

# Go where the fun starts.

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

The Verso Pop Culture Reader Channel<sup>SM</sup> makes it easy for book publishers to reach movie and TV fans, gamers, music aficionados, and food and wine lovers where they are most engaged online.

### Verso Pop Culture Channel stats:

The Verso Pop Culture Channel reaches a wide internet audience and captures an array of popular content.

Key network demographics include:

- Audience Composition Index of 158 — Adults 18+\*
- 21.4 million unique views per month\*

\*Source: comScore Media Metrix June 2008

Gender		Site Bookmarked	
Male	55%	Yes	55%
Female	45%	No	45%
Site Frequency		Age	
Daily	30%	Less than 18	18%
Weekly	24%	18-24 years	25%
First Visit	37%	25-34 years	23%
Other	9%	35 and older	34%
Time Spent on Internet			
Less than 1 hour	7%	3-5 hours	21%
1-2 hours	12%	6 hours or more	59%

### Sample sites in the Verso Pop Culture Channel<sup>SM</sup>:



### The convenience of one-stop media shopping

The Verso Pop Culture Reader Channel<sup>SM</sup> for book publishers consists of **650 high-quality, clutter-free sites** with a focus on entertainment and lifestyle. Targeted content includes movies, television, gossip, fashion, nightlife, celebrities, gaming, comics, food and wine, 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 Pop Culture Reader Channel<sup>SM</sup> minimizes media waste by focusing on sites that are most saturated with your target audience—affluent, educated trendsetters. Put some pop in your media plan with the Verso Pop Culture Reader Channel<sup>SM</sup>.

**VERSO**  
DIGITAL  
Connect with readers