

pest



www.pestmagazine.co.uk



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@pest-magazine

mediaPack 2025



SIMON KING
EDITOR

With more products set to be withdrawn from the market this year – as the professional pest controllers' toolbox is challenged further – frontline workers will have to use all of their knowledge and expertise to select the right product, now that some favoured solutions are no longer available to them.

Another trend in the industry is acquisitions, and there is no doubt that 2025 will see larger companies getting even bigger, as smaller businesses look to exit the sector.

The British Pest Control Association and National Pest Technicians Association estimate that up to 40% of technicians will retire in the next decade, which will fuel more acquisitive activity, as businesses become 'available'.

Pest magazine stands firmly behind industry calls to professionalise the sector, so that we can attract new entrants, who will be able to see the career path available to them – if you want to succeed in this sector, you need to be trained, committed to CPD and competent in what you're doing.

We celebrate achievements in the sector at the National Pest Awards, which were held for the fourth time in September 2024 and were a great success.

According to data from IBIS World, there were 803 pest control businesses in the UK in 2023, a 3.1% increase from 2022.

The UK pest control market was worth £960.1 million in 2023, a -5.4% decline year-on-year. Statistics are not yet available for 2024.

While rodenticide and insecticide use has continued to increase, there is an exciting rise in the use of technology in the industry, and the likes of heat treatments, remote traps and drone use have been very interesting and are well documented in Pest magazine.

Pest magazine is aimed at the whole industry, which includes pest control companies, manufacturers, distributors, consultants, facilities owners, pest control operators, local authorities, scientists and those in research – a UK magazine with a global reach.

Pest magazine works with the BPCA, NPPTA, BASIS, industry experts, national regulatory bodies and government departments to ensure we are technically accurate, relevant, independent and reach the people who matter.

Pest magazine provides independent news, views and analysis for pest professionals working in servicing companies, local authority units, facilities pest control, research, manufacturers, distributors and as consultants.

Pest magazine has a steadily increasing annual readership reaching all sectors of the pest control industry and covering print, digital and social media platforms. It is the perfect location from which to reach your target audience.

We cover all aspects of pest control including seasonal pests, international news and views, practical control, interviews with industry figures and covering events and forums. We also host the annual Pest Awards, the industry's leading awards event, and feature all nominees and winners inside the summer issues.

Inserts: Advertise your new products, seasonal newsletter or product brochure, delivered inside *Pest* magazine.

Total circulation is approx. 5,100 UK and overseas readers.

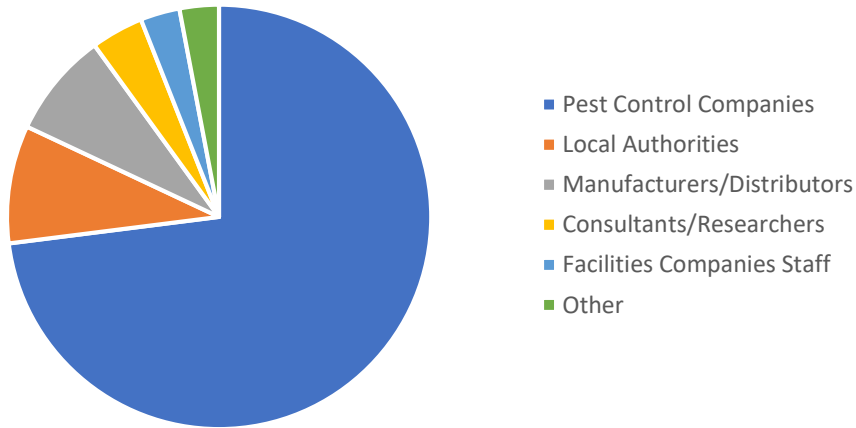


Top line Figures 2024

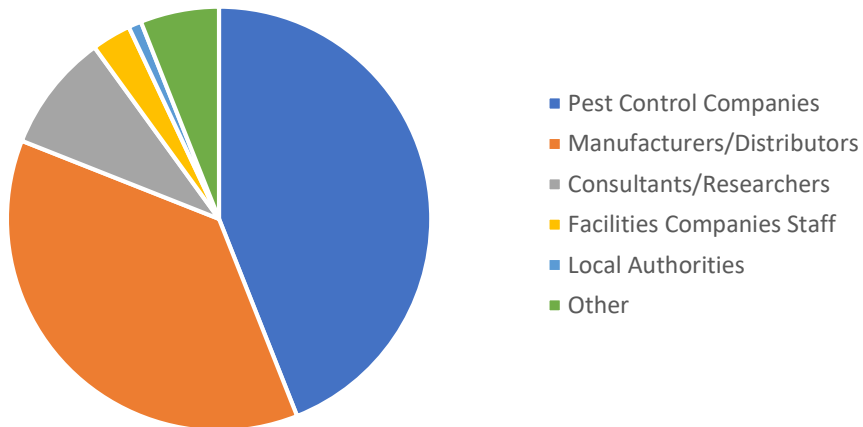
*approx.

