



PRINT



DIGITAL



MOBILE



SOCIAL



CONTENT
MARKETING



WEBINARS



DATA



VIRTUAL
CONFERENCES



Media Planner / 2021

MARKETING IN THE AGE OF COVID-19

New Challenges ... New Opportunities



WHY PARTNER WITH PCT?

The Industry's Most Influential Multi-Platform Media Brand
PRINT // DIGITAL // SOCIAL // VIRTUAL

There's no playbook for marketing pest control products and services in the midst of a global pandemic, but one thing is certain: Partnering with the industry's leading media brand is a critical first step to ensuring your sales and marketing message is delivered to the marketplace in an uninterrupted, highly targeted, cost-effective fashion.

At a time when marketers find themselves with limited options – when industry trade shows and educational events are being cancelled or delayed in growing numbers – we're here not just to fill the void, but to provide enhanced, cutting-edge marketing opportunities on an array of platforms designed to expand your market reach, build your company's brand and drive product sales.

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, even in the midst of a pandemic, contact PCT Publisher Dan Moreland or your PCT sales representative.



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THE INDUSTRY *by the* NUMBERS 19,295 Pest Control Firms



142,320
Pest Control
Technicians



\$9.359 Billion
Total Service
Revenue
(+4.3%)



\$4.04 Billion
Residential
Pest Control
Revenue



\$3.44 Billion
Commercial
Pest Control
Revenue



\$1.88 Billion
Termite
Market
Revenue

Above Data Courtesy Specialty Consultants, LLC – A Strategic Analysis of the U.S. Structural Pest Control Industry – 2019

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 being introduced constantly.



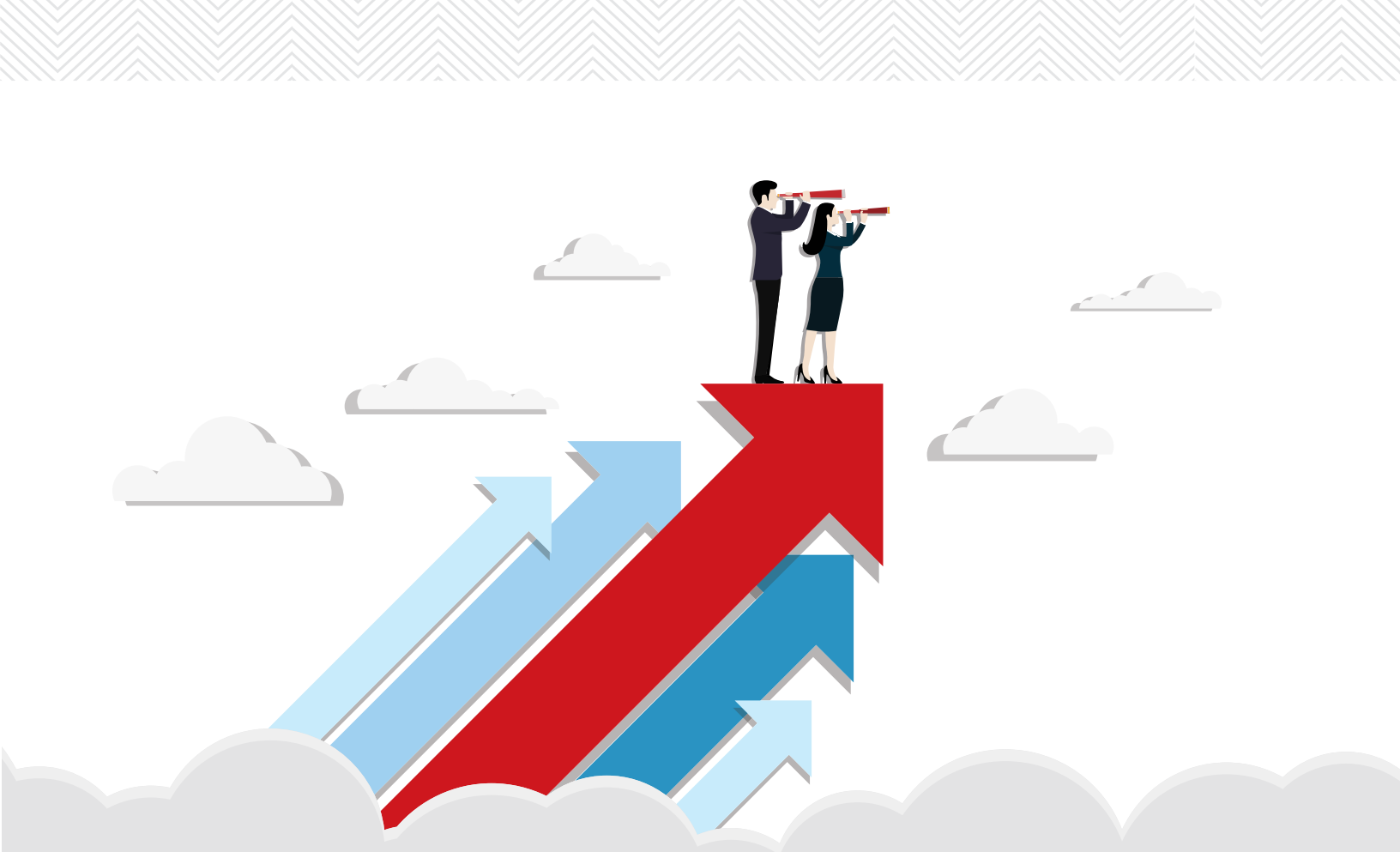
PUBLIC HEALTH PESTS
Mosquitoes, ticks, and rodents are a growing public health threat.



