



Rate Card 2022

Pest Magazine provides independent news, views and analysis for pest professionals. With year on year increase in readership reaching all sectors of the pest control industry and packages tailored to suit your campaign requirements, it is the perfect platform from which to reach your target audience.

PRINT * Special positions +10%

Full colour, printed magazine published every 2 months.

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

CPD MODULES NEW

Includes print, online & assessment.

Double page module package	£2,250
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PEST E-NEWS †MPUs run for one calendar month

Weekly e-newsletter which goes out every Wednesday.

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

SOLUS EMAILS

Ideal for new products or for making a statement.

Solus email	£750
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Why PEST Magazine?

Circulation: 5,589 UK and overseas members.

Database: 3,888 members.

Pest Magazine has seen a 5% increase in readership over the last two years, reaching all sectors of the pest control industry.

Readership breakdown (approx.): Pest Control Companies 73%, Local Authorities 9%, Manufacturers/Distributors 8%, Consultants/Researchers 4%, Facilities Companies Staff 3%, Other 3%

Readership breakdown (approx.): Pest Control Companies 44%, Manufacturers/Distributors 37%, Consultants/Researchers 9%, Facilities Companies Staff 3%, Local Authorities 1%, Other 6%.

Overseas online readership 2021: Europe 72%, Americas 13%, Asia 12%, Africa 2%, Australia/Pacific 1%.



DIGITAL

Regularly updated with industry news and comment.

Wallpaper ¹	£1,000/mo
Super leaderboard ²	£3,500/yr
MPU	£3,000/yr
Tile	£2,000/yr
Pop-up MPU	£750/mo
Promoted Content ³ NEW	£1,000
Surveys ⁴ NEW	£1,200
Webinar/Video	POA
Pest library (12 months insertion)	£400/yr

¹ Wallpaper converts to a mobile friendly, in-editorial MPU.

² Super leaderboard converts to a mobile friendly MPU.

³ Includes website and e-news promotion. ⁴ Includes survey & report.

PEST JOBS NEW Listings run for one month

Dedicated job listings aimed at the pest sector.

Single job listing	£195
Three listings per year	£450
Five listings per year	£625
Unlimited listings per year	£1,200

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