Print circulation	2,700
Online magazine readers	2,400*
Average monthly users	1,970
Average monthly page views	7,750
E-newsletter subscribers	3,660
Solus email database	3,225
Total Pest readership	5,100*

Pest - UK Readership by Category



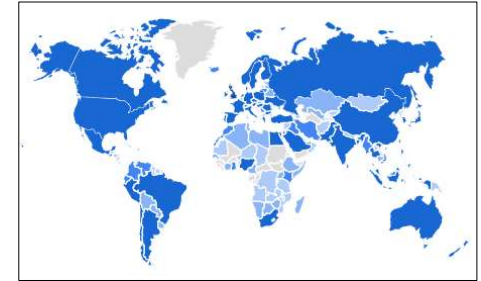
Pest - Overseas Readership by Category



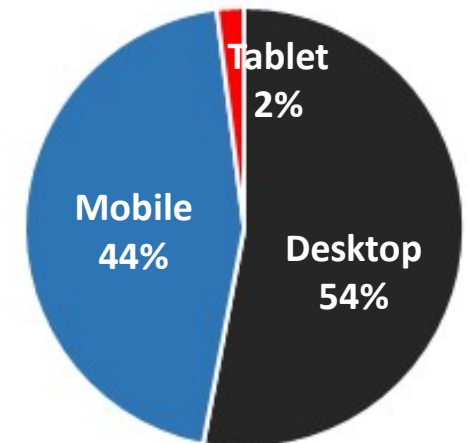
Web readership by continent 2024:

Europe 85%, USA 5%, Asia 4%, Africa 2%, South America 2%, Oceania 2%

158 countries visited the Pest website in 2024



How our readers access Pest Magazine



@PestMagUK



@Pestmagazine



@pest-magazine

Platform	Reach*
Instagram	968
X (formerly Twitter)	796
LinkedIn	66

*followers as of December 2024

Pest magazine is printed six times a year and provides independent news, views and analysis for pest professionals working in all aspects of the pest industry.



Useful information	¹ approx.
Print circulation	2,700
Online magazine readers	2,400 ¹
Total Pest readership	5,100 ¹

Print Advert Size	Single Insertion
Double page spread	£3,675
Full page*	£1,990
Full page editorial	£1,990
Half page	£1,390
Quarter page	£890
Inserts (up to 10g to UK list)**	£950
Wall planner	£595/box

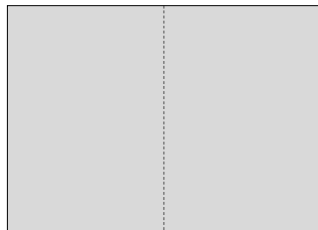
All prices exclude VAT

* Special positions +10%

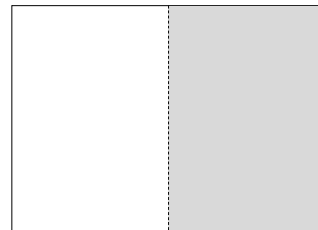
** For inserts above 10g please contact us

Artwork size	Width	Height
Double page spread	420mm	297mm
<i>Bleed = 426mm x 303mm; Type area = 400mm x 260mm</i>		
Full page	210mm	297mm
<i>Bleed = 216mm x 303mm; Type area = 190mm x 260mm</i>		

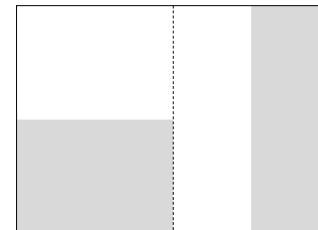
Artwork size	Width	Height
Half page landscape	190mm	128mm
Half page vertical	90mm	260mm
Quarter page landscape	190mm	62mm
Quarter page portrait	90mm	128mm



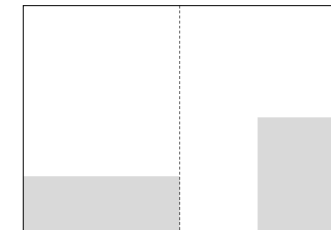
DPS orientation



Full page orientation



Half page orientation
Landscape Vertical



Quarter page orientation
Landscape Portrait

Artwork supply - notes

PDF is our preferred format, supplied as a composite CMYK made to current PPA Pass4Press standard **PDF/X-1a**.

