

CAMPAIGN HIGHLIGHTS REPORT SUMMER READING CHALLENGE 2024

This year for BookSparks' annual Summer Reading Challenge, we took over the courts with the hottest books of the season to ace our summer reading goals! We served up smash hit reads from swoon-worthy romances perfect for reading between matches, to heart-pounding thrillers.

47.7M Fans Reached

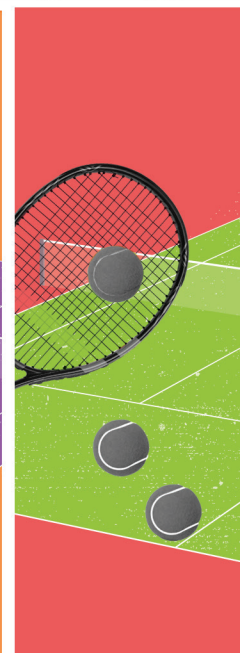
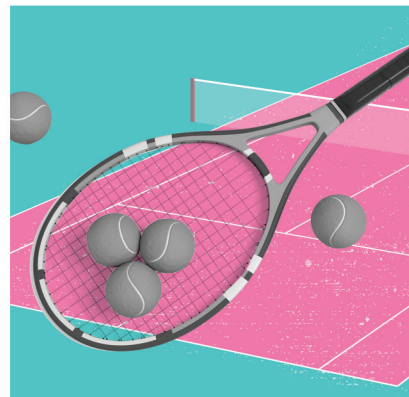
240+ Influencers

1.3K+ Instagram Posts

23.6K+ TikTok Views

775+ Media Hits

src2024.booksparks.com | @BookSparks
#SRC2024 | #GameSetRead



#SRC2024 Host

RACHEL HOWZELL HALL

Six-time reading challenge author, Rachel Howzell Hall, returned this summer as the host where she brought the heat with her latest novel, *What Fire Brings*.

