

Go where teens go.

The Verso Teens Reader ChannelSM, powered by Burst Media

The Verso Teens Reader ChannelSM makes it easy for book publishers to reach the valuable yet elusive teen audience in a single online media buy.

Verso Teens Reader ChannelSM stats:

The Verso Teens Reader ChannelSM reaches young internet users between the ages of 12-17. Key network demographics include:

- Audience Composition Index of 133*
- 6.6 million unique views per month*

*Source: comScore Media Metrix June 2008

Gender		Site Bookmarked	
Male	53%	Yes	44%
Female	47%	No	56%
Site Frequency		Age	
Daily	32%	Less than 18	78%
Weekly	27%	18-24 years	13%
First Visit	35%	25-34 years	8%
Other	6%		

Sample sites in the Verso Teens Reader ChannelSM:



The convenience of one-stop media shopping

The Verso Teens Reader ChannelSM for book publishers consists of **300+ high-quality sites** with a focus on music, entertainment, gaming, sports and fashion. The sites offer all standard IAB units and rich media placements as well as custom sponsorships and programs. The channel is further customizable by age and gender, and offers publishers a way to connect with teens in a controlled and interactive environment. 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 Teens Reader ChannelSM is a targeted and cost-efficient way to connect with teens where they go for information to succeed in all aspects of their lives.

Minimize media waste and find teens in the know through the Verso Teens Reader ChannelSM.

VERSO
DIGITAL
Connect with readers