

Rate card 2019



Interpreting the news for pest professionals

Pest provides independent news, views and analysis for pest professionals working in servicing companies, local authority units, facilities pest control, research, manufacturers, distributors and as consultants.

The Pest range

- **Pest** magazine is a full colour printed magazine published every two months.
- The **Pest** website offers up-to-the-minute news and analysis.
- **Pest+** is an e-news emailed direct to subscribers in the alternate months to **Pest** magazine.
- **Pest+ Alerts** and **Pest+ Extras** are produced when the need arises.
- **Pest+ International** is an occasional e-news published to coincide with selected international events with greater emphasis on international news.

Pest and **Pest+** are controlled circulation publications and therefore free to qualifying pest professionals.

Promotional opportunities

Pest publications offer a range of opportunities for your promotions:

- Traditional printed adverts and loose inserts in **Pest** magazine;
- Digital static and rotating adverts on www.pestmagazine.co.uk;
- Digital adverts in **Pest+** and **Pest+ International** e-news;
- Sponsored news in **Pest+** and **Pest+ International**;
- Direct emailer using the profiled **Pest** database;
- Entry in a pre-event **Pest+ Alert**;
- Item in the online **Pest** library.

Printed magazine advertising rates

	Full colour
Full page*	£1,645
Half page	£1,130
Quarter page	£725
Inserts up to 10 gms to UK list (Inserts above 10 gms and/or to our international database please contact us.)	£725

* Special positions +10%

Series discounts and tailor-made packages, including digital items, available

Pest+ e-news items & event alerts

	Sponsored news (limited to two per issue)	Digital advert in regular Pest+	Digital advert in special Pest+
Pest+	£725	2 for £725	–
Pest+ PestWorld	£725	–	£350

Pest+ pre-event alert £250 per entry

Pest+ and **Pest+ International** e-news are emailed to all contacts, UK and international, on the **Pest** database. **Alerts** primarily target UK readers

Digital advertising on the Pest website

Advert type	Top block	Middle block	Lower block
Landscape per year	£3,000	–	£2,000
Tower per year	£3,000	£2,500	£2,000
Button per year	£1,750	£1,250	£750
Pop-up per two months	£725	–	–

All tower and button adverts appear on all **Pest** website pages except for the home page, which only carries top and middle block adverts. Within each 'block', the tower adverts rotate on a quarterly basis. Landscape adverts appear on alternate **Pest** website pages.

The Pop-up advert appears once per session, on the first page visited. Please consult the **Pest** mechanical details & digital specifications guide for further details.

Literature in the **Pest** library per year £310 each, or 3 for £725

Sponsor's button per year by negotiation

Note: All material must be legal and conform to the British Code of Advertising Practice. Prices quoted are before VAT which is chargeable at standard rate to all UK-based businesses. Invoices will be raised after publication and are payable within 30 days. Adverts cancelled within one month of the space deadline are payable in full. Inserts cancelled within one month of the publication date are payable in full. No agency discounts offered.

Direct emailer to the Pest database

Direct emailer to **Pest** database
UK only

£725

Direct emailer to **Pest** database
UK & International

£825

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