

Go beyond the ordinary.

The Science Fiction and Fantasy Reader ChannelSM, powered by Burst Media

The Verso Science Fiction and Fantasy Reader ChannelSM makes it easy for book publishers to reach science fiction fans where they go for entertainment and information.

Verso Science Fiction and Fantasy Channel stats:

The Verso Science Fiction and Fantasy Channel reaches science fiction, fantasy and technology enthusiasts. Key channel demographics include:

- **Composition Index of 124 amongst Adults 18+***
- **14.2 million unique impressions per month***

*Source: comScore Media Metrix August 2008

Gender		Education	
Male	60%	Some HS/HS Grads	21%
Female	40%	Some College/College Grads	51%
Household Income		Age	
Under \$34,999	25%	Less than 18	21%
\$35,000 - \$74,999	24%	18-24 years	22%
\$75,000 or more	24%	25-34 years	27%
Prefer not to answer	27%	35 and older	30%
Time Spent on Internet			
Less than 1 hour	6%	3-5 hours	26%
1-2 hours	14%	6 hours or more	54%

Sample sites in the Verso Science Fiction and Fantasy Channel:



The convenience of one-stop media shopping

The Verso Science Fiction and Fantasy Reader ChannelSM for book publishers consists of more than 150 high-quality, clutter-free sites with a focus on science news and information, gaming, entertainment, fantasy, comics and technology. The sites accommodate 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.

Minimize media waste by focusing on sites that are most saturated with your target market—the science fiction, fantasy and technology enthusiast. Discover a new universe of possibilities with the Verso Science Fiction and Fantasy Reader ChannelSM.

VERSO
DIGITAL
Connect with readers