

# Build a better media plan.

## The Verso Woodworking Reader Channel<sup>SM</sup>, powered by Burst Media

The Verso Woodworking Reader Channel<sup>SM</sup> makes it easy for book publishers to reach woodworkers and home repair enthusiasts where they are most engaged online.

### Verso Woodworking Channel stats:

The Verso Woodworking Channel provides information to men who devote their spare time to favorite leisure activities such as DIY home improvement and woodworking.

- 31.3% of channel visitors went to the movies, 31.7% purchased a music CD/MP3 and 39.5% purchased a movie video/DVD.\*
- Two-thirds (70.3%) of channel visitors shopped online in the past six months.\*

\*Source: comScore Media Metrix September 2008

| Income              |     | Age          |     |
|---------------------|-----|--------------|-----|
| Less than \$35,000  | 24% | Less than 18 | 8%  |
| \$35,000 - \$49,999 | 12% | 18-24 years  | 8%  |
| \$50,000 or more    | 36% | 25-54 years  | 53% |
|                     |     | 55 and older | 31% |

### Premium sites in the Verso Woodworking Reader Channel<sup>SM</sup>:



### The convenience of one-stop media shopping

The Verso Woodworking Reader Channel<sup>SM</sup> for book publishers consists of over 250 high-quality, clutter-free sites.

Targeted content includes home projects, woodworking, how-to and more. 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 Woodworking Reader Channel<sup>SM</sup> minimizes media waste by focusing on sites that are most saturated with your target audience—men who love to work with their hands. Nail down the right media mix with the The Verso Woodworking Reader Channel<sup>SM</sup>.

**VERSO**  
DIGITAL  
*Connect with readers*