

CAMPAIGN  
HIGHLIGHTS REPORT

# HIBERNATION SEASON

## WINTER READING CHALLENGE 2026

For the annual BookSparks Winter Reading Challenge, readers were invited to slow down in the great indoors with a curated lineup of newly released books. The theme of the challenge encouraged book lovers to embrace quiet nights, build soft schedules centered around cozymaxxing, and savor twelve new books.

**11M+ Fans Reached**

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**160+ Influencers**

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**400+ Social Posts**

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**32.5K+ Total IG & TikTok Views**

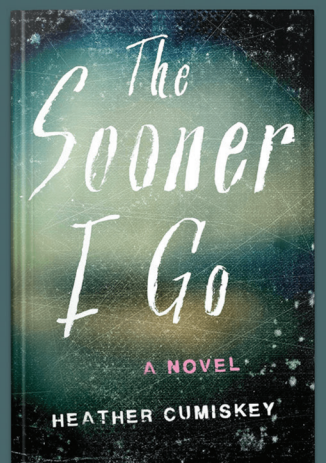
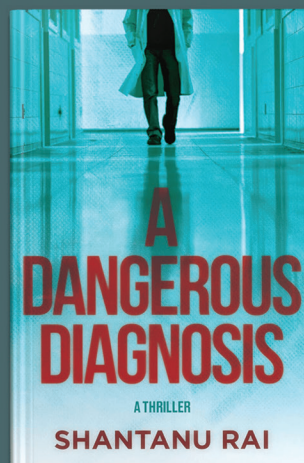
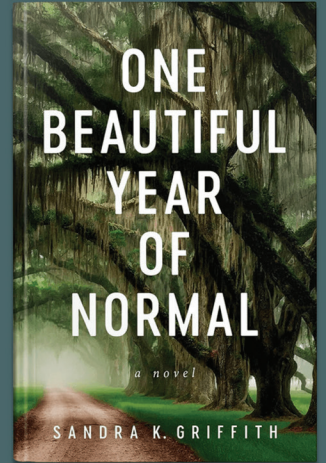
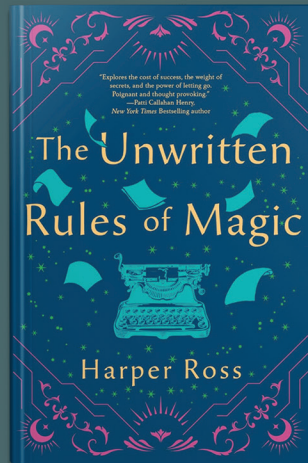
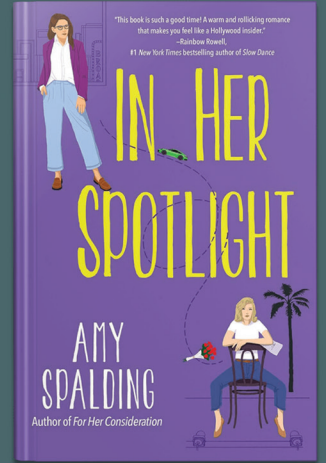
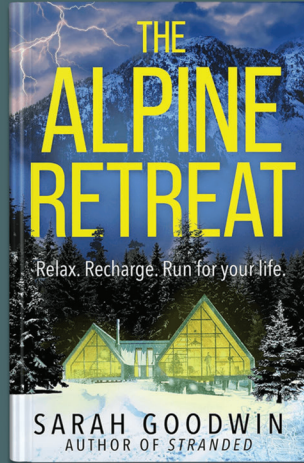
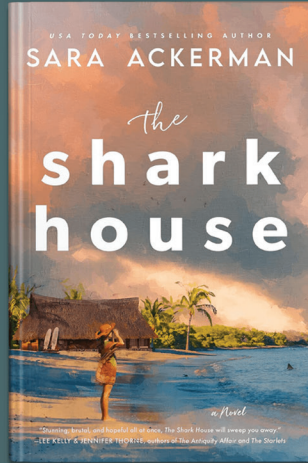
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**225+ Media Hits**

[wrc2026.booksparks.com](http://wrc2026.booksparks.com) | [@BookSparks](https://www.instagram.com/BookSparks) | [#WRC2026](https://www.tiktok.com/BookSparks)