Other formats are accepted providing they adhere to the Pass4Press standards for the application they are created in.

Maximum ink density should not exceed **300% (C+M+Y+K)**. No spot, RGB, Lab or Solid Pantone colours should be used.

Images must be CMYK and **300dpi** in the finished size. Logo or images downloaded from websites should be avoided as the resolution will be 72dpi.

We cannot guarantee that **Opentype** or **Multiple Master** fonts will print correctly.

No finished artwork can be accepted as **Word, Excel, powerpoint, Corel Draw, MS Publisher** or any other third party software.

Text for setting should be supplied as a **digital text file**.

Go to **www.pass4press.com** to download presets for all the major applications and for guides on how to set up older applications. Also on the website is more detailed information on colour management, proofing and international standards.

Our digital portal at www.pestmagazine.co.uk, which carries breaking news, analysis, comment and features, is the perfect platform from which to reach your target audience and to maintain a visual presence within the pest control industry.

The website has a dedicated audience of qualified pest professionals, so whether you are reminding people of your brand, or launching a new product, your digital adverts will be highly visible throughout the site to all who work in the sector. It also houses *Pest* magazine

electronic issues, best practice notes, the latest jobs and much more. 160 countries visited the *Pest* website in 2023, highlighting our global reach.

All banners on www.pestmagazine.co.uk are run of site. The eye-catching wallpaper wraps around either side and is a great way to highlight new product launches, while the super leaderboards, MPUs and tiles all sit within the site itself.

Wallpaper - a wrap-around visually striking position ideal for new product launches. Turns into a in-editorial MPU on mobile platforms. Visible on all pages.

Super leaderboard - highly visible headline position at the top of all pages. Converts to smaller MPU size on mobile platforms.

Pop-up - appear once during a web session on whichever page of the *Pest* website is accessed first by the visitor.

MPU - larger space than previous tower adverts, and with a prominent position on the site. Visible on all pages.

Tile - slightly smaller than an MPU but larger than previous button adverts. Visible on all pages.

Pest library - an archived resource available to all site visitors for catalogues, reports or documents.

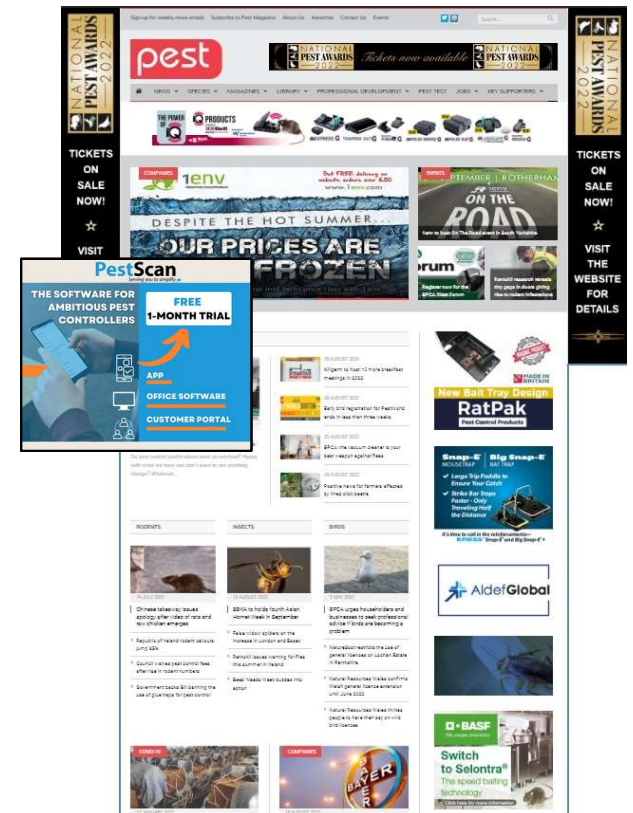


	Advert dimensions	Price
Wallpaper†	1920 x 900 pixels	£1,190/mo
Super leaderboard*	970 x 90 pixels	£4,165/yr
MPU	300 x 250 pixels	£3,575/yr
Tile	300 x 150 pixels	£2,380/yr
Pop-up MPU	300 x 250 pixels	£890/mo
Promoted Content☆	Ask for details	£1,190
Survey	n/a	£1,430
Webinar/Video	n/a	POA
Pest library (12 months insertion)	pdf	£460/yr

† Wallpaper converts to a mobile friendly, in-editorial MPU

* Super leaderboard converts to a mobile friendly MPU

☆ includes website and e-news promotion and dedicated website presence



Digital artwork supply

Digital adverts for the website can be supplied as **static .gif, png, or .jpg/.jpeg files**. **Animated .gif files** are also acceptable. **All must be supplied in the exact pixel size specified above. We cannot accept any flash-based adverts such as .swf files.** Where animation is included, please avoid extremely fast, distracting rotations.

