

Move your market.

The Verso Business and Finance Reader ChannelSM, powered by Burst Media

The Verso Business and Finance Reader ChannelSM makes it easy for book publishers to reach high-income, business-savvy men and women 25+.

Verso Business and Finance Channel stats:

The Verso Business and Finance Channel reaches high income readers through specialty-content sites focused on business, finance, and careers. Key network demographics include:

- 71.6% of channel visitors either research or manage their investments/personal finances online.
- Audience composition index of 132 among high income men 25+*
- 6.6 million unique visitors per month*

*Source: comScore Media Metrix July 2008

Gender		Education	
Male	66%	Some HS/HS Grads	12%
Female	34%	Some College/College Grads	52%
		Post-Graduate	25%
Household Income		Age	
Under \$34,999	18%	Less than 24	14%
\$35,000 - \$74,999	16%	25 and older	87%
\$75,000 or more	56%		

Sample sites in the Verso Business and Finance ChannelSM:



The convenience of one-stop media shopping

The Verso Business and Finance Reader ChannelSM for book publishers consists of more than 160 high-quality, clutter-free sites with a focus on business, finance, and careers. Targeted, specialized content offers news, resources, and advice for the individual investor, the entrepreneur, and the corporate executive. The sites accommodate all standard IAB units and rich media placements as well as custom sponsorships and programs. Campaigns are continually optimized and refined for the best results, and publishers receive full site-level reporting and transparency to the highest BPA-audited standards.

Minimize media waste by focusing on sites that are most saturated with your target market—high-income, business-savvy readers. Put your ads in good company with the Verso Business and Finance Reader ChannelSM.

VERSO
DIGITAL
Connect with readers