# THE LINEUP



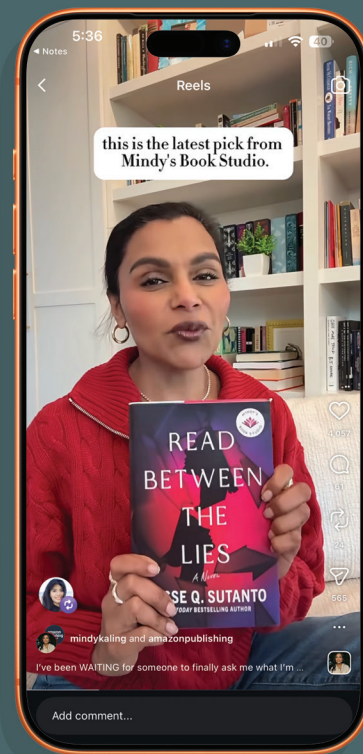
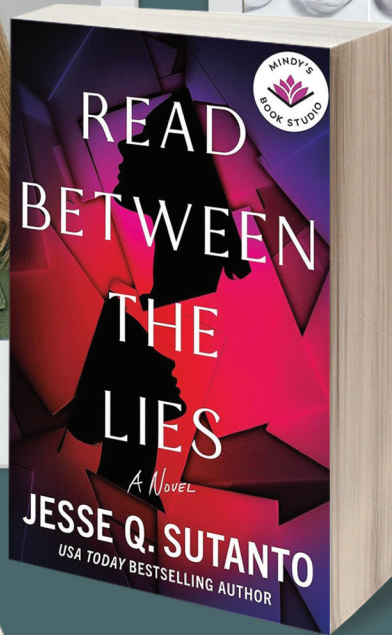
# CELEB LOVE



KATIE  
COURIC MEDIA



MINDY'S  
BOOK STUDIO



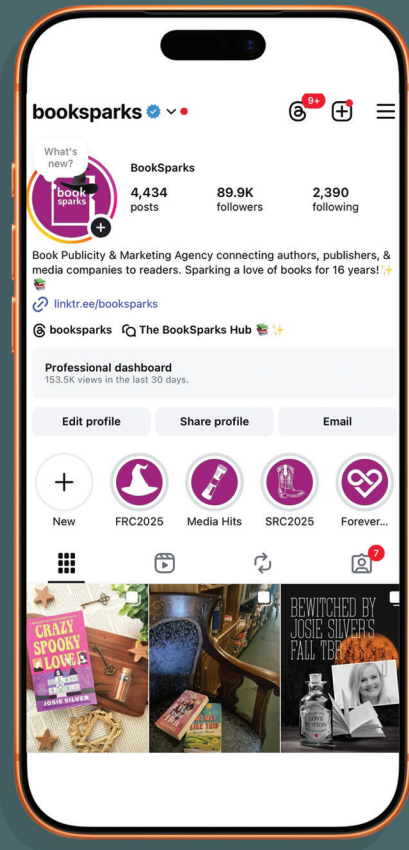
# WRC2026 PARTNER

BookSparks was thrilled to partner with Simple Self for this year's Hibernation Season Winter Reading Challenge. Simple Self creates tools to help you live a balanced life. Together, we also promoted Simple Self's planning tools to support our readers' goals and hibernation routine.

## simple self



# DIGITAL PROMOTION FROM BOOKSPARKS



BookSparks amplified the annual Winter 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.

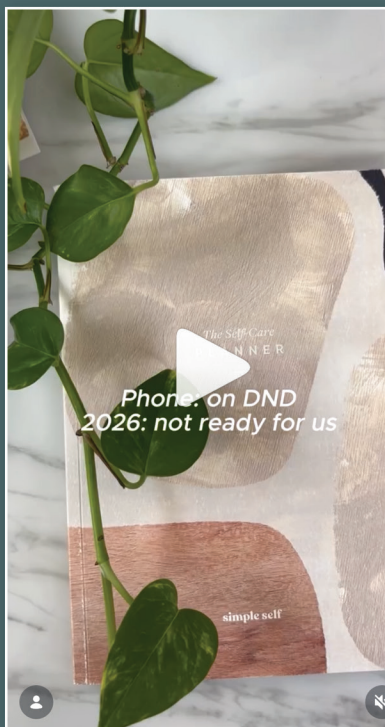
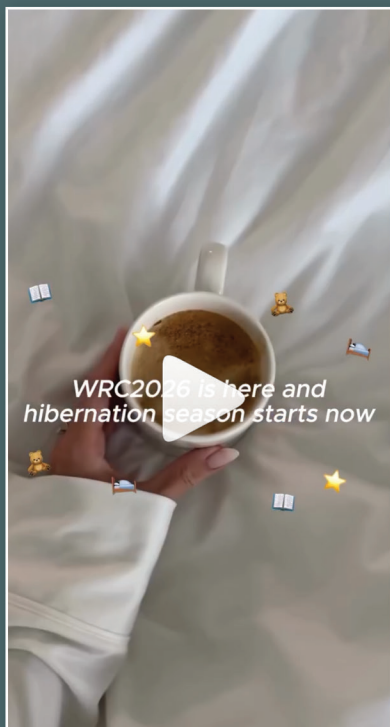
**92.8K+** Total BookSparks IG followers