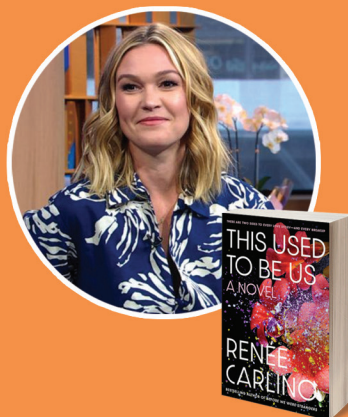


THE LINEUP

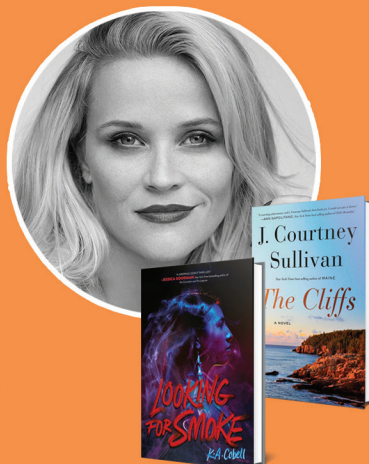


CELEB LOVE

Julia Stiles



Reese Witherspoon



Demi-Leigh Tebow



Sara Blakely



Katie Couric Media



Daisy Kent



Oprah Daily



abc **GOOD MORNING AMERICA**
GMA Buzz Picks



Harper's **BAZAAR**
Harper's Bazaar
Book Club

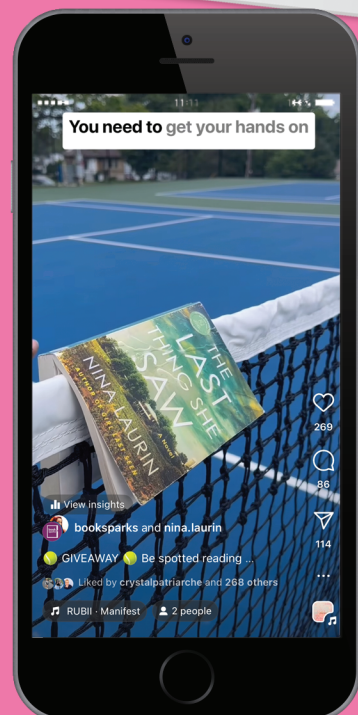
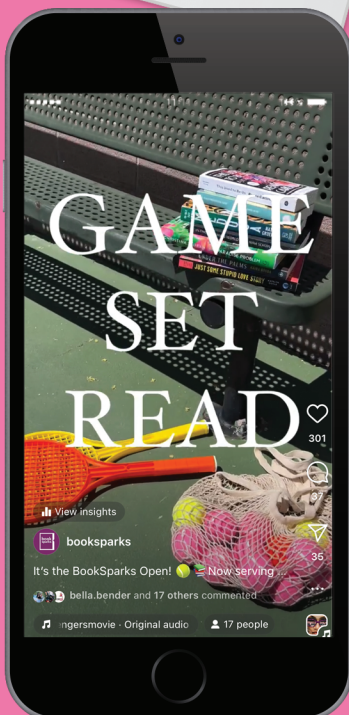
SOCIAL PROMOTION FROM BOOKSPARKS

87.9K+

Total BookSparks
IG Followers

97.3K+

Total IG Reels
Views



SUMMER READING MATCH-UPS

All season long we matched up titles from our Summer Reading Challenge lineup for some friendly competition, showcasing each book's “stats”, including genre, setting, pub date, and length.



#SRC2024 MATCH STATS			
6/11	Pub Date	6/11	
Romance	Genre	Literary Fiction	
320	Pages	384	
10hrs	Audiobook Time	9hrs 30min	
Pine Lake Camp	Setting	Mexico City, LA, & beyond	
One Last Summer	VS.	The Sons of El Rey	



#SRC2024 MATCH STATS			
5/7	Pub Date	5/21	
Romance	Genre	Thriller	
336	Pages	268	
9hrs 46min	Audiobook Time	8hrs	
On the road	Setting	Laguna Beach	
Mistakes We Never Made	VS.	Under the Palms	



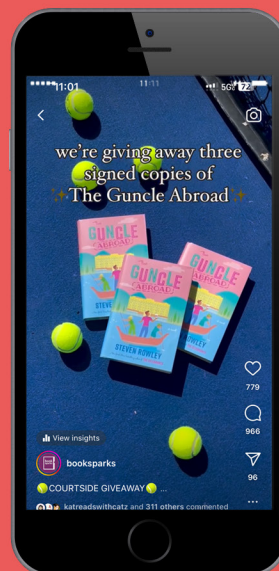
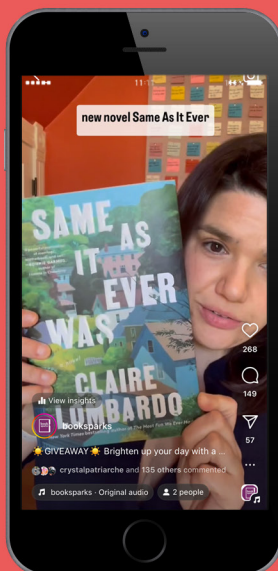
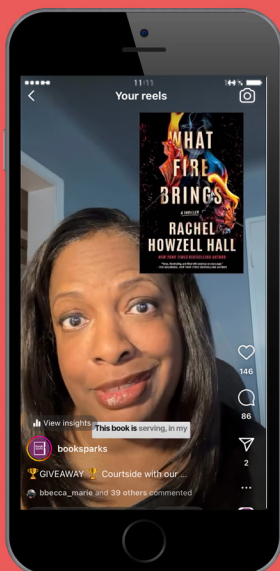
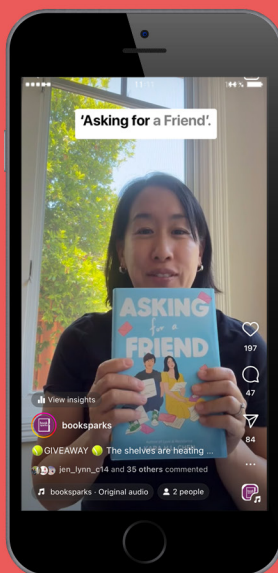
#SRC2024 MATCH STATS			
6/4	Pub Date	6/4	
Thriller	Genre	YA Thriller	
336	Pages	416	
Washington, DC	Setting	Blackfeet Reservation	
Hall of Mirrors	VS.	Looking for Smoke	



COURTSIDE GIVEAWAYS:

All summer long, BookSparks was joined by current and former SRC authors to giveaway copies of their newest release. These giveaways included Claire Lombardo, Kristy Woodson Harvey, Kara HL Chen, Colleen McKeegan, Nataly Gruender, Steven Rowley, Rachel Howzell Hall, and Nina Laurin.