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



COVID-19 PANDEMIC
With Americans spending more time at home, the residential pest control market is expanding.



PCT: THE MARKET LEADER

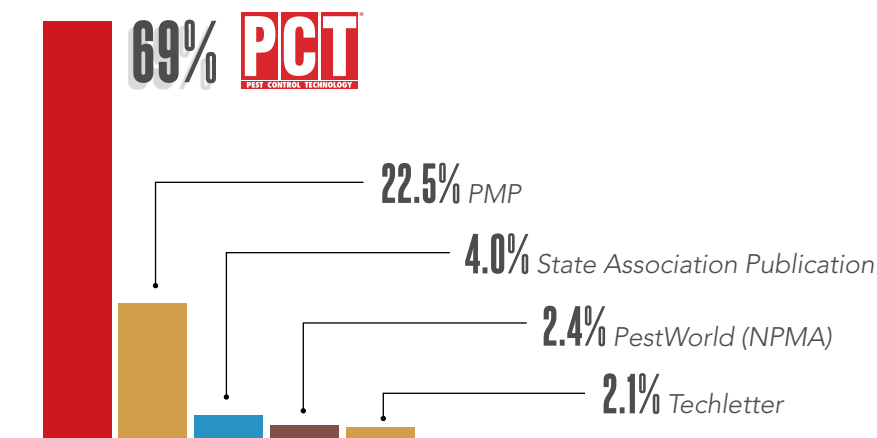
MOST VALUED TRADE JOURNAL **The Industry's #1 Choice**

In the market's largest and most highly respected unaided recall study, PMPs rated PCT as the trade publication they overwhelmingly value over all others. In fact, nearly 7 of 10 respondents named PCT as their "most valued" trade journal.

Data courtesy
of Specialty
Consultants, LLC

A Strategic Analysis
of the U.S. Structural
Pest Control
Industry – 2019

Number of
respondents: 800



THE ENDURING POWER OF PRINT

Bestselling author Joe Pulizzi, founder of the Content Marketing Institute, says print publications are “the best medium on the planet for thinking outside the box and asking yourself tough questions based on what you read.” That’s certainly true of the pest control industry and a key mission of PCT. “Online marketing and social media are definitely here to stay,” Pulizzi observes. “So say ‘yes’ to social media, apps, and the rest of it. But don’t forget that print can still play an important role in your overall marketing mix.”



PCT MAGAZINE

With a print circulation of 21,255, and 98.1% of readers “Direct Request,” PCT magazine is the industry’s “go-to” source for the latest news, market analysis and product information.

