



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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PEST CONTROL TECHNOLOGY is a B2B brand intended for individuals with broad based interests in the structural pest control industry. The brand content and editorial scope of the publication include news and industry coverage, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

PEST CONTROL TECHNOLOGY serves the structural pest control industry including contract pest control, in-house pest control, government pest control, suppliers and others allied to the field as defined in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are structural pest control operators and other titled and non-titled personnel within the field served as defined in paragraph 3a.

CHANNELS

PEST CONTROL TECHNOLOGY MAGAZINE



6 issues in the period
26,945 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| PEST CONTROL TECHNOLOGY MAGAZINE Unique Total* (6 issues in the period) | 26,285 | 300 | 26,585 |
| a. Print | 20,297 | 300 | 20,597 |
| b. Digital | 15,661 | 103 | 15,764 |
| 1. Requested | 15,661 | 103 | 15,764 |
| 2. Non-Requested | - | - | - |

*Unique Total represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

| Qualification Source | Qualified Within | | | Print | Digital | Unique Total Qualified* | Percent |
|---|------------------|--------------|----------|---------------|---------------|-------------------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 22,339 | 3,636 | - | 20,245 | 15,606 | 25,975 | 97.3 |
| II. Request from recipient's company: | 688 | 43 | - | 568 | 403 | 731 | 2.7 |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | - | - | - | - | - | - | - |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| Other sources | - | - | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 23,027 | 3,679 | - | 20,813 | 16,009 | 26,706 | 100.0 |
| PERCENT | 86.2 | 13.8 | - | 78.0 | 60.0 | 100.0 | |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

| Mailing Address | Print | Digital | Unique Total Qualified* | Percent |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 20,039 | 16,009 | 25,932 | 97.1 |
| Individuals by name only | - | - | - | - |
| Titles or functions only | - | - | - | - |
| Company names only | - | - | - | - |
| Multi-Copy Same Addressee copies | 774 | - | 774 | 2.9 |
| Single Copy Sales | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 20,813 | 16,009 | 26,706 | 100.0 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
| | July – December 2015 | January – June 2016 | July – December 2016 | January – June 2017 | July – December 2017* | January – June 2018* |
| Unique Total Audit Average Qualified*** | 25,662 | 26,258 | 26,385 | 26,659 | 26,750 | 26,585 |
| Unique Qualified Non-Paid Total*** | 25,202 | 25,895 | 25,919 | 26,196 | 26,291 | 26,285 |
| Print | 20,530 | 20,629 | 20,576 | 20,520 | 20,541 | 20,297 |
| Digital | 11,882 | 12,162 | 12,115 | 12,694 | 13,785 | 15,661 |
| Unique Qualified Paid Total*** | 460 | 363 | 466 | 463 | 459 | 300 |
| Print: | 460 | 363 | 466 | 463 | 459 | 300 |
| Digital: | - | - | - | - | - | 103 |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Rebecca Shaw, Audience Development Associate

Dan Moreland, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2018

State Ohio

County Cuyahoga

Received by BPA Worldwide July 15, 2018

Type BJ

ID Number P042B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 759 |
| Allocated for Trade Shows and Conventions | 75 |
| All Other | 191 |
| TOTAL | 1,025 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 25,808 | 97.1 | 25,514 | 96.0 | 294 | 1.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 777 | 2.9 | 771 | 2.9 | 6 | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 26,585 | 100.0 | 26,285 | 98.9 | 300 | 1.1 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2018 Issue | Print | Digital | Unique Total Qualified* |
|------------|--------|---------|-------------------------|
| January | 20,610 | 15,952 | 26,298 |
| February | 20,429 | 15,476 | 26,026 |
| March | 20,485 | 15,554 | 26,577 |
| April | 20,482 | 15,798 | 27,372 |
| May | 20,813 | 16,009 | 26,706 |
| June | 20,767 | 15,795 | 26,533 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 0.5% or 145 copies above the average of the other 5 issues reported in Paragraph 2.