35.3K+ Total IG Reels Views | 11.5K+ Total Interactions | 22.4K+ Total Accounts Reached



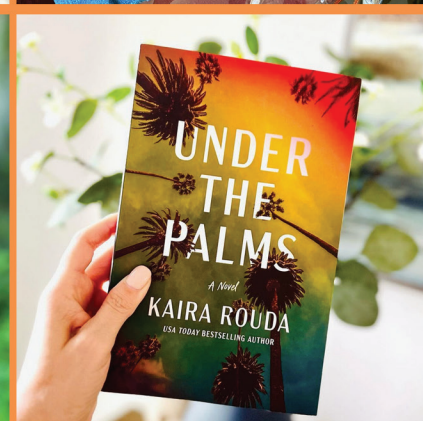
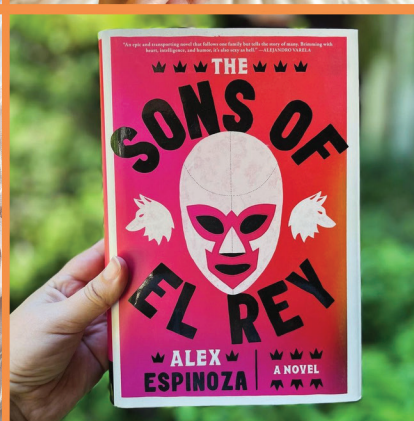
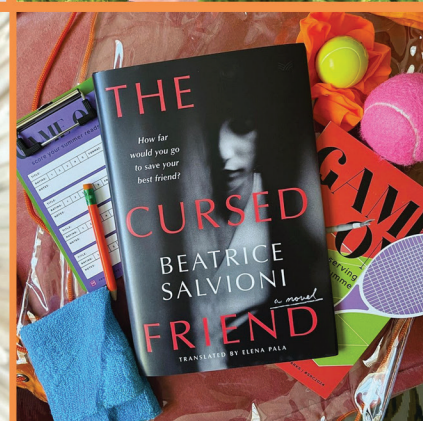
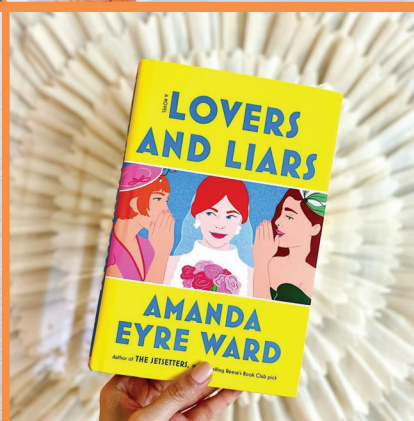
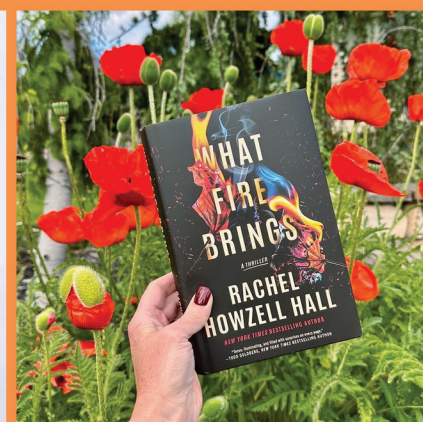
SUMMER SOCIAL COVERAGE