Source: June 2020 BPA Brand Report



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 and “own” a particular category.



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 Bed Bug and Mosquito Supplements.



PCT CONVENTION EXTRA

This high-profile publication is distributed on the trade show floor and “room-dropped” at NPMA PestWorld, the industry’s largest, most important convention.



PCT CANADA

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



QA MAGAZINE

PCT’s sister magazine – 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, white papers and other forms of custom content for companies serving the pest control industry.



5 QUESTIONS

In this high-impact advertorial, feature a company representative as an industry expert on a topic of importance to your company’s marketing efforts. Facing the advertorial is your company’s full-page, product-specific ad.



PCT TOP 100 ISSUE

Increase your company’s market reach in May with PCT’s most eagerly anticipated issue of the year. It’s also our most downloaded issue of the year and a year-round driver of website traffic!

THE PCT TOP 100 REPRESENTS MORE THAN 75% OF THE PURCHASING POWER IN THE INDUSTRY.

NEW!

PCT RISING STARS

Profiles of up-and-coming pest control companies on the fast track to success.



THE RISE OF DIGITAL

PRINT + DIGITAL REACH: 28,635 Subscribers

Source: June 2020 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 PCT’s print publications and online resources ensures your company’s message gets in front of everybody, no matter what platform they prefer.

PCT WEBSITE ADVERTISING

With 126,651 average visits and 252,650 average page views per month, PCTonline is among the most visited sites in the industry.*

WEEKLY E-NEWSLETTER

Reaching 27,245 PMPs every week and with an impressive open rate of 40.2%, PCT’s Weekly E-Newsletter is the industry’s “go-to” source for the latest news and product information.*

MOBILE DEVICES

With 96,500 impressions per month, on average, PCT’s growing mobile device audience adds to your company’s marketing reach.*

CORPORATE WEBINARS

Give your company the opportunity to put your industry expert in front of PCT’s highly engaged audience of PMPs. Our readers are eager to learn about your company’s products and services, particularly when it’s in an educational setting like a PCT webinar.

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.

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 products/services.

PCT VENDOR SHOWCASE VIRTUAL EVENT

PCT VENDOR SHOWCASE

A half-day virtual conference designed to provide product suppliers with much-needed “face time” with customers in an era of social distancing.

SPONSOR BENEFITS INCLUDE:

- 30-minutes on Vendor Showcase program
- Sponsor logo on all promotional materials
- Logo recognition on PCT Vendor Showcase website spotlighting the event
- Link to your website in post-event email
- Product release in PCT e-newsletter

TMI™

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



PCT BUSINESS BOOSTERS WEBINARS

A 90-minute webinar featuring a high-profile industry speaker discussing a growth opportunity or service offering critical to a PMP’s success, followed by a 20-minute presentation by the corporate sponsor of the event, including a 10-minute Q&A.

SPONSOR BENEFITS INCLUDE:

- Exclusivity; only one sponsor per webinar
- 20 minutes to address attendees, followed by a 10-minute Q&A
- Sponsor logo on all promotional materials
- Webinar archived on PCT website
- Complete list of attendees
- Webinar promoted on PCT’s website and e-newsletter pre-event
- Sponsor presentation highlighted in PCT e-newsletter at a later date

*Publisher’s Own Data, January-June 2020



2021 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL
ISSUE FOCUS	2021: The Year Ahead	Annual Termite Control Issue	Ants/Termites	Annual Ant Control Issue
Additional Topics	<ul style="list-style-type: none"> Food Plant Pest Management Termite Market Preview Updating Your Safety Protocols/Best Practices Changing Face of the Industry 	<ul style="list-style-type: none"> Regulatory Issues: Local, State and Federal Updates Rodent Control Virtual Conference Coverage Practical Pheromone Trap Placement Tips 	<ul style="list-style-type: none"> Bed Bug Monitoring and Control in Sensitive Accounts Perimeter Pests Busy Season Prep: Attracting & Retaining Employees 	<ul style="list-style-type: none"> Intricacies of Bird Control Photo Contest Winners Carpenter Ant Control Tips What's New in Aerosol Product Technology?
Supplement	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers	<ul style="list-style-type: none"> Bed Bug Supplement Mosquito Control Supplement 	
Closing Date	December 4	January 5	February 4	March 4
Material Due Date	December 11	January 12	February 11	March 11

