



# Rate Card 2023

**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*	£1,830
Half page	£1,258
Quarter page	£810
Inserts (up to 10 grams)	£864
Wall planner	£540/box

## CPD MODULES

**Includes print, online & assessment.**

Double page module package	£2,430
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## SOLUS EMAILS

**Ideal for new products or for making a statement.**

Solus email	£810
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## PEST JOBS

Listings run for one month

**Dedicated job listings for the pest sector.**

Single job listing	£195
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## DIGITAL

**Regularly updated with industry news and comment.**

Wallpaper <sup>1</sup>	£1,080/mo
Super leaderboard <sup>2</sup>	£3,780/yr
MPU	£3,240/yr
Tile	£2,160/yr
Pop-up MPU	£810/mo
Promoted Content <sup>3</sup>	£1,080
Surveys <sup>4</sup>	£1,296
Webinar/Video	POA
Pest library (12 months insertion)	£420/yr

<sup>1</sup> Wallpaper converts to a mobile friendly, in-editorial MPU.

<sup>2</sup> Super leaderboard converts to a mobile friendly MPU.

<sup>3</sup> Includes website and e-news promotion.

<sup>4</sup> Includes survey & report.

## PEST E-NEWS

\*MPUs run for one calendar month

**Weekly e-newsletter which goes out every Wednesday.**

MPU+	£810/mo
Sponsored news story	£432/wk

## Why PEST Magazine?

**Circulation: 5,195 UK and overseas members.**

**Database: 4,122 members.**

**Pest Magazine** has an increasing readership over the last three 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 2022:** Europe 73%, Americas 16%, Asia 8%, Africa 2%, Australia/Pacific 1%.



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