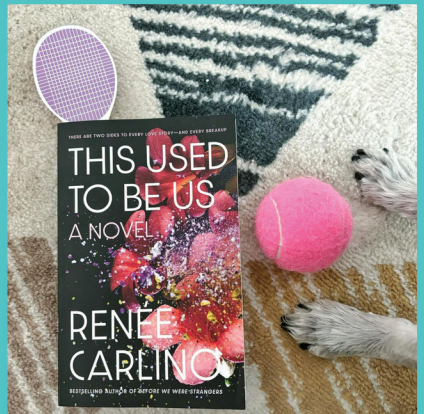
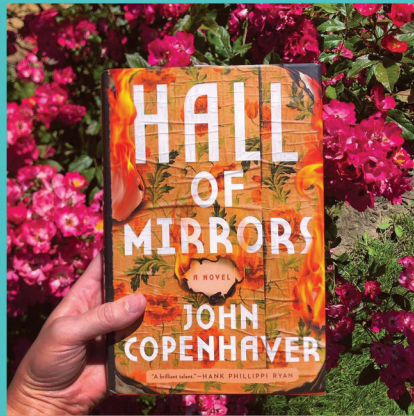
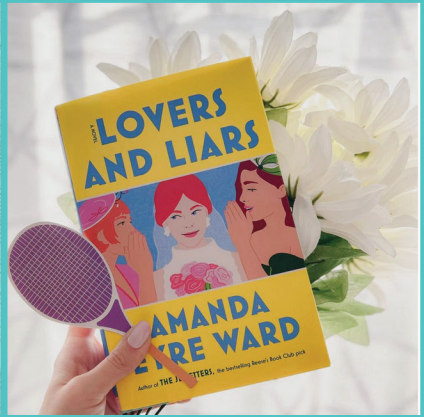
1.3K+

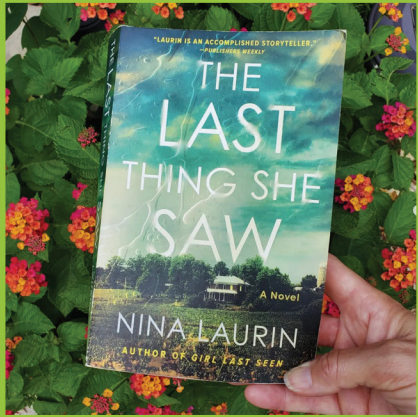
Instagram Posts
Featuring
#SRC2024 Books

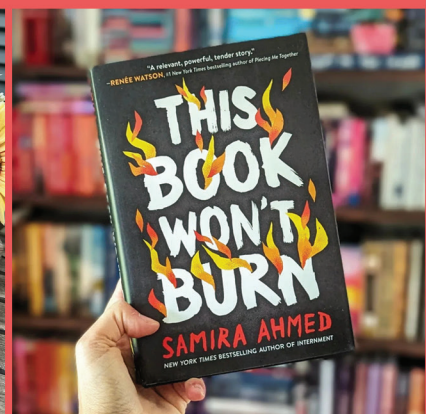
23.6K+

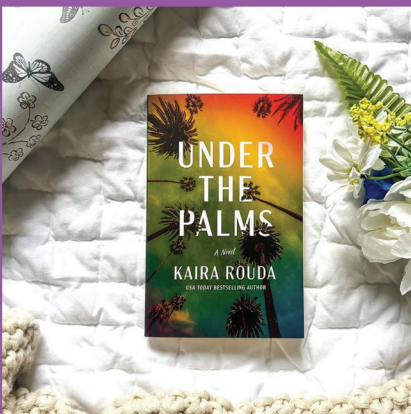
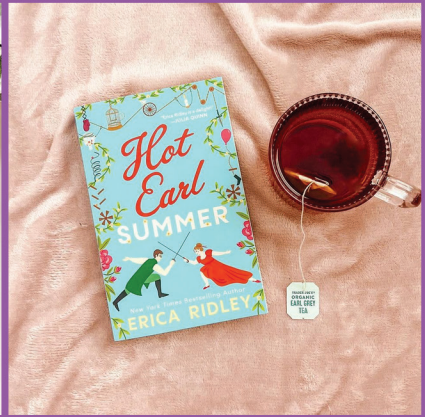
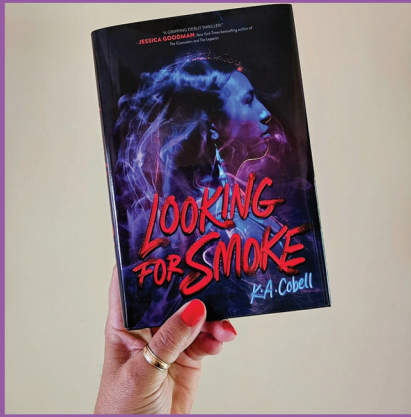
#SRC2024 TikTok
Views

