

Help your fiction find its audience.

The Verso Fiction Select ProgramSM, powered by Burst Media

The Verso Fiction Select ProgramSM uses demographic targeting to make it easy for book publishers to reach the right audience for all kinds of fiction online, everything from thrillers to mysteries to romance, and more.

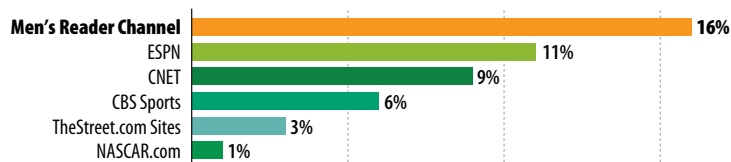
Our Network's Men's Demographic Reach vs. Comparable Networks

The Men's Reader Channel is a collection of web sites with content focused on topics men enjoy and seek out.

- More than two-thirds (69.9%) of visitors to the Men's Fiction Channel shopped online in the past six months.
- Three out of five (59.2%) channel visitors say the Internet is their primary source of information on products they are considering to purchase.

* comScore Media Metrix, November 2008

Men's Reader Channel Reach vs. Selected Men's Properties*



Unique Visitors to Channel 39,970,790
Total Impressions Available 1,377,439,000

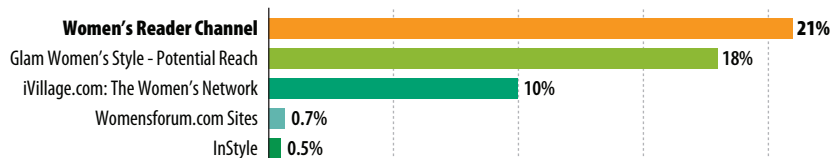
Our Network's Women's Demographic Reach vs. Comparable Networks

The Women's Reader Channel is a collection of web sites that provide women with information to succeed in all aspects of their lives.

- Two-thirds (66.7%) of visitors to the Women's Reader Channel shopped online in the past six months.
- Nearly all (85.6%) channel visitors are responsible for their household's grocery shopping; half (51.1%) are solely responsible and 34.5% share the responsibility with another family member.

* comScore Media Metrix, November 2008

Women's Reader Channel Reach vs. Selected Women's Properties*



Unique Visitors to Channel 42,683,850
Total Impressions Available 1,299,217,000

The convenience of one-stop media shopping

A proven strategy for reaching general fiction readers, the Verso Fiction Select ProgramSM tracks thousands of sites on the Verso network to find the right sites that are engaging your book's audience.

Because people who buy fiction don't fit neatly into niche verticals, each campaign starts out with a broad site list of at least 500 sites, and is then aggressively optimized to drive impressions to the best performing sites. The sites offer all standard IAB units and rich media placements, and publishers receive full site-level reporting and transparency to the highest BPA-audited standards.

The Verso Fiction Select ProgramSM minimizes media waste by zeroing in on the audience that best responds to your particular book of fiction. It's a bold new story for advertising general fiction online.

VERSO
DIGITAL
Connect with readers