



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2020



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 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 owners, partners, presidents, executives, technical directors, directors, general managers, managers, sanitarians, supervisors, foremen, specialists, consultants, servicemen, technicians, purchasing agents, entomologists, scientists, and other titled and non-titled personnel allied to the field.

CHANNELS

PEST CONTROL TECHNOLOGY MAGAZINE



6 issues in the period
28,635 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PEST CONTROL TECHNOLOGY MAGAZINE (6 issues in the period)	28,430	205	28,635

(See Paragraph 3b for Format Type and Source)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,496	4,532	-	20,780	15,702	28,028	98.1
II. Request from recipient's company:	378	155	-	475	302	533	1.9
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (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*	23,874	4,687	-	21,255	16,004	28,561	100.0
PERCENT	83.6	16.4	-	74.5	56.1	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 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	19,986	16,004	27,292	95.6
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	1,269	-	1,269	4.4
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,255	16,004	28,561	100.0

*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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Unique Total Audit Average Qualified***	26,750	26,585	27,072	28,435	28,799	28,635
Unique Qualified Non-Paid Total***	26,291	26,285	27,008	28,389	28,631	28,430
Print	20,541	20,297	20,937	20,953	20,832	20,979
Digital	13,785	15,661	16,321	17,210	17,202	16,679
Unique Qualified Paid Total***	459	300	64	46	168	205
Print:	459	300	64	46	168	205
Digital:	-	103	20	32	115	202
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 2019 – June 2020 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	61	40	78		Kentucky	352	166	422	
New Hampshire	87	61	109		Tennessee	559	375	710	
Vermont	31	22	39		Alabama	449	282	551	
Massachusetts	329	256	436		Mississippi	164	115	215	
Rhode Island	70	52	88		EAST SO. CENTRAL	1,524	938	1,898	6.7
Connecticut	198	185	295		Arkansas	210	111	260	
NEW ENGLAND	776	616	1,045	3.7	Louisiana	353	212	427	
New York	912	726	1,201		Oklahoma	173	190	265	
New Jersey	854	564	1,116		Texas	1,952	1,397	2,513	
Pennsylvania	559	433	750		WEST SO. CENTRAL	2,688	1,910	3,465	12.1
MIDDLE ATLANTIC	2,325	1,723	3,067	10.7	Montana	42	25	57	
Ohio	611	467	828		Idaho	93	71	127	
Indiana	899	458	1,124		Wyoming	21	27	39	
Illinois	568	434	751		Colorado	202	138	264	
Michigan	439	338	581		New Mexico	151	85	181	
Wisconsin	233	192	326		Arizona	497	388	640	
EAST NO. CENTRAL	2,750	1,889	3,610	12.6	Utah	169	135	221	
Minnesota	337	166	417		Nevada	201	152	255	
Iowa	206	143	264		MOUNTAIN	1,376	1,021	1,784	6.2
Missouri	451	285	576		Alaska	10	10	15	
North Dakota	30	19	39		Washington	332	244	422	
South Dakota	46	26	55		Oregon	175	128	228	
Nebraska	104	75	133		California	1,674	1,234	2,159	
Kansas	245	171	310		Hawaii	74	56	98	
WEST NO. CENTRAL	1,419	885	1,794	6.3	PACIFIC	2,265	1,672	2,922	10.2
Delaware	65	45	87		UNITED STATES	20,939	14,631	27,025	94.6
Maryland	408	246	508		U.S. Territories	38	57	59	
Washington, DC	13	16	24		Canada	271	548	707	
Virginia	553	339	684		Mexico	1	67	67	
West Virginia	72	48	87		Other International	6	701	703	
North Carolina	1,018	523	1,250		APO/FPO	-	-	-	
South Carolina	505	373	650						
Georgia	1,015	823	1,362						
Florida	2,167	1,564	2,788						
SOUTH ATLANTIC	5,816	3,977	7,440	26.1					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	21,255	16,004	28,561	100.0

*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 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 13, 2020
City	Valley View
State	Ohio
Received by BPA Worldwide	July 13, 2020
Type	BJ
ID Number	P042B0J0

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	712
Allocated for Trade Shows and Conventions	57
All Other	174
TOTAL	943

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,370	95.6	27,165	94.9	205	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,265	4.4	1,265	4.4	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,635	100.0	28,430	99.3	205	0.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January	21,183	18,500	28,464
February	21,195	17,525	28,519
March	21,225	16,893	28,855
April	21,250	16,557	28,902
May	21,255	16,004	28,561
June	21,000	15,803	28,512

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
 This issue is 0.3% or 89 copies below 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	21,924	76.8	17,605	12,221	13,836	5,427	418	1,987	25	82	149	
2. Ornamental, Turf & Tree, Pest & Weed Control	2,571	9.0	1,442	1,377	1,851	559	28	118	8	4	3	
3. Mosquito and Flying Insect Control	647	2.2	451	370	335	243	16	37	1	10	5	
4. Fumigation Specialist	191	0.7	121	124	95	69	6	13	2	3	3	
5. Other Contract Specialist	1,124	3.9	846	483	639	355	44	80	2	4	-	
Sub-Total Contract Pest Control	26,457	92.6	20,465	14,575	16,756	6,653	512	2,235	38	103	160	
II. IN-HOUSE PEST CONTROL:												
1. Food Processing, Storage and Warehousing	115	0.4	38	84	26	64	11	10	1	2	1	
2. Retail/Wholesale Food Outlets	86	0.3	60	31	26	46	4	7	1	-	2	
3. Commercial, Industrial, Institutional and Recreational	595	2.1	344	300	242	233	38	63	5	11	3	
4. Hospital/Health Care Facilities	44	0.1	23	23	12	22	2	6	-	1	1	
Sub-Total In-House Pest Control	840	2.9	465	438	306	365	55	86	7	14	7	
III. GOVERNMENT PEST CONTROL:												
1. Military Installations	12	-	3	9	3	6	2	-	-	1	-	
2. Federal, State & Community Public Health Departments	129	0.5	71	62	10	63	21	20	-	11	4	
3. Federal, State & Community Regulatory Agencies other than Research Personnel	103	0.4	41	68	6	42	29	10	1	11	4	
Sub-Total Government Pest Control	244	0.9	115	139	19	111	52	30	1	23	8	
IV. SUPPLIERS:												
1&2. Distributors/Independent Manufacturers' Representatives, Manufacturers/Formulators and their Sales Representatives (Note 1)	405	1.4	88	334	127	173	35	9	6	13	42	
Sub-Total Suppliers	405	1.4	88	334	127	173	35	9	6	13	42	
V. OTHERS:												
1. Extension Agents, Consultants, Research, Libraries and Trade Associations (Note 2)	370	1.3	111	276	88	102	50	31	1	82	16	
2. Others Allied to the Field	245	0.9	11	242	121	60	30	13	-	8	13	
Sub-Total Others	615	2.2	122	518	209	162	80	44	1	90	29	
VI. OTHER PAID CIRCULATION												
1. Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
2. Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	28,561	100.0	21,255	16,004	17,417	7,464	734	2,404	53	243	246	
PERCENT	100.0		74.4	56.0	61.0	26.1	2.5	8.4	0.2	0.9	0.9	

*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.