To ensure that web pages display quickly, advertisers are asked to keep file sizes to a minimum. **We recommend 50 KB to a maximum acceptable size of 150 KB.**

Please also supply a link to a relevant landing page or website.

Pest magazine solus emails are targeted emails that go to our comprehensive database.

Text and images are put together in an eye-catching format to showcase new products, company news or seasonal offers.

Solus email requirements:

You will need to supply us with:

- **two short paragraphs of text**
- **images**
- **company logo**
- **link to a relevant landing page or website**

Notes: If the file size of the email is too large there is a risk that it will go straight into a spam folder, so this is something we try to avoid at all costs. You should also avoid using embedded videos in solus emails.

If you send us the information, we will create the email with a *Pest* header and footer and then send it back to you for approval.

Example Solus email:

pest Independent news for pest professionals

DEADLINE®
PROFESSIONAL PEST CONTROL

PROFESSIONAL INSECTICIDES

- Quick knockdown. • Natural active ingredient. • Broad spectrum control, suitable for use against a range of flying and crawling insects. • 3 separate formulations, developed specifically for a range of application techniques.
- HACCP Approved. • Non-persistent in the environment. • Approved for use in a wide range of locations and sensitive areas.

- **DEADLINE PYSPRAY**
A professional use spray for the control of flies, wasps, fleas, beetles, bedbugs, cockroaches, moths, ants and booklice in industrial/commercial premises. For use on hard porous and hard non-porous surfaces. Size: 5 litres.
- **DEADLINE PYDUST PRO**
A professional use powder for the control of flying and crawling insects such as flies, mosquitoes, ants, cockroaches, wasps, silverfish, fleas, beetles, woodlice, carpet beetles and moths in public hygiene and domestic situations. Also, for use against spiders. Size: 3 kg.
- **DEADLINE PYFOG**
A professional use liquid fogging formulation for the control of flying insects including flies, mosquitoes, moths and wasps in domestic and commercial areas. Size: 5 litres.

AVAILABLE FROM YOUR DISTRIBUTOR

Use it – depend on it

FIND OUT MORE

DEADLINE®
PROFESSIONAL PEST CONTROL

All three products contain Chrysanthemum cinerariaefolium extract and Piperonyl butoxide. Use bioicides safely. Always read the label and product information before use.

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https://www.pest-magazine.com

SPOTTA Smart Pest Systems

EDIALUX OUR TRAINING PROGRAMME IS BACK!

WHY STUDY WITH US?

- Qualified and experienced trainers
- A focus on real-life skills
- Intensive examination support
- Post-train
- Free fees

Dismate PE – a non-toxic, safe food moth control system based on mating disruption without using chemical pesticides

Dismate PE (Ploida Alphaista) is a powerful non-toxic mating disruption system used to combat food moths in food processing and manufacturing facilities. It is a proven system with real life experience over 20 years in manufacturing facilities across Europe. By reducing the likelihood of successful mating, Dismate PE rapidly and substantially reduces the resident population of food moths such as plodia and ephestia species and prevents a subsequent population from becoming established. When applied as recommended, Dismate can permanently remove and prevent moth infestations in food processing and storage premises.

FIND OUT MORE

Dismate PE

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https://www.pest-magazine.com

EDIALUX PROFESSIONAL PRODUCTS
a Pest Group brand • pestils

Useful information	
Database	3,100
Ave open rate	35%
Ave click through rate	1.7%
Price	
Solus Email	£890

Our weekly e-newsletter contains news, articles and press releases as well as two advertising opportunities – MPU adverts and sponsored news stories.

Both give headline information to the readers who can then access your site directly by clicking through to read more. We will feed stats back to you after they have been run.