	MAY	JUNE	JULY	AUGUST
ISSUE FOCUS	PCT Top 100 List	Annual Fly Control Issue	Annual Cockroach Control Issue	Annual Rodent Control Issue
Additional Topics	<ul style="list-style-type: none"> University Ant Research: What's the Latest? Mosquitoes & Disease Pest Prevention: An Ounce of Prevention Peridomestic Cockroaches 	<ul style="list-style-type: none"> The Latest in Fly Control Technology Reducing Bed Bug Callbacks: 3 Key Steps Marketing Your Occasional Invaders Services 	<ul style="list-style-type: none"> Training for Success: Cockroach Baiting Flea Control: Tips & Tricks Ticks & Public Health PMPs Offering Disinfecting Services 	<ul style="list-style-type: none"> Hidden Rodent Hot Spots in Homes Increasing Revenue for Stinging Insects Commercial Pest Management Sales Tips
Supplement	Mosquito Control Supplement	Bed Bug Supplement		
Closing Date	April 5	May 3	June 4	July 5
Material Due Date	April 12	May 10	June 11	July 9

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ISSUE FOCUS	Urban Wildlife Control	NPMA PestWorld Convention Issue	The Sales Issue	Bed Bugs
Additional Topics	<ul style="list-style-type: none"> How to Perform an Urban Wildlife Inspection Trapping Equipment & Tips Bed Bugs Go to College Risk Management for PMPs 	<ul style="list-style-type: none"> Emerging/Invasive Pests Taking Care of Equipment Tackling Technology: PMPs' Best Tips 	<ul style="list-style-type: none"> Converting One-Time Accounts to Contracts Commercial Pest Management: Pests to Know 2022 Business Outlook 	<ul style="list-style-type: none"> Latest Bed Bug Research NPMA PestWorld Report 25th Annual Technician of the Year Awards Vehicle Wrap Winners
Supplement	Bed Bug Supplement	PCT Convention Extra		Bed Bug Supplement
Closing Date	August 3	September 2	October 4	November 3
Material Due Date	August 10	September 9	October 11	November 10



2021 RATES & SPECIFICATIONS

PRINT

FREQUENCY DISCOUNTS*

Size	1x	6x	12x	18x	24x
Spread	\$12,993	\$11,127	\$9,889	\$9,651	\$8,996
Full	6,783	6,239	5,206	5,037	4,718
2/3 Page	4,464	3,842	3,525	3,316	3,106
1/2 Island	3,885	3,478	3,142	2,950	2,782
1/2 Standard	3,455	2,898	2,655	2,494	2,330
1/3 Page	2,355	2,105	1,854	1,734	1,623
1/4 Page	1,734	1,496	1,375	1,280	1,216
1/6 Page	1,160	997	911	847	777

Covers*	6x	12x	18x	24x
2nd Cover	\$8,434	\$7,872	\$7,304	\$7,092
3rd Cover	7,872	7,587	7,091	6,874
4th Cover	9,552	8,996	8,434	7,866
Belly Band				11,941
Belly Tip				12,785
Covergate				13,506
French Door				18,007

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-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"
1/4 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 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
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

CUSTOM EBLAST \$6,137 NEWSLETTER ADS

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\$2,351

WEBINARS

Interactive webinars, sponsored by suppliers, provide information about products and services \$9,240

The PCT Media Group Staff:

EXPERIENCE YOU CAN TRUST

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1 Year

Digital Dedication

GIE Media continues to invest in digital innovation with the addition of Nick Adams as Director of Digital Audience Engagement. A veteran of this rapidly evolving field, Adams previously served as Head of Marketing for Guinness World Records and Senior Manager of Digital Content for the Cleveland Cavaliers. Prior to joining the Cavaliers, he served as E-News Coordinator for Spurs Sports & Entertainment in San Antonio. Adams is a graduate of Westminster College where he majored in Public Relations, Advertising and Applied Communication.