



# Rate Card 2024

**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*	£1,921
Half page	£1,320
Quarter page	£850
Inserts (up to 10 grams)	£907
Wall planner	£567/box

## CPD MODULES

**Includes print, online & assessment.**

Double page module package	£2,551
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## SOLUS EMAILS

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

Solus email	£850
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## PEST JOBS Listings run for one month

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

Single job listing	£205
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## DIGITAL

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

Wallpaper <sup>1</sup>	£1,134/mo
Super leaderboard <sup>2</sup>	£3,969/yr
MPU	£3,402/yr
Tile	£2,268/yr
Pop-up MPU	£850/mo
Promoted Content <sup>3</sup>	£1,134
Surveys <sup>4</sup>	£1,360
Webinar/Video	POA
Pest library (12 months insertion)	£441/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†	£850/mo
Sponsored news story	£453/wk

## Why PEST Magazine?

**Pest Magazine** has an increasing readership, reaching across all sectors of the pest control industry.

**Circulation: c5,200 UK and overseas members.**


**Database: 4,160 members.**

**UK - readership breakdown (approx.):** Pest Control Companies 70%, Local Authorities 10%, Manufacturers/Distributors 10%, Consultants/Researchers 4%, Facilities Companies Staff 3%, Other 3%.

**Overseas - readership regions:** Europe 75%, Americas 15%, Asia 8%, Africa 1%, Australia/Pacific 1%.

**Overseas - readership breakdown (approx.):** Pest Control Companies 45%, Manufacturers/Distributors 40%, Consultants/Researchers 10%, Other 5%.



 @PestMagUK

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