

The best recipe for reaching online cooks.

The Verso Food and Wine Reader ChannelSM, powered by Burst Media

The Verso Food and Wine Reader ChannelSM makes it easy for book publishers to reach food and wine lovers where they are most engaged online.

Verso Food and Wine Channel stats:

The Food and Wine Reader Channel attracts a premium online audience within high-quality food and drink sites that keep people engaged and visiting regularly.

- **1.1 million uniques/month+***
- **12 million page views***

*Source: comScore Media Metrix August 2008

Gender		Education	
Male	31%	Some HS/HS Grad	29%
Female	69%	Some College/ College Grads	53%
Income		Age	
Less than \$35,000	24%	Less than 18	10%
\$35,000 - \$49,999	13%	18-24 years	11%
\$50,000 - \$74,999	16%	25-34 years	15%
\$75,000 or more	20%	35-54 years	37%
No answer	27%	55 and older	27%

Premium sites in the Verso Food and Wine Reader ChannelSM:



The convenience of one-stop media shopping

The Verso Food and Wine Reader ChannelSM for book publishers consists of more than 75 high-quality, clutter-free sites with a focus on food, wine and lifestyle.

Targeted content includes cooking and recipes, restaurants and dining guides, wine and cocktails, music and culture. 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 Food and Wine Reader ChannelSM minimizes media waste by focusing on sites that are most saturated with your target audience. Put some bite in your media plan with the Verso Food and Wine Reader ChannelSM.

VERSO
DIGITAL
Connect with readers