

Penguin Random House Influencer FAQ Page

1. **How does Random House Children's Books work with influencers?**

There are several ways influencers can work with Random House Children's Books.

Paid Campaigns

Random House Children's Books offers monetary compensation for some campaigns. In this instance, influencers are chosen for a paid campaign on a case-by-case basis, determined by a number of factors including but not limited to follower count, engagement rate, and the influencer's preferred genres.

Storygram Tours

Random House Children's Books works with the @storygramtours network on select titles. We work with Storygram Tours on books with major national media campaigns to elevate awareness of a book at or around its publication. For more information on how to be involved in Storygram Tours, head to storygramtours.com.

Hear Our Voices

Random House Children's Books works with the @hearourvoicestours book tours on select titles. We work with Hear Our Voices on books with major national media campaigns to elevate awareness of a book at or around its publication. For more information on how to be involved in Hear Our Voices Book Tours, head to hearourvoicesbooktours.com.

Random House Children's Books Influencer Program

Random House Children's Books has just launched a new influencer program, and we'd love to consider you to be a part of it. To qualify, you'll need:

- 5K followers on Instagram, Twitter, YouTube, Goodreads, or another social channel
- A record of being consistently active on social media channels (i.e., you have posted on your social channels within the last month)
- A record of showing interest and commitment to reading (i.e., sharing books that you're reading on social media, posting roundups of your reading list, hosting a book club, etc.)

To apply to join, please email rhcbinfluencerprogram@penguinrandomhouse.com with links to your social channels and a short description of yourself. We'll be in touch.

2. **Am I able to work with more than one Penguin Random House imprint?**

Yes. Unless you have signed a contract that states otherwise, you are eligible to work with more than one Penguin Random House imprint at a time.

3. **Do you only work with influencers in the book space (bookstagrammers), or are you open to working with influencers in other interest areas?**

We are open to working with influencers across categories. As long as you have a genuine interest in books and reading, we'd love to consider working with you.

4. **Can I work with Random House Children's Books if I reside outside of the United States?**

At this time, Random House Children's Books is only able to work with influencers within the United States. However, we are a global company with offices around the world, and

we recommend getting in touch with the Penguin Random House office in the country where you reside.