagram
Followers

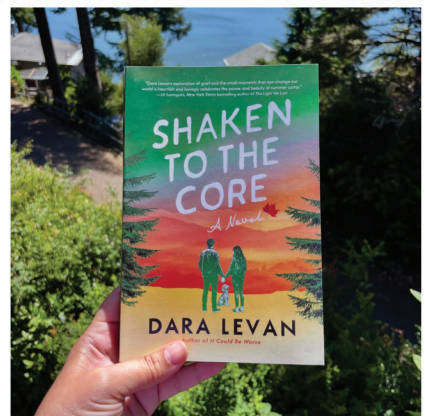
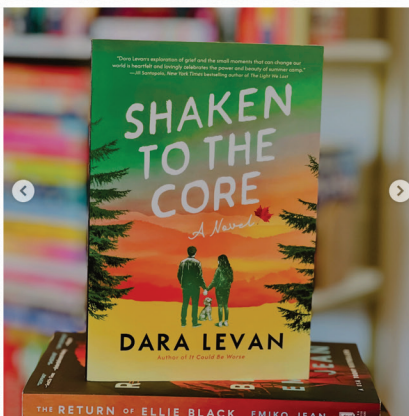
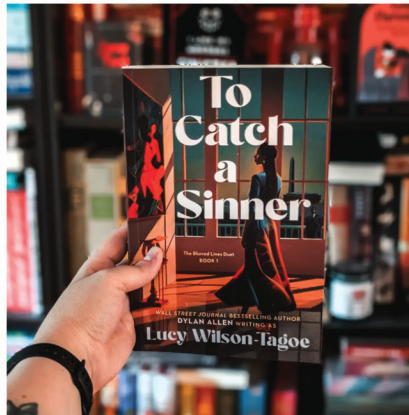
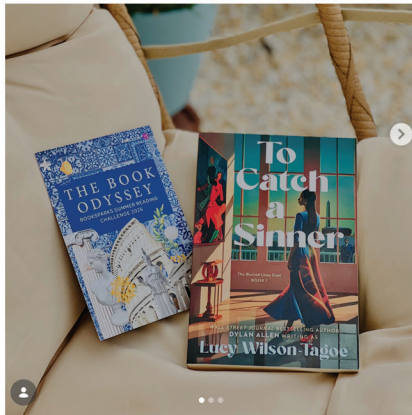


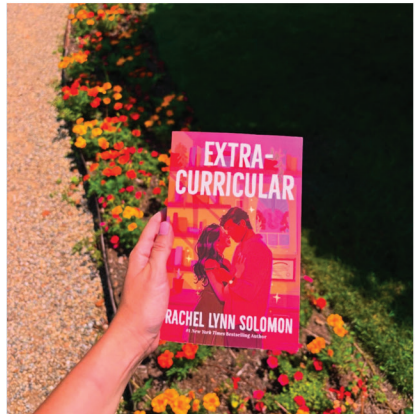
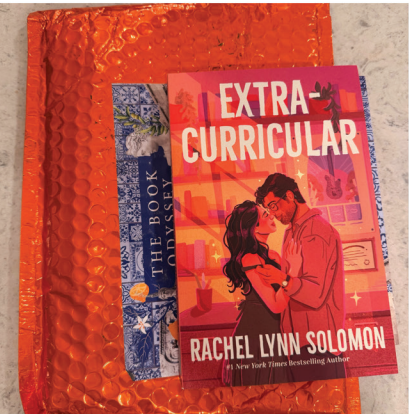
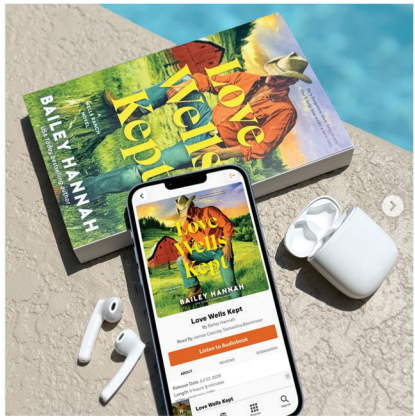


