

# It's easy reaching green.

## The Verso Eco Reader Channel<sup>SM</sup>, powered by Burst Media

Readers are "going green" and tapping into the Web for information on how to do so. Advertising on the Verso Eco Reader Channel<sup>SM</sup> allows book publishers to reach environmentally aware readers as they visit high-quality web sites that appeal to their green sensibilities.

### Verso Eco Reader Channel<sup>SM</sup> stats:

- Four out of five (79.6%) visitors go online to conduct research on green initiatives, products, and how to live a green lifestyle<sup>#</sup>
- 2.6 million unique views/month
- More than 14 million ad impressions/month
- An audience that is 65.6% female and 34.4% male

<sup>#</sup> Source: Burst Media Proprietary Research, April 2008

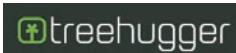
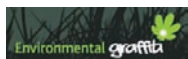
Age		Income	
Less than 24	20.5%	Less than \$35,000	24.3%
25-34 years	15.8%	\$35,000-\$49,999	12.3%
35-44 years	16.7%	\$50,000-\$74,999	15.5%
45-54 years	19.8%	\$75,000-\$99,999	10.5%
55-64 years	16.8%	\$100,000 or more	13.9%
65 and older	10.5%	No answer	23.4%

Household Size		Education	
1 residents	14.4%	Some High School	5.4%
2 residents	35.1%	High School Grad	14.4%
3 or more residents	50.6%	Some College	27.1%
		College Grad	53.0%

<sup>\*</sup>Site opt-in demographic survey

Sample sites in the

### Verso Eco Reader Channel<sup>SM</sup>:



### The convenience of one-stop media shopping

The Verso Eco Reader Channel<sup>SM</sup> for book publishers consists of 100+ high-quality, clutter-free sites with focused specialty content. 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 Eco Reader Channel<sup>SM</sup> minimizes media waste by focusing on sites that are most saturated with your target audience — the green-minded book buyer.

