



PRINT



DIGITAL



MOBILE



SOCIAL  
MEDIA



CUSTOM  
CONTENT



DATA



VIRTUAL  
CONFERENCES



# Media Planner / 2019

SALES AND MARKETING IN A HIGHLY COMPLEX,  
MULTI-PLATFORM MEDIA LANDSCAPE IS HARD.



**WE MAKE IT EASY.**



# CONTENT IS KING

## The Power of Concentration

PCT is the most trusted media brand in the industry, the market's "go-to" source for strategic business insights, news and product information, regulatory reporting, and trade show coverage. As an advertiser, why is that important? Because quality editorial drives readership, providing a reader-rich venue for your sales and marketing message, regardless of the media platform.

In a readily defined audience where more than 95 percent of PMPs receive the industry's two national trade magazines, it just makes sound economic sense to concentrate your media spend with the industry leader, the publication with the broadest market reach and most highly engaged readership.

To learn more about how we can assist you in creating a cost-effective, multi-platform marketing program designed to drive sales and build brand loyalty, contact PCT Publisher Dan Moreland or your PCT sales representative:



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**Mike Zaverl**  
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## THE INDUSTRY *by the* NUMBERS 20,018 Pest Control Firms



**\$8.597 Billion**  
In Total Service  
Revenue  
(+5.2%)



**+4.8%**  
5-Year  
Compounded  
Annual Growth Rate



**\$860 Million**  
In Rodent Control  
Service Revenue  
(+6.4%)



**\$644 Million**  
In Bed Bug  
Service Revenue  
(+15.3% Increase in Jobs)



**+22.8%**  
Growth in Mosquito  
Control Service  
Revenue

Courtesy Specialty Consultants, LLC – A Strategic Analysis of the U.S. Structural Pest Control Industry – 2017

## FACTORS DRIVING INDUSTRY GROWTH

North America is the world's largest, most lucrative pest control market. And it has no signs of slowing down thanks to the following key factors:



**POPULATION GROWTH**  
U.S. population increases 3.3 million annually.



**CLIMATE CHANGE**  
As temperatures rise, pests expand their range.



**INVASIVE SPECIES**  
Insects of foreign origin are introduced constantly.



**PUBLIC HEALTH PESTS**  
Mosquitoes, ticks, bed bugs, and rodents are a growing concern.



**CONSUMER OUTREACH**  
PPMA is expanding the market for professional pest control services.



**REGULATORY PRESSURE**  
Food Safety Modernization Act is driving growth of the commercial segment.

# LEADERSHIP IS MEASURABLE

In the market's largest and most highly respected unaided recall study of the pest management industry, pest management professionals rated PCT as the trade publication they overwhelmingly value over all others. In fact, more than 70 percent of respondents named PCT as their "most valued" trade journal, while the closest competitor was only mentioned 18.8% of the time.

**MOST  
VALUED**

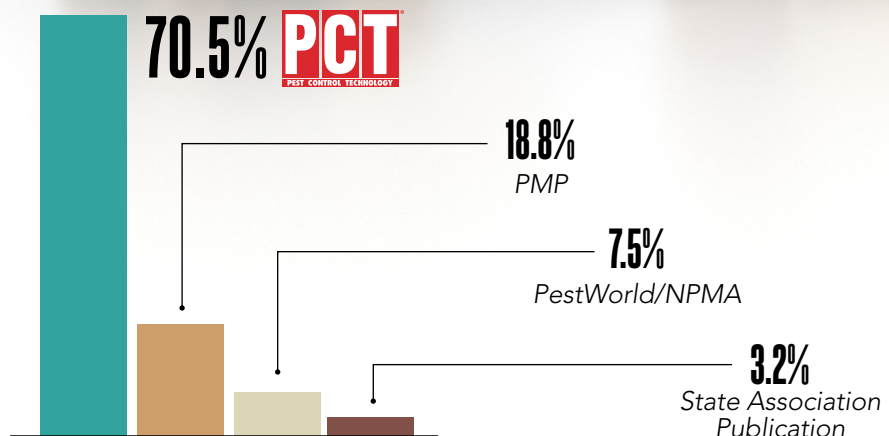
TRADE JOURNAL-2017

**The Industry's  
#1 Choice**

Data courtesy  
of Specialty  
Consultants, LLC

A Strategic Analysis  
of the U.S. Structural  
Pest Control  
Industry – 2017

Number of  
respondents: 800





# THE POWER OF PRINT

## 77% OF PCT'S SUBSCRIPTIONS ARE IN PRINT.

Your presence in the print edition of PCT is a sure way to reach our largest audience. Use the strength of our brand along with our industry-exclusive solutions to achieve unmatched visibility in the professional pest control market.