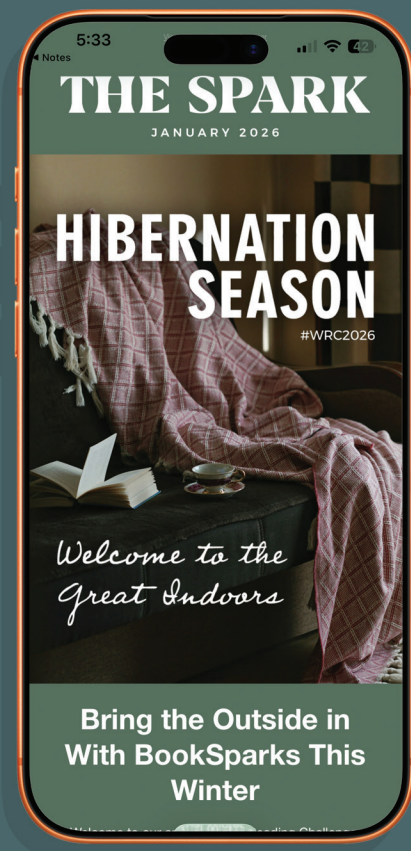
**75+** Total Social Posts Views

**81K+** Instagram & TikTok Video Views

**1.8%** Avg Engagement Rate

**90+** BookSparks WRC2026 Social Posts





655 WRC2026 Influencer Applicants

160 Selected WRC2025 Influencers

3.6K+ Website Visits

2 Newsletters Sent

16.4% CTO Rate

During the Winter Reading Challenge, BookSparks introduced “Weekend Whimsy,” a cozy social series inviting readers to lean into hibernation season with soft, whimsical activities.



# WRC2026 INFLUENCER SOCIAL COVERAGE

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

## HIBERNATION SEASON WITH OUR INFLUENCERS



“These 3 amazing winter reads arrived at the perfect time. Being stuck inside when the blizzard hit was the perfect time to snug up with a good thriller.”

- @KarensBookNook4



“Hibernating in a book is exactly what’s on my agenda thanks to BookSparks. It was EVERYTHING and more with these romances + goodies to keep me even more relaxed!”

- @Lou.Lou.Bee



“What a blast being chosen as a Winter Reading Ambassador! I’m so grateful to have been selected to spend time with three unforgettable, haunting journeys...”

