

Roll out a winning campaign.

The Verso Military History Reader ChannelSM, powered by Burst Media

The Verso Military History Reader ChannelSM allows book publishers to reach dedicated military history buffs where they spend the most time online.

Verso Military History Reader ChannelSM stats:

The Verso Military History Reader ChannelSM reaches active military and history enthusiasts. Key network demographics include:

- **Composition index of 120 among Males 35+***
- **3.36 million unique Males 35+ per month****

*Site opt-in demographic survey **comScore Media Metrix June 2008

Gender		Education	
Male	67%	Some HS/HS Grads	12%
Female	33%	Some College/College Grads	54%
Household Income		Age	
Under \$34,999	15%	Less than 18	6%
\$35,000 - \$74,999	27%	18 - 24 years	6%
\$75,000 or more	58%	25 - 34 years	8%
		35 and older	80%

Sample sites in the Verso Military History Channel:



The convenience of one-stop media shopping

The Verso Military History Reader ChannelSM for book publishers consists of 80+ high-quality, clutter-free sites with a focus on military, history, and veterans. 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 Military History Reader ChannelSM minimizes media waste by focusing on sites that are most saturated with your target audience. It's the right strategy for your books.

VERSO
DIGITAL
Connect with readers