

## [Who Clicks on Feed Ads? I Do.](#)

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After seeing [Paul Kedrosky's](#) readership [survey](#), I've been expecting some high-end advertising on his site and in his feed (like the Maserati ads that show up in the [PAW](#)). After all, 29% of Paul's readership earns more than \$250,000 a year and 30% of his readers are CEOs/Presidents/Chairpersons/Owners of their respective organizations. As [Guy](#), [Rick](#), or [Oskar Schell](#) might say, Holy Shittake!

Welcome to the world of uber-niche media consumption. And so it was with baited breath that I clicked on an ad in Paul's feed today. Despite my not fitting the above demo, it was perfectly targeted - venture information services! [On further reflection, I know Paul is a member of the [Feedburner Advertising Network \(FAN\)](#) and wonder whether the feed ad is [Federated Media](#) or Feedburner brokered. Anyone?]

The company advertising is named [VentureDeal](#):



*VentureDeal* is an easily searchable online database updated daily with the latest detailed information on venture financings, M&A transactions and company contact information for venture capital firms, technology companies and service firms in the United States and Israel.

Sounds like [VentureSource](#), but it's much less expensive - \$240/year vs \$12,000. I'd love to hear from anyone who has used it or knows of the company. What are the highlights and shortfalls? I'm guessing it's missing the kind of historical info that VentureSource has, and see it's missing data on Europe, but I bet there's room for a low(er) cost provider in this market. If they turn out to be any good, it should scare the wits out of VentureSource.