

Go where moms go.

The Verso Parenting Reader ChannelSM, powered by Burst Media

The Verso Parenting Channel makes it easy for book publishers to reach Moms on the sites that matter most to them.

Verso Parenting Reader ChannelSM stats:

The Verso Parenting Channel reaches active shoppers and household decision makers. Key network demographics include:

- 63% of visitors to the Parenting Channel shopped online in the past 6 months*
- 90% of the Channel's visitors are responsible for their household's grocery shopping*
- Buying Power Index (BPI) of women ages 25-54 with kids in their household is 202#
- 14.5 million unique views/month#

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

Gender

Male	22%
Female	78%

Education

Some HS/HS Grads	23%
Some College/ College Grads	77%

Household Size

2 residents or less	37%
3-4 residents	42%
5 or more residents	20%

Age

Less than 18	15%
18-24 years	13%
25-34 years	21%
35-54 years	34%
55 and older	18%

Sample sites in the Verso Parenting Reader ChannelSM

BlueSuitMom.com

MomsTeam

keepkidshealthy.com

StorkNet
your pregnancy & parenting web station

JUSTMOMMIES

BrandNewMom

MomsWhoThink
smart. hip. connected.

RaisingGunsies

MODERN MOM

YeahBaby.com

PapaJan.com

FamilyStyleSM
Film Guide

ConnectingMomsSM
Redefining the Way Moms ConnectSM

MomsMinivan.com

The convenience of one-stop media shopping

The Verso Parenting Channel for book publishers consists of 120 high-quality, clutter-free sites with a focus on parenting, community, recreation, nutrition and health. 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 Parenting Channel minimizes media waste by focusing on sites that are most saturated with your target audience — Moms!

VERSO
DIGITAL
Connect with readers