2018 June BPA Brand Report



### PCT MAGAZINE

With a print circulation of 20,597, and 97.3% of readers "Personal Direct Request," PCT is the industry's go-to source for industry news and product information. It also boasts the most highly engaged readership.



### STATE OF THE MARKET REPORTS

These special reports devoted to key vertical market segments (i.e., mosquitoes, bed bugs, ants, etc.) allow product suppliers to stand out from the competition.



### MOSQUITO & BED BUG SUPPLEMENTS

If your company offers products or services for either of these rapidly emerging markets, you'll want to advertise in PCT's quarterly Bed Bug Supplements and bi-annual Mosquito Supplements.



### PCT TOP 100 ISSUE

Increase your company's visibility and market reach in May with PCT's most eagerly anticipated issue of the year. It's also our most downloaded issue of the year!



### PCT CONVENTION EXTRA

This high-profile publication is distributed on the trade show floor and "room-dropped" at NPMA PestWorld, the industry's largest convention.



### PCT CANADA

Canada is a growing market and an increasingly important target audience for industry product suppliers eager to expand their footprint throughout North America.



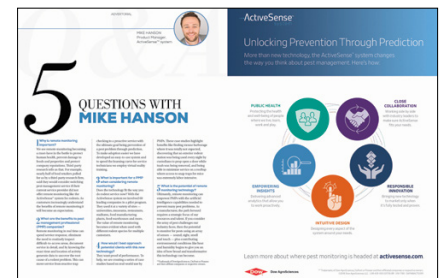
### QA MAGAZINE

PCT's sister publication – Quality Assurance & Food Safety – provides unmatched coverage of the food-processing industry, an important commercial market for pesticide manufacturers and equipment suppliers.



### CUSTOM CONTENT

PCT Custom Media is the content marketing arm of the PCT Media Group, providing advertorials, case studies and other forms of custom content for companies serving the professional pest management industry.



### 5 QUESTIONS

In this high-impact advertorial, own a spread where a company representative is featured as an industry expert on a topic of importance for your 2019 marketing efforts. Facing the advertorial is a full-page ad reinforcing the messaging in the "5 Questions" advertorial. Our designers will match the design of the advertorial with your corporate color palette, creating a seamless spread that is both compelling and educational.


# EXPAND YOUR DIGITAL REACH

## PRINT & DIGITAL REACH: 26,585 Total Subscribers

2018 June BPA Brand Report



Digital advertising is an essential component of a multi-platform marketing campaign, providing a “synergistic” effect to your core print program. Advertising in both the print publication and PCT Online ensures your company’s message gets in front of everybody, no matter what platform they prefer.

  
**97%**  
**PERSONAL  
DIRECT  
REQUEST**

### PCT WEBSITE ADVERTISING

With more than 77,159 average visits and 200,269 average page views per month, PCT Online is among the most visited sites in the industry.

### WEEKLY E-NEWSLETTER

Reaching 19,500+ PMPs every week and with an impressive open rate of 38.8%, PCT’s Weekly E-Newsletter is the industry’s “go-to” source for the latest news and product information.

### MOBILE DEVICES

With 47,595+ sessions per month, on average, PCT’s growing mobile device audience adds to your company’s marketing reach.

### SINGLE-TOPIC E-NEWSLETTERS

Own an industry topic (i.e., bed bugs, rodents, mosquitoes, etc.) when your company sponsors a PCT Single-Topic E-Newsletter.

### VIRTUAL CONFERENCES

PCT’s Virtual Conferences provide advertisers the opportunity to enhance their brand and extend their market reach through a variety of sponsorship opportunities.

### VIDEO PRODUCT SHOWCASE

We’ll combine our quality editorial content with your product video to create a valuable marketing vehicle that educates our readers while highlighting a specific product or family of products in your portfolio.

### INTELLIGENT CONTENT MARKETING

Using intuitive marketing automation, we can deliver your custom content or a highly targeted ad message to a segment of our audience that has shown an interest in your product/service.

### TMI

Target Market Intelligence is a game-changing sales and marketing tool that will help drive sales in today’s highly competitive business environment.



### ONLINE LABEL TRAINING

Developed exclusively by Board Certified Entomologist Stoy Hedges, PCT’s Distance Learning Center houses our online label training modules, which should be a part of every manufacturer’s product stewardship efforts.