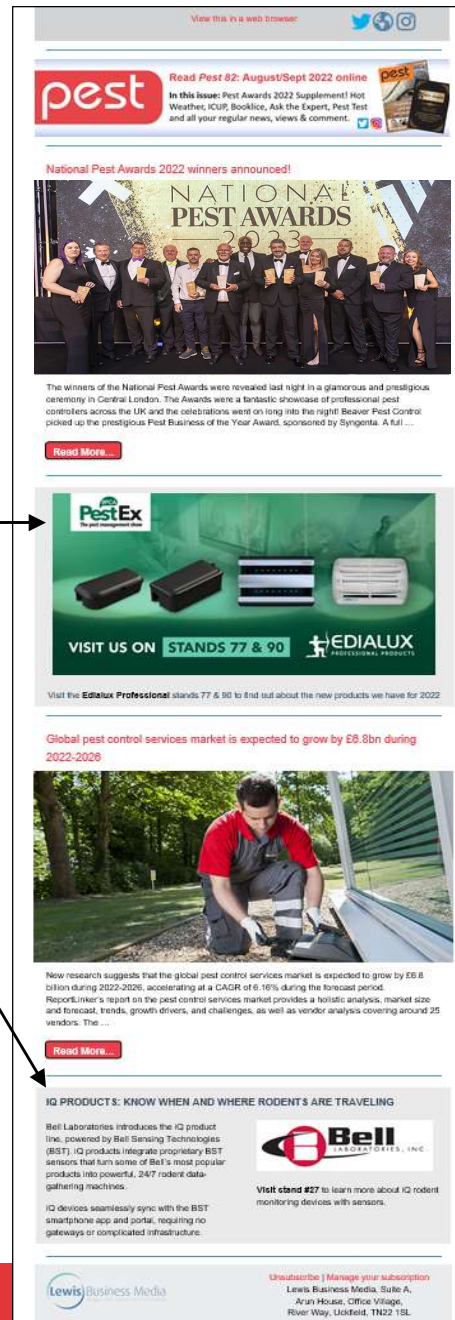
MPU requirements:

A jpg image with a link to a dedicated landing page, website or document. It *must* be 600px wide x 300px high.

Sponsored news story requirements:

You should provide a title, text, an image and a link. We'll put this together in the newsletter as a sponsored news story and send you a proof to check.

- **Title** – a bold headline.
- **Text** – around 70 to 100 words maximum.
- **Logo/image** - a single static GIF or JPEG image (300x250 px and max 150kb file size). Logos can be supplied on transparent background.
- **Link** – this should go to a dedicated landing page, website or document where readers can access further information.



Top line Information	
Subscribers	4,194
Ave open rate	33%
Ave click rate	5.6%
Delivery	Wednesday

E-newsletter adverts	Price
MPU (JPG/GIF advert)	£275
Sponsored news story	£225

* MPUs and SNSs run for two weeks

CPD MODULES



Continuous Professional Development (CPD) is a compulsory requirement for many pest control operators.

Whether you are launching a new product or discussing a new technique, CPD Modules are a great way to engage with pest professionals, enhance your reputation as a company that supports training, raise awareness of key topics affecting the pest sector and help further knowledge and careers.

With a double page spread in the magazine, and available online, readers will read your article and complete and submit 10 questions. CPD points are then awarded to those who complete the task. All modules remain available online for 12 months.

CPD Module*	Cost
Double page CPD module	£2,675

*includes print, digital & social media promotion

Promoted Content



Promoted content is an ideal way to highlight news articles, new products or technical features to our online audience. All content appears in the main website section under the news, then moves to our dedicated side bar section before staying in a special Library folder.

This is also a great way to show off case studies and technical products.

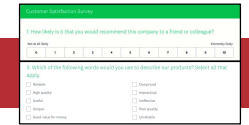
All articles stay in a prominent position on our website for a month, then move to the “promoted content” sidebar, before residing on our website in a special content section.

We also promote these on our weekly e-newsletter, on our socials and can promote through emails too.

Promoted Content^	Cost
Promoted Content article	£1,190

^includes newsletter & social media promotion

Surveys



Surveys are a great way to get feedback on new products, find out how people use pest equipment or what they thought of your forum open day.

You can supply us with whatever you want to ask our readership about. It could be questions, opinions on a scale, yes/no answers. It can be named or anonymous, and can include prizes for taking part.

