



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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.

GIE Media Inc.  
5811 Canal Rd.  
Valley View, OH 44125  
Tel.: (800) 456 - 0707  
Fax: (216) 525 - 0515  
www.pctonline.com

**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 includes 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  
28,435 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PEST CONTROL TECHNOLOGY MAGAZINE</b> Unique Total* (6 issues in the period)	28,389	46	28,435
a. Print	20,953	46	20,999
b. Digital	17,210	32	17,242
1. Requested	17,210	32	17,242
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 2019

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,039	3,641	904	20,495	17,076	27,584	97.9
II. Request from recipient's company:	570	13	3	504	228	586	2.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – 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:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>23,609</b>	<b>3,654</b>	<b>907</b>	<b>20,999</b>	<b>17,304</b>	<b>28,170</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.8</b>	<b>13.0</b>	<b>3.2</b>	<b>74.6</b>	<b>61.5</b>	<b>100.0</b>	

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

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,182	17,304	27,353	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	817	-	817	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,999</b>	<b>17,304</b>	<b>28,170</b>	<b>100.0</b>

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

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Unique Total Audit Average Qualified***	26,385	26,659	26,750	26,585	27,072	28,435
Unique Qualified Non-Paid Total***	25,919	26,196	26,291	26,285	27,008	28,389
Print	20,576	20,520	20,541	20,297	20,937	20,953
Digital	12,115	12,694	13,785	15,661	16,321	17,210
Unique Qualified Paid Total***	466	463	459	300	64	46
Print:	466	463	459	300	64	46
Digital:	-	-	-	103	20	32
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 2018 – June 2019 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 of 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

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 12, 2019
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 12, 2019
Type	BJ
ID Number	P042B0J9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	755
Allocated for Trade Shows and Conventions	59
All Other	190
<b>TOTAL</b>	<b>1,004</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,611	97.1	27,565	96.9	46	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	824	2.9	824	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,435</b>	<b>100.0</b>	<b>28,389</b>	<b>99.8</b>	<b>46</b>	<b>0.2</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Print	Digital	Unique Total Qualified*
January	21,001	17,072	27,951
February	20,997	17,281	27,961
March	21,000	17,220	28,809
April	20,999	17,191	28,984
May	20,999	17,304	28,170
June	21,000	17,389	28,740

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**  
 This issue is 1.1% or 319 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	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)	
<b>I. CONTRACT PEST CONTROL:</b>												
1. General Pest Control	20,675	73.4	17,158	12,883	12,925	5,253	450	1,828	25	93	101	
2. Ornamental, Turf & Tree, Pest & Weed Control	3,127	11.1	1,794	1,748	2,283	682	41	105	5	8	3	
3. Mosquito and Flying Insect Control	503	1.8	267	324	278	171	14	25	1	12	2	
4. Fumigation Specialist	152	0.5	75	99	67	68	7	8	1	1	-	
5. Other Contract Specialist	870	3.1	533	423	519	271	37	37	1	4	1	
Sub-Total Contract Pest Control	25,327	89.9	19,827	15,477	16,072	6,445	549	2,003	33	118	107	
<b>II. IN-HOUSE PEST CONTROL:</b>												
1. Food Processing, Storage and Warehousing	221	0.8	111	116	59	122	21	18	-	1	-	
2. Retail/Wholesale Food Outlets	179	0.6	126	69	73	84	13	5	4	-	-	
3. Commercial, Industrial, Institutional and Recreational	824	2.9	439	434	389	325	41	57	3	7	2	
4. Hospital/Health Care Facilities	68	0.3	38	32	12	37	7	11	-	-	1	
Sub-Total In-House Pest Control	1,292	4.6	714	651	533	568	82	91	7	8	3	
<b>III. GOVERNMENT PEST CONTROL:</b>												
1. Military Installations	18	0.1	6	13	4	8	2	1	-	3	-	
2. Federal, State & Community Public Health Departments	182	0.6	78	106	15	117	17	24	1	7	1	
3. Federal, State & Community Regulatory Agencies other than Research Personnel	151	0.5	56	100	15	74	32	12	-	15	3	
Sub-Total Government Pest Control	351	1.2	140	219	34	199	51	37	1	25	4	
<b>IV. SUPPLIERS:</b>												
1&2. Distributors/Independent Manufacturers' Representatives, Manufacturers/Formulators and their Sales Representatives (Note 1)	380	1.4	118	286	204	127	27	5	1	7	9	
Sub-Total Suppliers	380	1.4	118	286	204	127	27	5	1	7	9	
<b>V. OTHERS:</b>												
1. Extension Agents, Consultants, Research, Libraries and Trade Associations (Note 2)	481	1.7	172	338	121	155	64	40	1	89	11	
2. Others Allied to the Field	339	1.2	28	333	235	57	26	12	-	7	2	
Sub-Total Others	820	2.9	200	671	356	212	90	52	1	96	13	
<b>VI. OTHER PAID CIRCULATION</b>												
1. Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
2. Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>28,170</b>	<b>100.0</b>	<b>20,999</b>	<b>17,304</b>	<b>17,199</b>	<b>7,551</b>	<b>799</b>	<b>2,188</b>	<b>43</b>	<b>254</b>	<b>136</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>74.5</b>	<b>61.4</b>	<b>61.0</b>	<b>26.8</b>	<b>2.8</b>	<b>7.8</b>	<b>0.2</b>	<b>0.9</b>	<b>0.5</b>	

\*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.