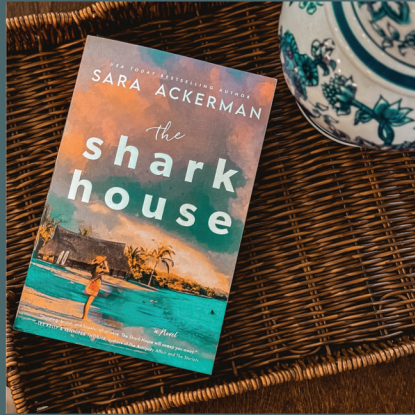
- @aiyas\_reading\_again

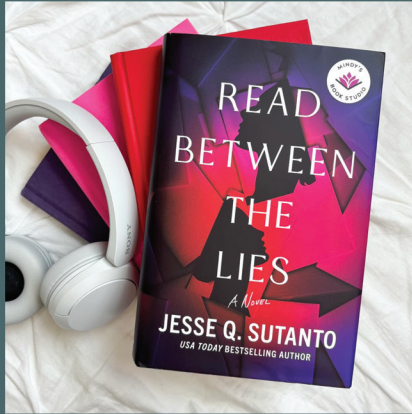


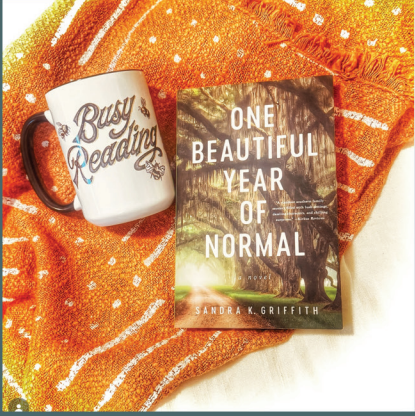
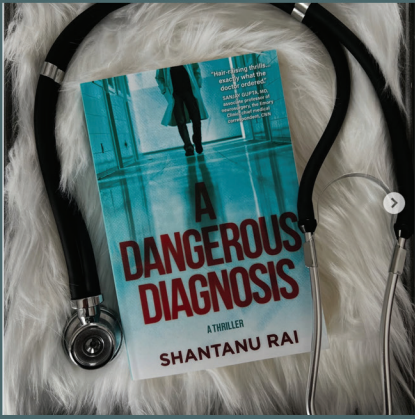
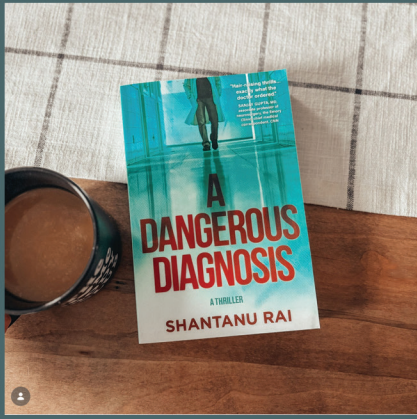
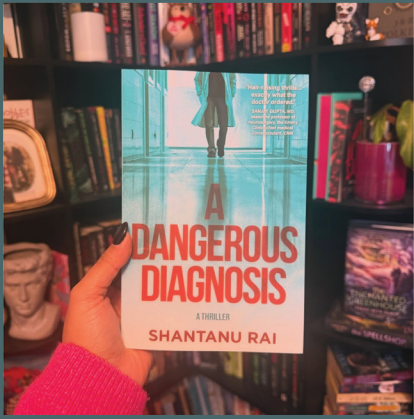
“After a few days of fake spring, it has gotten cold again at my house! Lucky for me, I have this incredible #hibernationseason stack from BookSparks...”

- @bookshelves andbubblebaths

# SOCIAL COVERAGE







# WINTER MEDIA COVERAGE

225+ Media Articles Featuring WRC 2026 Titles

sheknows CrimeReads People PUBLISHERS WEEKLY goodreads

The Washington Post

KIRKUS REVIEWS

BOOK RIOT

she reads

Fresh FICTION FOR TODAY'S READER

HBL Hasty Book List

THE NERD DAILY

BookTrib.

LOCUS

Aol.

YAHOO!

FOREWORD REVIEWS THE INDIE WE LOVE.

msn

LIBRARY JOURNAL

THE BIG Thrill The magazine of the International Thriller Writers

READERS LANE a gathering place for book lovers

curious iguana

BOOKISH GOBLIN

BookBub

CBS NEWS

ELECTRIC LIT

THE INDIE VIEW READERS REVIEWERS AUTHORS

CROSSROAD REVIEWS

A CUPPA & A NATTER Podcast with authors

BOOK CLUB BABBLE

BOOK TALK, ETC.

crime BY THE BOOK

CRIME JUNKIE

IN BETWEEN DRAFTS

A Well-Read Tart a food and book lover's blog

A S AUTOSTRADDE

Bookstr

THE BALTIMORE SUN

Detroit Free Press

Drink. Read. Repeat. BOOK BLOG

GBN

gen twenty THE TWENTY-SOMETHING'S GUIDE TO LIFE

HARLEQUIN junkie SHAMELESSLY PRODDING TO LOVE, LAUGHTER AND HAPPILY EVER AFTERS.

THE EVERYGIRL

ELAINE'S Literary Salon

HER CAMPUS

JEN RYLAND REVIEWS

LINDA'S BOOK OBSESSION BOOK REVIEWER AND LOVER OF BOOKS

Midwest Book Review

HenLit Central

women's fiction and more

books are chic PODCAST

KevinMD

METROWEST DAILY NEWS

KATIE COURIC MEDIA

milwaukee journal sentinel

she writes

the fiction lounge a writing podcast



Booklist



Chick Lit Central

Compulsive Readers

DEBORAH KALB



Naples Daily News

RED CARPET CRASH

SA Examiner 5-STAR BOOK REVIEW



the Southern Review

PITCH YOUR NOVEL



The Frederick News-Post



The Masters Review A PLATFORM FOR EMERGING WRITERS



WE MAGAZINE for Women

WRITE THE WORLD



Women Writers, Women's Books