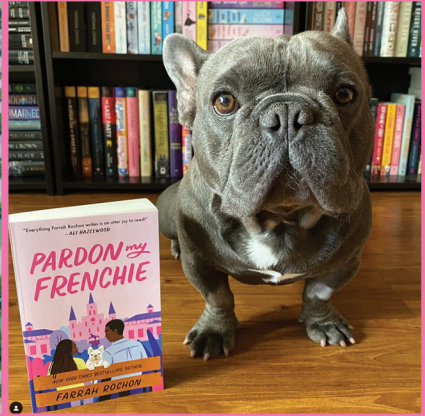
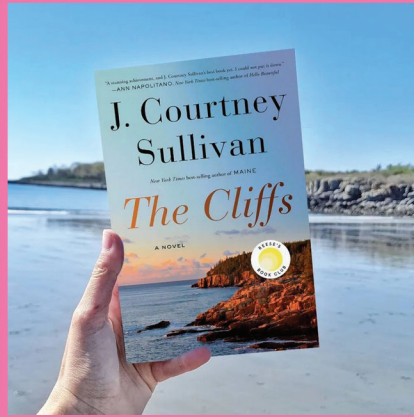
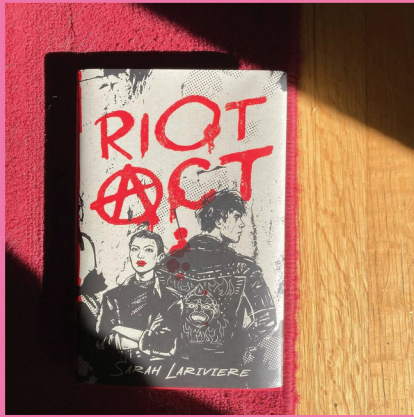


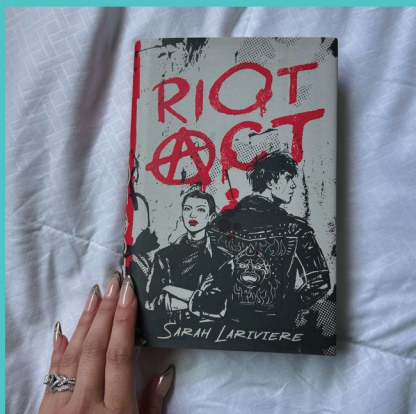
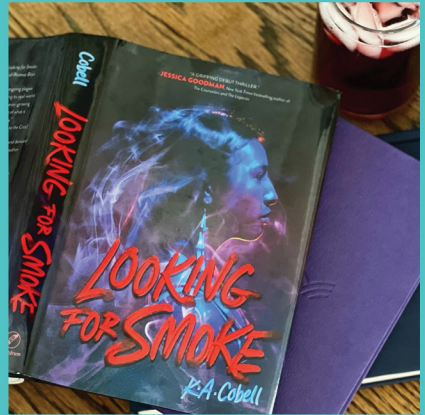
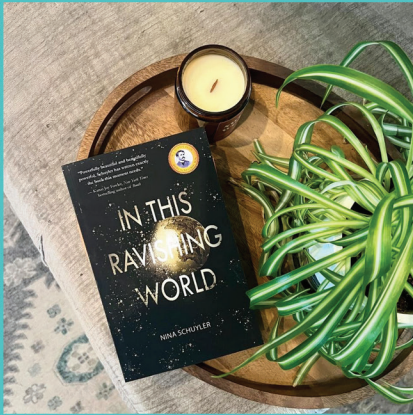
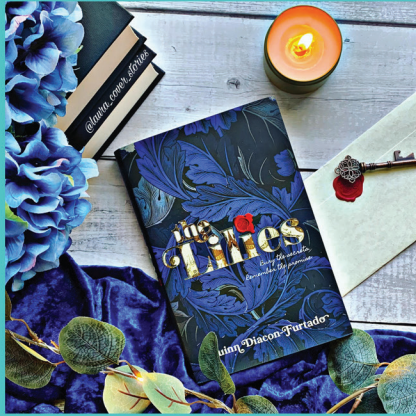


