

# Shape up your media plan.

## The Verso Women's Health and Fitness Reader Channel<sup>SM</sup>, powered by Burst Media

The Verso Women's Health and Fitness Reader Channel<sup>SM</sup> makes it easy for book publishers to reach active women and health enthusiasts where they are most engaged online.

### Verso Women's Health and Fitness Channel stats:

The Verso Women's Health and Fitness Channel reaches active women and health enthusiasts. Key channel demographics include:

- **Composition Index of 131 among high income women 25+\***
- **6.2 million unique monthly visitors\***

\*Source: comScore Media Metrix June 2008

Gender		Education	
Male	25%	Some HS/HS Grads	21%
Female	75%	Some College/College Grads	79%
Household Income		Age	
Under \$34,999	15%	Less than 24	21%
\$35,000 - \$49,999	39%	25 and older	79%
\$50,000+	46%		

### Sample sites in the Verso Women's Health and Fitness Channel:



### The convenience of one-stop media shopping

The Verso Women's Health and Fitness Reader Channel<sup>SM</sup> for book publishers consists of more than 200 high-quality, clutter-free sites with a focus on fitness, dieting, wellness, cooking and fashion.

Reach the right audience for your book through uncluttered conversation channels where women go for information on keeping the body looking and feeling great. Targeted content includes exercise, nutrition guides, and beauty and fashion tips. Channel 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 Women's Health and Fitness Reader Channel<sup>SM</sup> minimizes media waste by focusing on sites that are most saturated with your target audience—active, intelligent and engaged women. Put your media plan in the best possible shape with the Verso Women's Health and Fitness Reader Channel<sup>SM</sup>.

**VERSO**  
DIGITAL  
*Connect with readers*