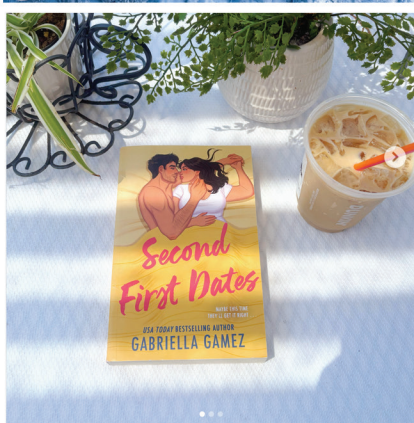


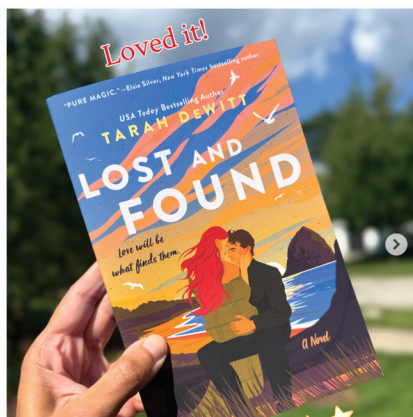
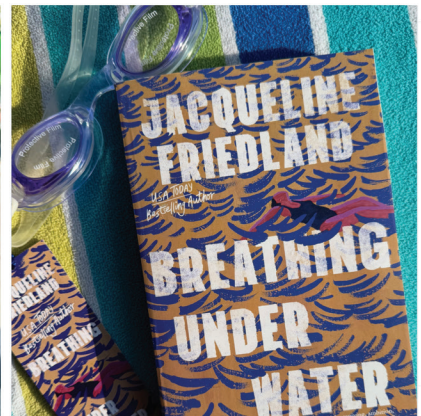


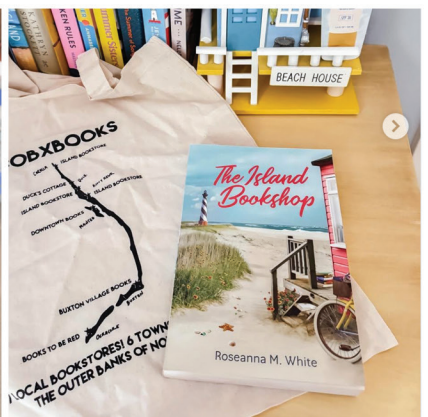












SUMMER MEDIA COVERAGE

725+ Media Articles Featuring #SRC2026 Titles

The
Washington
Post

KIRKUS
REVIEWS

Book
Riot

The
Boston
Globe



book
reporter

LIBRARY
JOURNAL

GOOD
MORNING
AMERICA

BookTrib.

LOCUS

SCREENRANT

Aol.

COSMOPOLITAN

YAHOO!



fangirlish.

Fresh
FICTION
FOR TODAY'S READER

HBI
Hasty Book List

NERD
DAILY



BOOK CLUB CHAT

BookBub

CBS NEWS

CountryLiving

USA
TODAY

ELLE

LIT
HUB



THE EVERYGIRL

THE BIG
Thrill
The magazine of the International Thriller Writers

E NEWS

ELECTRIC LIT

THE INDIE VIEW
READERS REVIEWERS AUTHORS
Established 2010

marie claire

WD WRITER'S DIGEST

PureWow

Scary Mommy

Zibby Mag

the
Skimm

IN BETWEEN
DRAFTS



Woman's World

BuzzFeed

criminal element
MYSTERIES, THRILLERS, & ALL THINGS KILLER...

KATIE COURIC MEDIA

essence

GIRLTALKHQ

The New York Times

Southern Living

BAZAAR

WSJ

NEW YORK

VANITY FAIR

npr



VULTURE

goodreads

TIME

Sunset

US

GOOD
HOUSEKEEPING

W

Bookstr

Parade

RED CARPET

CRASH

yahoo!

Los Angeles Times

PUBLISHERS
WEEKLY

goodreads

TAG 24

BRIT+CO

CrimeReads

People

msn



FOREWORD
REVIEWS
THE INDIE WE LOVE.

CrimeReads Interview FLORIDA WEEKLY CHATELAINE PROVIDENCE MONTHLY



heyalma

SWOON.

Woman's World

AARP

NASHVILLE SCENE

KHOU 11 STANDS FOR HOUSTON



The Seattle Times



THE ORANGE COUNTY REGISTER

Santa Barbara Independent

FLAIR!

Women's Health

goop

northjersey.com

Maryland Today

VOGUE

THE KIT

HER CAMPUS

TRAVEL+LEISURE

CHATTER ON BOOKS

GIZMODO

Daily Camera



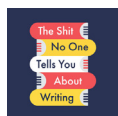
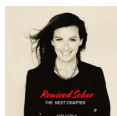
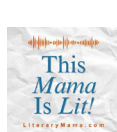
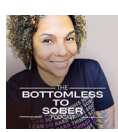
NOCO STYLE

INKY IMAGININGS

THE COLORADO SUN

DITCHED THE DRINK

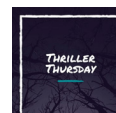
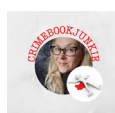
Women Writers, Women's Books



UC DAVIS MAGAZINE



SOUTH FLORIDA SunSentinel



The Minnesota Star Tribune



Mpls St Paul

Pioneer Press

Booklist