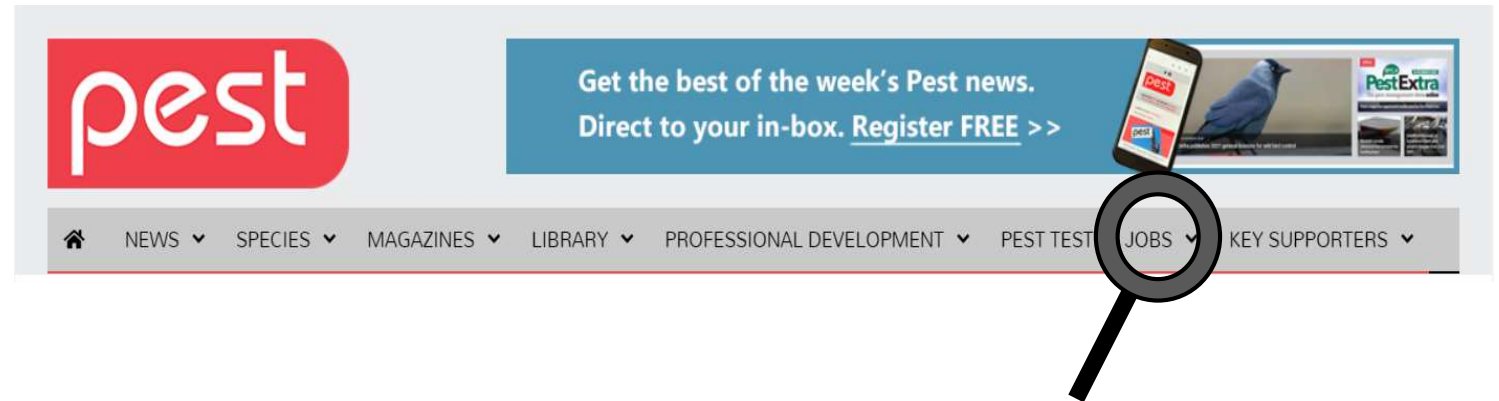
After it’s built and proofed, we will send out a solus email to our database to ask them to complete the questionnaire. We’ll also advertise it on our e-newsletter and on social media.

Once the survey is completed, we send you a pdf and an excel file with the full survey data.

Survey	Cost
Survey	£1,430

*includes newsletter & social media promotion

The **Pest Magazine** jobs portal is an ideal way to find the perfect candidate for your new role from the pest management world. Promoted online and on social media, you can be sure that your position is seen by hundreds of experienced pest professionals from within the industry.



Job Listing specification - what you get:

- Your job(s) listed on the *Pest* website for a month
- Jobs page promoted on our weekly e-newsletter
- Jobs promoted on the *Pest Magazine* social media channels



All you need to do is send your details to us and we'll manage your booking:

- Your **company name & logo** (logos should be 120 x 60px, and not more than 30kb)
- The full **job title**
- The **job type** (whether it is full time or part time)
- The job **location** (city or region)
- The job **salary** (this is optional)
- A full job **description** - this appears to the reader once they select the job
- An **application email/website link** which takes readers to the application site

Useful Information

Source: Google Analytics 2023

Website average monthly users	2,180
Website average month views	8,060
E-newsletter subscribers	4,194

Readership: c75% pest professionals, c15% local authorities & manufacturers/distributors, c10% researchers, consultants, facilities staff.

Job listing - prices

Adverts run for 1 month

Single job entry	£215
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We are proud to host the National Pest Awards. These celebrate the excellent work being carried out by companies and individuals within the UK Pest industry.

National Pest Awards

Date: 17th September 2025

Venue: Emirates Old Trafford Cricket Ground, Manchester

Ask us for more information on being part of these awards by becoming one of our sponsors.



IN ASSOCIATION WITH



Issue	Booking deadline	Copy deadline	Publication date	Features & Supplements
February/March <i>Issue 97</i>	24th January	31st January	12th February	<i>PPC Live Preview</i>
April/May <i>Issue 98</i>	21st March	28th March	9th April	
June/July <i>Issue 99</i>	23rd May	30th May	11th June	
August/September <i>Issue 100</i>	18th July	25th July	6th August	<i>Pest 100 Birthday Issue!</i> <i>National Pest Awards Supplement</i>
October/November <i>Issue 101</i>	19th September	26th September	8th October	<i>National Pest Awards Review</i> <i>PestTech Preview</i>
December/January '26 <i>Issue 102</i>	14th November	21st November	3rd December	<i>PestTech Review</i> <i>Wall Planner</i>