| Business and Industry | Unique Total Qualified* | Percent of Total | Print | | Classification by Title | | | | | | | |
|--|-------------------------|------------------|---------------|---------------|---|--|-------------------------------|-----------------------------|-----------------------|------------------------------|--------------------------------------|--|
| | | | Print | Digital | Owners, Partners, Presidents & Executives (A) | Technical Directors, Directors, General Managers, Managers, Sanitarians, Supervisors & Foremen (B) | Specialists & Consultants (C) | Servicemen, Technicians (D) | Purchasing Agents (E) | Entomologists/Scientists (F) | Other Titled & Non-Titled Copies (G) | |
| I. CONTRACT PEST CONTROL: | | | | | | | | | | | | |
| 1. General Pest Control | 18,893 | 70.7 | 16,123 | 11,588 | 11,851 | 4,331 | 394 | 1,788 | 29 | 75 | 425 | |
| 2. Ornamental, Turf & Tree, Pest & Weed Control | 3,173 | 11.9 | 2,043 | 1,650 | 2,328 | 635 | 51 | 102 | 7 | 5 | 45 | |
| 3. Mosquito and Flying Insect Control | 395 | 1.5 | 242 | 255 | 232 | 119 | 13 | 11 | 1 | 9 | 10 | |
| 4. Fumigation Specialist | 114 | 0.4 | 66 | 71 | 48 | 46 | 7 | 6 | 1 | - | 6 | |
| 5. Other Contract Specialist | 510 | 1.9 | 334 | 272 | 352 | 125 | 17 | 8 | - | 2 | 6 | |
| Sub-Total Contract Pest Control | 23,085 | 86.4 | 18,808 | 13,836 | 14,811 | 5,256 | 482 | 1,915 | 38 | 91 | 492 | |
| II. IN-HOUSE PEST CONTROL: | | | | | | | | | | | | |
| 1. Food Processing, Storage and Warehousing | 137 | 0.5 | 52 | 102 | 40 | 72 | 13 | 8 | - | 1 | 3 | |
| 2. Retail/Wholesale Food Outlets | 126 | 0.5 | 96 | 57 | 43 | 62 | 11 | 3 | 2 | - | 5 | |
| 3. Commercial, Industrial, Institutional and Recreational | 670 | 2.5 | 379 | 401 | 274 | 248 | 59 | 59 | 3 | 5 | 22 | |
| 4. Hospital/Health Care Facilities | 59 | 0.2 | 36 | 35 | 8 | 28 | 7 | 12 | - | - | 4 | |
| Sub-Total In-House Pest Control | 992 | 3.7 | 563 | 595 | 365 | 410 | 90 | 82 | 5 | 6 | 34 | |
| III. GOVERNMENT PEST CONTROL: | | | | | | | | | | | | |
| 1. Military Installations | 22 | 0.1 | 6 | 18 | 3 | 8 | 4 | 2 | - | 4 | 1 | |
| 2. Federal, State & Community Public Health Departments | 149 | 0.6 | 83 | 89 | 5 | 89 | 17 | 15 | - | 9 | 14 | |
| 3. Federal, State & Community Regulatory Agencies other than Research Personnel | 129 | 0.5 | 65 | 82 | 4 | 56 | 31 | 8 | - | 15 | 15 | |
| Sub-Total Government Pest Control | 300 | 1.1 | 154 | 189 | 12 | 153 | 52 | 25 | - | 28 | 30 | |
| IV. SUPPLIERS: | | | | | | | | | | | | |
| 1&2. Distributors/Independent Manufacturers' Representatives, Manufacturers/Formulators and their Sales Representatives (Note 1) | 480 | 1.8 | 187 | 381 | 129 | 224 | 35 | 14 | 8 | 11 | 59 | |
| Sub-Total Suppliers | 480 | 1.8 | 187 | 381 | 129 | 224 | 35 | 14 | 8 | 11 | 59 | |
| V. OTHERS: (Note 2) | | | | | | | | | | | | |
| 1. Extension Agents, Consultants, Research, Libraries and Trade Associations (Note 2) | 462 | 1.7 | 213 | 326 | 93 | 117 | 61 | 32 | 1 | 98 | 60 | |
| 2. Others Allied to the Field | 1,387 | 5.2 | 888 | 682 | 606 | 464 | 43 | 85 | 3 | 16 | 170 | |
| Sub-Total Others | 1,849 | 6.9 | 1,101 | 1,008 | 699 | 581 | 104 | 117 | 4 | 114 | 230 | |
| VI. OTHER PAID CIRCULATION | | | | | | | | | | | | |
| 1. Other Paid Circulation | - | - | - | - | - | - | - | - | - | - | - | |
| 2. Single Copy Sales | - | - | - | - | - | - | - | - | - | - | - | |
| Sub-Total Other Paid Circulation | - | - | - | - | - | - | - | - | - | - | - | |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 26,706 | 100.0 | 20,813 | 16,009 | 16,016 | 6,624 | 763 | 2,153 | 55 | 250 | 845 | |
| PERCENT | 100.0 | | 77.9 | 59.9 | 60.0 | 24.8 | 2.9 | 8.1 | 0.2 | 0.9 | 3.2 | |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 Note 1: Classifications combined at the publisher's option.
 Note 2: Includes Colleges, Universities, Teachers and Students.