

RHCB + Underlined Influencer FAQ

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 paid opportunities. Some campaigns feature monetary compensation, and others feature books as payment. 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 major national media campaigns to elevate awareness for 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 major national media campaigns to elevate awareness for 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 is working on formalizing our influencer program, which is set to launch this fall. For more information, please check back in early October.

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 fifty 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.