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OvertheCounter

Hospitality
Interiors

pbwnews

SubPostmaster

RETAIL
DESTINATION

PETROLHEADS-UP

The
JobCrowd

1 In these Terms:-

“Advertisement” means any advertising materials supplied or entered by or on behalf of the Client in any format in the form intended for publication by LBM and shall include without limitation all advertisements, supplements, inserts, and ad banners; “Advertiser” means the Agency or the Client if a Booking is made by the Client direct; “Agency” means the person, firm, or company engaged by the Client to select and purchase advertising space on its behalf and includes its successors in title and assigns; “Booking” means all booking of advertisements; “Client” means the person, firm or company wishing to advertise products and/or services in the Publication or on the Website and includes its successor in title and assigns; “Code” means any user name, password or other identifier provided by LBM to Advertiser to enable Advertiser to enter Advertisements directly on to a Website; “Copy Deadline” means the date and time by which the Advertisement must be submitted to LBM as stated by LBM
 “Directory” means a printed directory, guide, handbook or other publication issued annually by LBM; “Publication” means a magazine or any other printed publication not being a Directory issued by LBM; “Publication Date” means the date on which the Publication or Directory is made available for general circulation or when the Advertisement is made available to users on the Website; “LBM” means Lewis Business Media (Arts) Ltd of Suite A, Arun House, Office Village, River Way, Uckfield, East Sussex TN22 1SL “Terms” means these Terms & Conditions; “Website” means a website owned or managed by LBM. Unless the context otherwise requires, words denoting the singular shall include the plural and vice versa.

2 Subject to cl. 3, any Booking made by Advertiser will be on these Terms. By making a Booking Advertiser accepts in full these Terms in respect of the Booking and in respect of any further Booking made by the Client and/or Agency. These Terms shall apply to all Bookings made by telephone, letter, facsimile, e-mail, through the internet or any other means.

3 These Terms are an invitation to treat and as such do not constitute a binding offer to enter into a contract. Any Booking made by Advertiser will upon receipt by Advertiser of LBM’s written acceptance of the Booking create a binding contract between LBM and Advertiser.

4 In no circumstance does the placing of any Booking convey the right to renew on similar terms.

5 An Agency will be jointly and severally liable with its Client for the Client’s liabilities under these Terms.

6 Advertiser shall deliver the Advertisement to arrive at LBM by the Copy Deadline, in any format that conforms to LBM’s requirements as notified by LBM to Advertiser. LBM reserves the right to charge for production work and any other additional work that LBM may be required to undertake. LBM may in exceptional cases and at its own discretion accept Bookings and Advertisements after the Copy Deadline. Such acceptance shall not impose any obligation whatsoever on LBM to accept any other Booking or Advertisement after the Copy Deadline.

7 In the event of any Advertisement not being received by the Copy Deadline, LBM reserves the right to repeat the copy last used. In such event LBM shall not be responsible for making any changes in that copy, unless these are confirmed in writing and in time for the changes to be made. LBM reserves the right to charge for any additional expense involved in such changes.

8 LBM shall be entitled to amend, edit, withdraw, take down or otherwise deal with any Advertisement at its absolute discretion and without giving prior notice.

9 At LBM’s discretion payments may be subject to a deduction for advertising agency commission at the rate agreed between the Client and the Agency up to 10% of the relevant invoice. Save for such commission there shall be no deductions or withholdings whatsoever.

All sums shall be paid together with any VAT or other sales tax applicable.

10 Advertiser shall pay all invoices within 30 days of the date of the invoice. All sums shall be paid together with any VAT or other sales tax applicable.

11 Debt recovery costs and interest on overdue invoices shall accrue on any unpaid amounts from the date when payment becomes due to the maximum extent permitted by The Late Payment of Commercial Debts (Interest) Act 1998 and Late Payment of Commercial Debt Regulations 2002 as amended, extended, consolidated or replaced from time to time.

12 In the event of late payment, LBM reserves the right to waive any agreed discounts.

13 LBM shall be entitled to cancel any Booking without incurring any liability to Advertiser.

14 In the event that Advertiser wishes to cancel any Booking it shall notify LBM in writing.

15 Where Advertiser cancels a Booking LBM shall be entitled to compensation of 100% of the total value of the advertisement space of the cancelled Advertisement where notice of cancellation is received by LBM:

a) for a Directory less than two months;

b) for a recruitment Advertisement in a Publication less than four full working days;

c) for any other Advertisement in a Publication less than six weeks;

d) for a Website less than one month before the Publication Date.

16 Subject to cl. 17 in the event that Advertiser terminates, cancels or fails to fulfil its obligations under a contract in which LBM and Advertiser have agreed a time period in which Advertiser shall book an agreed number of advertisements at rates notified by LBM, Advertiser loses the right to a series discount to which it may have been entitled. In such event, Advertiser shall pay to LBM a sum in respect of each of the advertisements placed, such sum representing the difference between the rate agreed under the said contract and the rate that is applicable for the number of advertisements actually placed, such rate to be notified by LBM to Advertiser.

17 LBM reserves the right to increase the advertisement rates as notified by LBM to Advertiser or to amend any terms agreed

between the parties as to space for the Advertisement. In such event Advertiser has the option of cancelling the Booking without incurring a cancellation fee.

