

PPC 2017

Professional Pest Controller: the journal of the British pest management industry

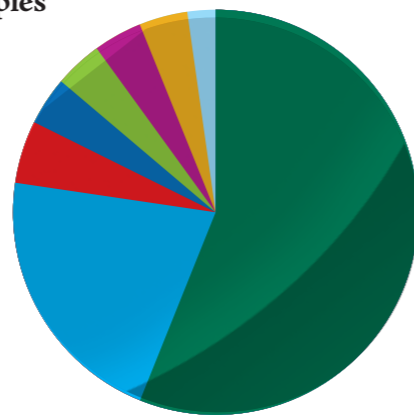


As its title suggests, PPC is produced for the professional pest controller. Alongside news about the sector, the membership and us, the Association, the publication also benefits from extensive features (e.g. pests, legislation and commercial development), as well as guidance on effective pest management and opportunities to learn about new products and services in the UK market.

Professional Pest Controller is available both in print and in a digital format on www.bpca.org.uk

An advertisement within PPC will ensure your product is seen by all individuals and organisations involved in this important and essential market.

Total circulation:
circa 3,500 printed copies
circa 4,500 digital copies



Nearing its 100th issue, PPC has been established for nearly 25 years and is the journal of the British pest management industry. PPC is the voice of BPCA and our members.

Release dates

Issue	Editorial and booking deadline	Advertising artwork deadline	Release date
PPC 86 (PestEx Special)	29 January	29 January	28 February
PPC 87	31 March	31 March	2 May
PPC 88	3 July	3 July	4 August
PPC 89	30 September	30 September	31 October

- Private pest control companies 65%
- Local authorities, EHOs and pest control managers 20%
- Public sector facilities managers 1%
- Food manufacturers and associated 2%
- Manufacturing and distribution supply chain 5%
- Influencers and regulators 4%
- Overseas companies 5%
- Industry consultants 2%

WHERE DO I BEGIN?

- Contact us to discuss your options – we'll advise on the best package for your budget and intentions.
- Unsure about how to begin? Our Concierge Service will design an advert for you.
- BPCA member logo will be added at no cost where space allows.

CONTACT

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Email scott@bpca.org.uk



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Professional Pest Controller is published by the British Pest Control Association.

British Pest Control Association
4a Mallard Way, Pride Park
Derby DE24 8GX

Telephone 01332 294 288
Facsimile 01332 225 101
Email enquiry@bpca.org.uk
Website www.bpca.org.uk

Advertising and editorial rates

Advert size	Cost BPCA members*	Cost non-members
Full page	£1,000	£1,200
Half page	£700	£800
Quarter page	£400	£500
Special position e.g. inside front cover	from £1,200	from £1,300
Half page editorial	£500	£600
Full page editorial	£750	£850
Loose insert, based on A5 single sheet 150gsm**	£500	£1,000
Classified adverts e.g. jobs, directory	£200	£260

* BPCA members' rates are subject to adverts carrying the BPCA member logo. We can add the logo at no extra charge, but please allow for it within the design.

** Sizes other than this may be possible, please contact us to discuss.

Discounts: 10% for two consecutive issues, 15% for three, and 20% for four or more.

All advertising rates are subject to VAT at the prevailing rate. Payment terms are 30 days from invoice, due before publication. No agency discounts. All advertisements must be legal, and in accordance with CAP codes www.cap.org.uk

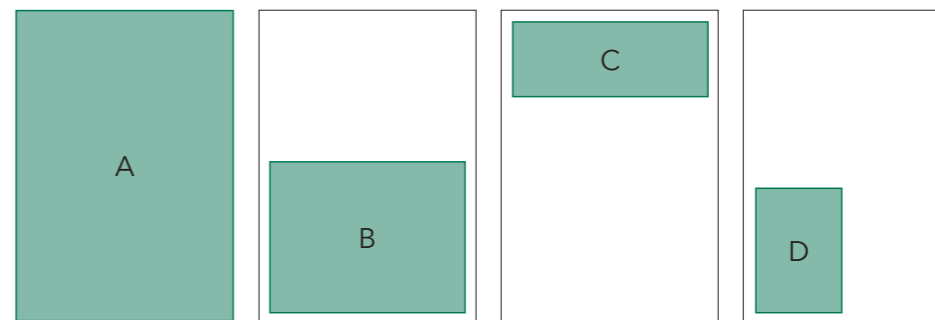
Critical data

Format A4 portrait (US)
216mm wide x 279mm high
full colour
Frequency February, May, August
October
Copy date Typically four weeks before publication, please contact us for more information
Cancellation 100% of advert price if space remains unsold



Mechanical data

We prefer adverts in the sizes outlined here, but we will try to accommodate other sizes, to be charged as the next size up on our scale.



Advert size	safe area	trim	external bleed
A Full page	196mm wide 259mm high	216mm wide 279mm high	222mm wide 285mm high
B Half page horizontal	193mm wide 130mm high	N/A	N/A
C Quarter page horizontal	193mm wide 70mm high	N/A	N/A
D Column spot vertical	75mm wide 110mm high	N/A	N/A

Contact

Scott Johnstone
British Pest Control Association
Telephone 01332 225 115
Email scott@bpca.org.uk

File requirements

- Press-ready PDF files
- All images to be around 300dpi
- Colours to be in CMYK colour space. Avoid RGB and spot colours.

Send files to...

scott@bpca.org.uk

Extra charges may be levied if artwork is not to specification, files are missing or incomplete, font information is incorrect or other errors are encountered.