# 2019 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL
Issue Emphasis	<ul style="list-style-type: none"> <li>• PCT/NPMA Survey – Employee Diversity &amp; Recruitment</li> <li>• 2019 Market Preview</li> <li>• What's New in Termite Control?</li> <li>• Are You Performing Crack and Crevice Treatments Correctly?</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Termite Control Issue</li> <li>• Termite News &amp; Notes</li> <li>• Legislative &amp; Regulatory Update</li> <li>• Invasive Termites On the Move</li> </ul>	<ul style="list-style-type: none"> <li>• Termite Research Update</li> <li>• Keeping an Eye on Springtime Pests</li> <li>• Surprising Mosquito Habitats</li> <li>• Bed Bug Lawsuits &amp; Reducing PMP Liability</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Ant Control Issue</li> <li>• Managing Mega Ant Colonies</li> <li>• University Research Update on Ants</li> <li>• Bird Control Product Guide</li> </ul>
Bonus Distribution		NPMA Legislative Day		UPFDA Spring Conference
Supplement	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers  New Technology Supplement	Bed Bug Supplement  Mosquito Control Supplement	Public Health Pest Supplement
Closing Date	December 4	January 4	February 5	March 5
Material Due Date	December 11	January 11	February 12	March 12

	MAY	JUNE	JULY	AUGUST
Issue Emphasis	<ul style="list-style-type: none"> <li>• PCT Top 100 List</li> <li>• Reactive vs. Proactive Ant Management Strategies</li> <li>• What's the Next Threat From Mosquitoes?</li> <li>• Top Growth Factors for Top 100 Companies</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Fly Control Issue</li> <li>• Bed Bugs On The Move: Buses, Planes and More</li> <li>• A Good Website Is Not Enough: Social Media Tips</li> <li>• Filth Flies in Food-Processing Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Cockroach Control Issue</li> <li>• How PMPs are Using Technology to Increase Revenues</li> <li>• Keeping Technicians and Customers Safe From Fleas</li> <li>• Ticks &amp; Lyme Disease in the News</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Rodent Control Issue</li> <li>• Social Wasps 101</li> <li>• How to Conduct a Rodent Inspection in Commercial Accounts</li> <li>• Spider ID Tips</li> </ul>
Bonus Distribution		NPMA Academy		
Supplement	Mosquito Control Supplement	Bed Bug Supplement		
Closing Date	April 3	May 3	June 4	July 2
Material Due Date	April 10	May 10	June 11	July 9

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Issue Emphasis	<ul style="list-style-type: none"> <li>• Urban Wildlife Control</li> <li>• Talking to Customers About Bed Bugs</li> <li>• Stored Product Pests: Identification and Control</li> <li>• Social Media Primer: Using Videos Online</li> </ul>	<ul style="list-style-type: none"> <li>• NPMA PestWorld Convention Issue</li> <li>• Solve the Mystery: Pests in Unusual Locations</li> <li>• Invasive Species Update</li> <li>• Pest Control in Food Processing, Warehouse &amp; Distribution Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Internet of Things (IoT) &amp; Your Bottom Line</li> <li>• Unusual Occasional Invaders</li> <li>• Beyond the Drop Ceiling: Inspection Tips to Consider</li> <li>• How Tracking Vehicles Helps PMPs Track Expenses</li> </ul>	<ul style="list-style-type: none"> <li>• NPMA PestWorld Coverage</li> <li>• Technician of the Year Awards</li> <li>• Tips for Uncovering Low-Level Bed Bug Infestations</li> <li>• People Skills: Training Your Technicians</li> </ul>
Bonus Distribution		NPMA PestWorld	NPMA Technology Meeting	Purdue Conference
Supplement	Bed Bug Supplement	PCT Convention Extra	New Technology Supplement	Bed Bug Supplement
Closing Date	August 2	September 3	October 4	November 5
Material Due Date	August 9	September 10	October 11	November 12





# 2019 RATES & SPECIFICATIONS

## PRINT

### FREQUENCY DISCOUNTS\*

Size	1x	6x	12x	18x	24x
Spread	\$12,190	\$10,480	\$9,321	\$9,097	\$8,480
Full	6,393	5,507	4,907	4,748	4,448
2/3 page	4,208	3,621	3,322	3,125	2,928
1/2 island	3,662	3,279	2,961	2,781	2,622
1/2 standard	3,256	2,732	2,503	2,350	2,196
1/3 page	2,219	1,858	1,748	1,634	1,530
1/4 page	1,634	1,410	1,296	1,207	1,147
1/6 page	1,093	940	858	798	732