18 Advertiser undertakes to keep any Code strictly confidential and to notify LBM immediately in the event that any Code becomes known to a third party.

19 Advertiser is solely responsible for any liability arising out of publication of the Advertisement including an Advertisement submitted using Code without Advertiser’s knowledge or control or relating to any material to which Website users can link through the Advertisement.

20 Advertiser represents and warrants to LBM that the Advertisement and any link comply with all advertising standards, applicable laws and other regulations; that it holds the necessary rights to permit the publication and use of the Advertisement by LBM for the purpose of these Terms; and that the use, reproduction, distribution or transmission of the Advertisement will not violate any applicable laws or any rights of any third parties, including, but not limited to, infringement of any copyright, patent, trade mark, trade secret, or other proprietary right, false advertising, unfair competition, defamation, obscenity, piracy, invasion of privacy or rights of celebrity, infringement of any discrimination law, securities law or regulation, or of any other right of any person or entity.

21 Advertiser agrees to indemnify LBM and hold it

harmless from any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses that may be incurred by LBM arising out of or related to a breach or any of these representations and warranties.

22 To the full extent permitted by law, LBM will not be liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits or similar loss, in contract or tort or otherwise, relating to the Advertisement or any advertisement submitted using Advertiser’s Code without Advertiser’s knowledge or control or these Terms or any error in the Advertisement or lack of access to or availability of a Website or failure of the Advertisement to appear from any cause whatsoever. LBM will not be liable for any error in the published Advertisement nor its failure to appear at a specified time or in any specific position.

23 Advertiser grants to LBM the royalty-free right and licence to use, reproduce, publish, store, distribute and display the Advertisement worldwide in accordance with these Terms. No rights in the Advertisement shall transfer to LBM under these Terms.

24 Advertiser acknowledges and allows that data submitted by Advertiser in connection with a Booking may be used for the purposes of updating details of Advertiser on LBM’s databases and of compiling statistical information on Advertiser.

25 LBM reserves the right to destroy all material that has been in its (or its printers) custody for one year provided that Advertiser has not given instructions to the contrary. LBM may exercise his right under this clause without giving further notice to Advertiser.

26 LBM shall have the right to terminate any agreement between LBM and Advertiser to which these Terms apply by notice to Advertiser if Advertiser either:

a) fails to make any payment due to LBM by the due date and such failure continues for 15 days after the due date; or

b) is in breach of any warranty or fails to comply with any of its material obligations under any agreement between the parties or these Terms and in either case does not remedy the same (if capable of being remedied) within 30 days of receipt of notice in writing from LBM specifying the breach or failure and calling for the same to be remedied; or

c) compounds or makes arrangements with its creditors or becomes insolvent or if any order is made or resolution passed for its liquidation, winding up or dissolution or if a receiver or manager or

administrative receiver or administrator is appointed over the whole or a substantial part of its assets or of anything analogous to or having substantially similar effect of any such events shall occur under the laws of any applicable jurisdiction; or

d) is unable to perform any of its obligations in circumstances set out in cl.26 below for a continuous period of not less than 56 days.

27 Neither party shall be liable to the other in respect of any non-performance of its obligations by reason of any act of God, civil war or strife, act of foreign enemy, invasion, war, satellite failure, legal enactment, governmental order or regulation, industrial action, trade dispute, lock-out, riot or any other cause beyond their respective control provided always that in any such event the duration of the agreement between the parties shall be extended over which such event continues, but otherwise such event will not affect any obligation of Advertiser to purchase any number of advertising spots between Advertiser and LBM.

28 The rights and conditions set out in these Terms shall not be assigned by Advertiser without LBM’s prior written consent.

29 Any notice or other information to be given by either party under these Terms shall be made by first class prepaid mail, facsimile transmission to the address above or to an e-mail address supplied by LBM for the purpose for LBM, and to the address or electronic e-mail address supplied by Advertiser to LBM, and shall be deemed to have been communicated upon the date of actual delivery.

30 No waiver or any breach of any of these Terms shall be deemed to be a waiver of any other breach and no waiver shall be effective unless in writing.

31 No term or provision in these Terms shall be varied or modified unless agreed in writing and signed by the parties.

32 These Terms together with any other document incorporating these Terms shall constitute the entire agreement and understanding between the parties in relation to its subject matter. The parties acknowledge and agree that they have not relied on and shall have no right of action in respect of any representation, warranty or promise in relation to such subject matter unless expressly set out in this agreement save for such representation, warranty or promises made fraudulently.

33 These Terms or any agreement to which these Terms apply shall be governed by English law and shall be subject to the exclusive jurisdiction of the English Court.