



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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

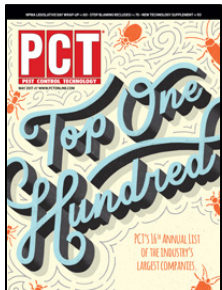
PEST CONTROL TECHNOLOGY serves the structural pest control industry including contract pest control, in-house pest control, government pest control, suppliers and others allied to the field as defined in paragraph 3a.

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
26,659 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)	26,196	463	26,659
a. Print	20,520	463	20,983
b. Digital	12,694	-	12,694
1. Requested	12,694	-	12,694
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 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	21,293	3,687	-	19,810	12,710	24,980	93.9
II. Request from recipient's company:	1,590	22	-	1,105	915	1,612	6.1
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*	22,883	3,709	-	20,915	13,625	26,592	100.0
PERCENT	86.1	13.9	-	78.7	51.2	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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,144	13,625	25,821	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	771	-	771	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,915	13,625	26,592	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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Unique Total Audit Average Qualified***	26,533	25,845	25,662	26,258	26,385	26,659
Unique Qualified Non-Paid Total***	25,674	25,209	25,202	25,895	25,919	26,196
Print	20,106	20,335	20,530	20,629	20,576	20,520
Digital	13,731	12,669	11,882	12,162	12,115	12,694
Unique Qualified Paid Total***	859	636	460	363	466	463
Print:	859	636	460	363	466	463
Digital:	-	-	-	-	-	-
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 2016 – June 2017 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 2017

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	58	32	68		Kentucky	344	161	404	
New Hampshire	54	38	68		Tennessee	469	307	595	
Vermont	21	14	25		Alabama	407	229	474	
Massachusetts	313	217	409		Mississippi	160	93	196	
Rhode Island	60	43	74		EAST SO. CENTRAL	1,380	790	1,669	6.3
Connecticut	160	109	207		Arkansas	202	99	229	
NEW ENGLAND	666	453	851	3.2	Louisiana	319	172	382	
New York	772	548	975		Oklahoma	269	153	326	
New Jersey	498	387	653		Texas	2,459	1,428	3,043	
Pennsylvania	487	355	647		WEST SO. CENTRAL	3,249	1,852	3,980	15.0
MIDDLE ATLANTIC	1,757	1,290	2,275	8.6	Montana	52	25	63	
Ohio	648	416	824		Idaho	113	70	144	
Indiana	920	374	1,140		Wyoming	16	16	28	
Illinois	655	449	803		Colorado	178	95	215	
Michigan	405	270	523		New Mexico	132	70	152	
Wisconsin	258	176	335		Arizona	372	250	449	
EAST NO. CENTRAL	2,886	1,685	3,625	13.6	Utah	137	89	165	
Minnesota	387	488	818		Nevada	180	118	215	
Iowa	192	121	244		MOUNTAIN	1,180	733	1,431	5.4
Missouri	540	255	655		Alaska	12	9	15	
North Dakota	25	19	34		Washington	303	187	374	
South Dakota	41	20	48		Oregon	216	122	267	
Nebraska	107	68	132		California	1,455	873	1,772	
Kansas	226	130	274		Hawaii	59	47	78	
WEST NO. CENTRAL	1,518	1,101	2,205	8.3	PACIFIC	2,045	1,238	2,506	9.4
Delaware	43	41	61		UNITED STATES	20,144	12,663	25,387	95.5
Maryland	272	209	368		U.S. Territories	26	33	40	
Washington, DC	7	9	15		Canada	507	494	690	
Virginia	601	335	748		Mexico	39	64	71	
West Virginia	69	38	87		Other International	199	371	404	
North Carolina	834	506	1,083		APO/FPO	-	-	-	
South Carolina	478	362	633						
Georgia	921	725	1,168						
Florida	2,238	1,296	2,682						
SOUTH ATLANTIC	5,463	3,521	6,845	25.7					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	20,915	13,625	26,592	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's 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 13, 2017
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 13, 2017
Type	BJ
ID Number	P042B0J7

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	727
Allocated for Trade Shows and Conventions	71
All Other	192
TOTAL	990

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,886	97.1	25,423	95.4	463	1.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	773	2.9	773	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,659	100.0	26,196	98.3	463	1.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	20,990	12,040	26,471
February	20,999	12,231	26,569
March	20,999	12,382	26,727
April	20,997	12,210	26,846
May	20,915	13,625	26,592
June	21,000	13,678	26,751

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is 0.3% or 81 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 & Other Corporate Officers (A)	Technical Directors, Directors, General Managers, Managers, Sanitarians, Supervisors & Foremen (B)	Specialists & Consultants (C)	Servicemen, Technicians (D)	Purchasing Agents (E)	Entomologists/Scientists (F)	Company and Other Titled & Non-Titled Copies (G)	
I. CONTRACT PEST CONTROL:												
1. General Pest Control	20,367	76.6	17,065	10,249	13,493	4,342	373	1,640	35	71	413	
2. Ornamental, Turf & Tree, Pest & Weed Control	2,696	10.1	1,588	1,458	1,754	713	46	114	6	10	53	
3. Mosquito and Flying Insect Control	333	1.3	227	188	185	108	8	19	1	9	3	
4. Fumigation Specialist	97	0.4	69	55	47	36	4	8	1	1	-	
5. Other Contract Specialist	409	1.5	303	166	307	75	7	17	-	1	2	
Sub-Total Contract Pest Control	23,902	89.9	19,252	12,116	15,786	5,274	438	1,798	43	92	471	
II. IN-HOUSE PEST CONTROL:												
1. Food Processing, Storage and Warehousing	115	0.4	68	72	27	64	10	7	-	3	4	
2. Retail/Wholesale Food Outlets	97	0.4	76	31	37	47	3	2	-	1	7	
3. Commercial, Industrial, Institutional and Recreational	462	1.8	332	214	233	156	18	37	1	4	13	
4. Hospital/Health Care Facilities	33	0.1	22	21	3	16	5	6	-	1	2	
Sub-Total In-House Pest Control	707	2.7	498	338	300	283	36	52	1	9	26	
III. GOVERNMENT PEST CONTROL:												
1. Military Installations	19	0.1	9	16	1	10	2	4	-	2	-	
2. Federal, State & Community Public Health Departments	97	0.3	64	44	3	52	14	9	-	9	10	
3. Federal, State & Community Regulatory Agencies other than Research Personnel	85	0.3	36	59	5	27	25	3	-	13	12	
Sub-Total Government Pest Control	201	0.7	109	119	9	89	41	16	-	24	22	
IV. SUPPLIERS:												
1&2. Distributors/Independent Manufacturers' Representatives, Manufacturers/Formulators and their Sales Representatives (Note 2)	379	1.4	210	273	119	161	31	4	4	14	46	
Sub-Total Suppliers	379	1.4	210	273	119	161	31	4	4	14	46	
V. OTHERS:												
1. Extension Agents, Consultants, Research, Libraries and Trade Associations. Others Allied to the Field	1,403	5.3	846	779	708	343	80	52	-	101	119	
Sub-Total Others	1,403	5.3	846	779	708	343	80	52	-	101	119	
VI. OTHER PAID CIRCULATION												
1. Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
2. Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	26,592	100.0	20,915	13,625	16,922	6,150	626	1,922	48	240	684	
PERCENT	100.0	100.0	78.7	51.2	63.6	23.1	2.4	7.2	0.2	0.9	2.6	

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