

Get creative with your media plan.

The Verso Crafting Reader ChannelSM, powered by Burst Media

The Verso Crafting Reader ChannelSM makes it easy for book publishers to reach crafters of every stripe where they are most engaged online.

Verso Crafting Reader ChannelSM stats:

The Verso Crafting Reader ChannelSM provides information to the enthusiast who devotes her spare time to favorite leisure activities such as photography, needle arts, and crafts.

- 31.3% of channel visitors went to the movies, 31.7% purchased a music CD/MP3 and 39.5% purchased a movie video/DVD.*
- Two-thirds (70.3%) of channel visitors shopped online in the past six months.*

*Source: comScore Media Metrix September 2008

Gender		Education	
Male	27%	Some HS/HS Grad	21%
Female	73%	Some College/ College Grads	79%
Income		Age	
Less than \$35,000	24%	Less than 18	8%
\$35,000 - \$49,999	12%	18-24 years	8%
\$50,000 or more	36%	25-54 years	53%
		55 and older	31%

Premium sites in the Verso Crafting Reader ChannelSM:



The convenience of one-stop media shopping

The Verso Crafting Reader ChannelSM for book publishers consists of over 40 high-quality, clutter-free sites.

Targeted content includes knitting, weaving, DIY decorating, scrap-booking and more. The sites offer 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.

The Verso Crafting Reader ChannelSM minimizes media waste by focusing on sites that are most saturated with your target audience—engaged, passionate crafters. Weave together the best plan for your project with the Verso Crafting Reader ChannelSM.

