

Go where passion flares.

The Verso Romance Reader ChannelSM, powered by Burst Media

Find the most passionate readers online with the Verso Romance Reader ChannelSM. You'll reach women 25+ on the sites that matter most to them: targeted content websites with a focus on love, relationships, gossip, and entertainment.

Verso Romance Reader ChannelSM stats:

The Verso Romance Reader ChannelSM targets women over the age of 25. Key network demographics include:

- Audience composition index of 126 among women 25+*
- Average daily site visits is two per user**
- 9.1 million unique views per month*

* comScore Media Metrix, June 2008 ** site opt-in demographic survey, July 2008

Gender		Education	
Male	17%	Some HS/HS Grads	22%
Female	83%	Some College/College Grads	71%
Household Income		Age	
Under \$34,999	15%	Less than 18	8%
\$35,000 - \$74,999	39%	18 - 24 years	13%
\$75,000 or more	24%	25 - 34 years	31%
		35 - 54 years	29%
		55 and older	19%

Sample sites in the Verso Romance Reader ChannelSM:



The convenience of one-stop media shopping

The Verso Romance Reader ChannelSM for book publishers consists of 140+ high-quality, clutter-free sites with focused specialty content that appeals directly to women. You'll find just the right audience for your books, whether you're selling romantic suspense, or historical, contemporary, inspirational, or paranormal romantic fiction in hardcover or paperback. Our 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 Romance Reader ChannelSM minimizes media waste by focusing on the sites that are most saturated with your target audience—the passionate reader of romance. It's the perfect match for your books!

VERSO
DIGITAL
Connect with readers