



# Rate Card 2021

**Pest Magazine** 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. **Pest Magazine** has a steadily increasing annual readership reaching all sectors of the pest control industry. It is the perfect platform from which to reach your target audience. Advertising packages are tailored to suit your campaign requirements using our various platforms in print or online.

## Print

\* Special positions +10%

**Full colour, printed magazine which is published every two months.**

Full page*	£1,695
Half page	£1,165
Quarter page	£750
Inserts (up to 10 grams)	£800
Wall planner	£500/box

## Pest e-news

†MPUs run for one calendar month

**Weekly e-newsletter which goes out to our entire database every Wednesday.**

MPU†	£750/mo
Sponsored news story	£400/wk

## Solus email

**Solus emails to our database are ideal for new products or for making a statement.**

Solus email	£750
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## Why PEST Magazine?

**Circulation: 5,764 UK and overseas members.**

**Pest Magazine** has seen a 15.9% increase in readership in 2020 compared to 2019, reaching all sectors of the pest control industry.

**UK:** 16.5% growth in the number of readers in 2020 compared to 2019. **Readership breakdown:** Pest Control Companies 73%, Local Authorities 9%, Manufacturers/Distributors 8%, Consultants/Researchers 4%, Facilities Companies Staff 3%, Other 3%

**Overseas:** 15.3% growth in the number of readers in 2020 compared to 2019. **Readership breakdown:** Pest Control Companies 44%, Manufacturers/Distributors 37%, Consultants/Researchers 9%, Facilities Companies Staff 3%, Local Authorities 1%, Other 6%. **Overseas distribution:** Europe 45%, North America 23%, Asia 12%, MENA 7%, Australia/Pacific 6%, Latin America 4%, Rest of Africa 3%.

## Website

**Regularly updated website with industry news, magazine issues and our Pest library.**

Super leaderboard <sup>1</sup>	£3,500/yr
MPU	£3,000/yr
Tile	£2,000/yr
Wallpaper <sup>2</sup>	£1,000/mo
Pop-up MPU	£750/mo
Webinar/Video	POA
Pest library <sup>3</sup>	£400/yr

<sup>1</sup> Super leaderboard converts to a mobile friendly MPU  
<sup>2</sup> Wallpaper converts to a mobile friendly, in-editorial MPU  
<sup>3</sup> 12 months insertion



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