



# Rate Card 2025

**Pest Magazine** provides independent news, views and analysis for pest professionals. With year on year increase in readership reaching all sectors of the pest control industry and packages tailored to suit your campaign requirements, it is the perfect platform from which to reach your target audience.

## PRINT \* Special positions +10%

**Full colour, printed magazine published every 2 months.**

Full page*	£1,990
Half page	£1,390
Quarter page	£890
Inserts (up to 10 grams)	£950
Wall planner	£595/box

## CPD MODULES

**Includes print, online & assessment.**

Double page module package	£2,675
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## SOLUS EMAILS

**Ideal for new products or for making a statement.**

Solus email	£890
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## PEST JOBS Listings run for one month

**Dedicated job listings for the pest sector.**

Single job listing	£215
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## DIGITAL

**Regularly updated with industry news and comment.**

Wallpaper <sup>1</sup>	£1,190/mo
Super leaderboard <sup>2</sup>	£4,165/yr
MPU	£3,575/yr
Tile	£2,380/yr
Pop-up MPU	£890/mo
Promoted Content <sup>3</sup>	£1,190
Surveys <sup>4</sup>	£1,430
Webinar/Video	POA
Pest library (12 months insertion)	£460/yr

<sup>1</sup> Wallpaper converts to a mobile friendly, in-editorial MPU.

<sup>2</sup> Super leaderboard converts to a mobile friendly MPU.

<sup>3</sup> Includes website and e-news promotion.

<sup>4</sup> Includes survey & report.

## PEST E-NEWS †MPUs & SNSs run for two weeks

**Weekly e-newsletter which goes out every Wednesday.**

MPU†	£275
Sponsored news story†	£225

## Why PEST Magazine?

**Pest Magazine** has an increasing readership, reaching across all sectors of the pest control industry.

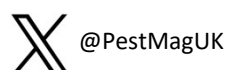
**Circulation: c5,100 UK and overseas members.**

**Database: c4,190 members.**

**UK - readership breakdown (approx.):** Pest Control Companies 70%, Local Authorities 10%, Manufacturers/Distributors 10%, Consultants/Researchers 4%, Facilities Companies Staff 3%, Other 3%.

**Web readership by continent 2024:** Europe 85%, USA 5%, Asia 4%, Africa 2%, South America 2%, Oceania 2%.

**Overseas - readership breakdown (approx.):** Pest Control Companies 45%, Manufacturers/Distributors 40%, Consultants/Researchers 10%, Other 5%.



@PestMagUK



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