

Go where opinions are made.

The Verso Thought Leader Channel, powered by Burst Media

The Verso Thought Leader Channel makes it easy for book publishers to reach high-income, educated decision-makers as they stay connected to the world on news and political sites.

Verso Thought Leader Channel stats:

The Verso Thought Leader Reader ChannelSM reaches educated news and politics enthusiasts. Key network demographics include:

- **Audience Composition Index of 120 among high income males 25+***
- **20.3 million unique views/month***

*Source: comScore Media Metrix June 2008

Gender		Education	
Male	62%	College Grads	66%
Female	38%	Post-Graduate Work/Degree	34%
Income		Age	
\$35,000 - \$74,999	31%	18 - 24 years	9%
\$75,000 - \$99,999	34%	25 - 34 years	16%
\$100,000 or more	29%	35 - 54 years	36%
		55 and older	39%

Sample sites in the Verso Thought Leader ChannelSM:



The convenience of one-stop media shopping

The Verso Thought Leader Channel for book publishers consists of 135 high-quality, clutter-free sites with a focus on local, national and international news, information, business and technology. 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 Thought Leader Channel minimizes media waste by focusing on sites that are most saturated with your target audience — the educated news and politics enthusiast.