Covers*	6x	12x	18x	24x
2nd Cover	\$7,950	\$7,420	\$6,884	\$6,684
3rd Cover	7,420	7,151	6,884	6,480
4th Cover	9,004	8,480	7,950	7,415
Belly Band				11,255
Belly Tip				12,051
Covergate				12,731
French Door				16,974

Color Charges*	Single Page	Spread
Standard	\$567	\$927
Matched Color, Extra	670	1,030
Matched, Metallic Color	695	1,107
Four-Color Process, Extra	1,133	1,751

### DIGITAL EDITION:

Print + 8% premium

### CLASSIFIEDS (PRINT AND ONLINE):

\$125 per column inch - 2-color \$25.00, 4-color \$50.00

**Word only:** \$1.20 per word, \$35.00 minimum

\*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*, *Produce Grower*, and *Cannabis Business Times*.

**MECHANICAL REQUIREMENTS:** Perfect-bound, three columns to a page. Paper stock: Machine coated, 40.5-lb. body with 80-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

**DIGITAL FILES AND SPECIFICATIONS FOR PRINT:** High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, contact Lori Skala at 216-393-0276 or lskala@gie.net.

**SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES:** Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

### AD SIZES (NON-BLEED)

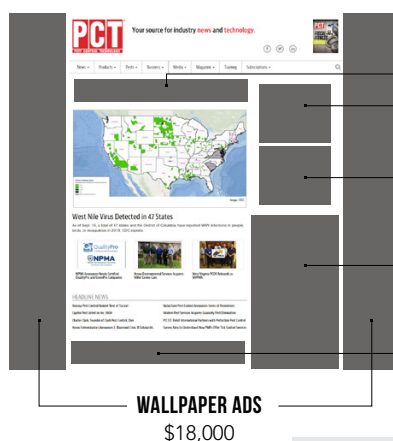
Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
3/4 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 3/8"	10 3/4"
Trim Area	7 3/8"	10 1/8"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/8"	10 1/8"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

## INTERACTIVE

### ONLINE ADS



### LEADERBOARD AD

728x90  
\$2,260  
6 units available monthly

### PRIME-PLUS SQUARE ADS

300x250  
\$1,397  
20 units available monthly

### PRIME TOWER AD

300x600  
\$1,599  
5 units available

### BOTTOM LEADERBOARD AD

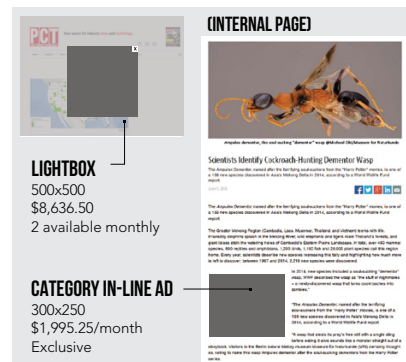
728x90  
\$667

**WALLPAPER ADS**  
\$18,000

### CUSTOM EBLAST

\$5,313

### NEWSLETTER ADS



### LIGHTBOX

500x500  
\$8,636.50  
2 available monthly

### CATEGORY IN-LINE AD

300x250  
\$1,995.25/month  
Exclusive

### PRIME PLUS TOP (300x250)

1x	12x	24x	52x
\$2,564	\$2,219	\$1,989	\$1,753

### PRIME PLUS MIDDLE (300x250)

1x	12x	24x	52x
\$2,340	\$2,006	\$1,788	\$1,535

### PRIME PLUS BOTTOM (300x250)

1x	12x	24x	52x
\$1,960	\$1,817	\$1,610	\$1,380

### SPONSORED FEATURE

360x180 \$2,294

### BOTTOM LEADERBOARD (728x90)

1x	12x	24x	52x
\$1,817	\$1,610		
\$1,397	\$1,299		

### BANNER (468x60)

1x	12x	24x	52x
\$1,461	\$1,363		
\$1,300	\$1,133		

### DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads and tearbacks also available and priced upon request.

**DISPLAY AD**.....Print + 8% premium  
**DIGITAL EDITION PREVIEW** ..... \$2,035



### WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services ..... \$8,000

# The PCT Media Group Staff:

## EXPERIENCE YOU CAN TRUST TO HELP YOU SUCCEED

[www.pctonline.com](http://www.pctonline.com)



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