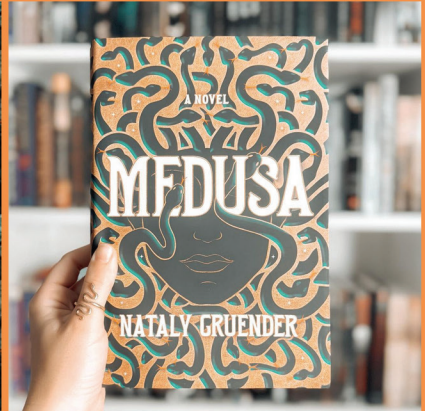
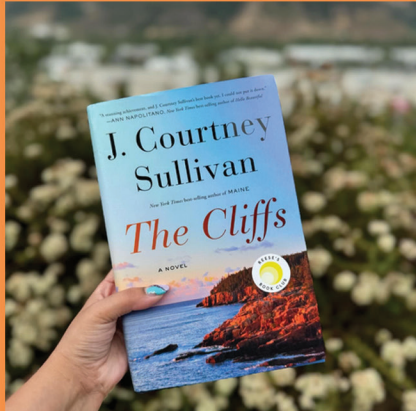












SUMMER MEDIA COVERAGE

775+ Media Articles Featuring #SRC2024 Titles

TIME KATIE COURIC MEDIA **CBS NEWS**

Los Angeles Times The New York Times **npr**

GOOD HOUSEKEEPING **the Skimm**, The Washington Post **BUST** **US** WEEKLY

DEADLINE marie claire **THE CUT** **BAZAAR** Harper's

Real Daily **KIRKUS** **REVIEWS** **TODAY** **Book Riot** The Seattle Times **GOOD MORNING AMERICA** **abc** The Boston Globe

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

BookBub goodreads Zibby Mag **WSJ** **PUBLISHERS WEEKLY**

GLAMOUR **E L L E** **NEW YORK POST** **PastE** **Alta**

Entertainment **BRIT+CO** **Hollywood** **REPORTER** **Booklist**

Southern Living **TOWN&COUNTRY** *Woman's World* **she reads** PODCAST

We Are Bookish
Presented by NetGalley

ELECTRIC **LIT**

books are **chic** PODCAST

BARNES
& NOBLE

THE
REV EW
GEEK

Teen
Librarian
Toolbox
For teen librarians short on time,
short on money, and short on passion!

THE
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DAILY

SLJ
School
Library
Journal

FOX
NEWS

H!
HOLR

GO MAG

bad on paper

TAG 24

The Suncoast Post

YAHOO!

Aol.

Culturess
DAILY

SOUTH FLORIDA
SunSentinel

CAMILLE
STYLES

BookTrib.

LOCUS

SCREEN RANT

THE WEEK

WD

WAFF 48

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for women

atl
ATLANTA MOM

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

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The magazine of the International Thriller Writers

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SUSPECTS

BOSTON .COM

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WICHITA 89.1

EVIE

fangirlish.

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FICTION
FOR TODAY'S READER

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Hasty Book List

CUP OF JO

Hello Little Home

Hamptons.com

THE
MARY SUE

RICH IN
COLOR

The Southern
Bookseller Review
A BOOK FOR EVERY READER

SHE
DOES
THE
CITY.

the
ROOM
RAIS

The Shit
No One
Tells You
About
Writing

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CASE
WITH A FEW CHANCE CREDS

L I T E R A R Y
H U B

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Times Herald