



In print and online.

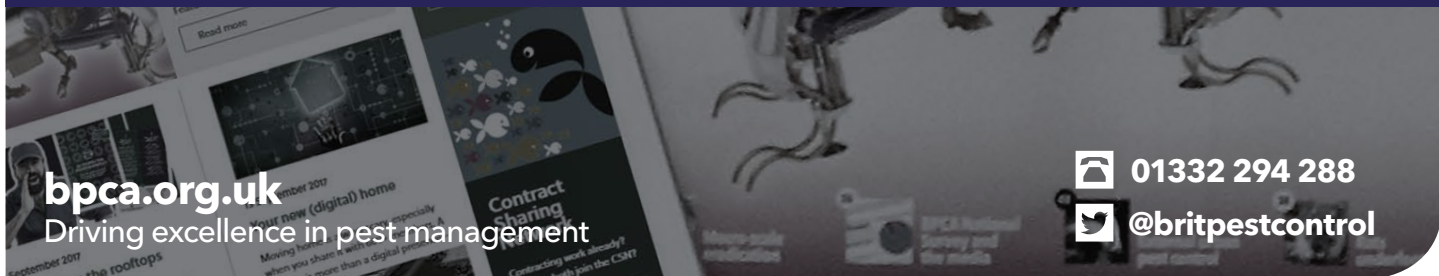
Information for advertisers PPC 2018

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

PPC has been established for nearly 25 years and is the journal of the British pest management industry.

It's aimed at our members, pest control professionals and those we think should be in BPCA.

It's packed with the latest technical information, best practice, business trends, products and features.



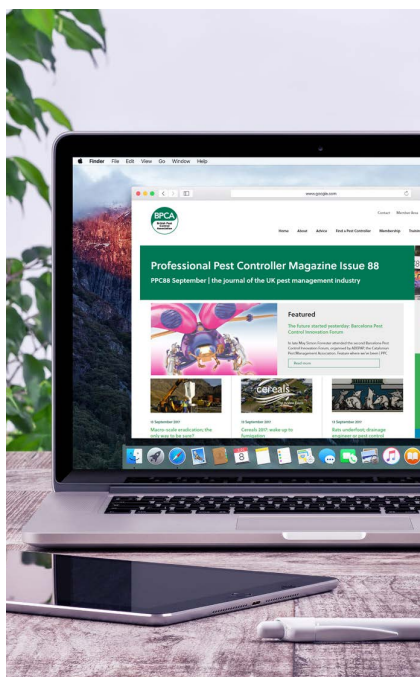
01332 294 288
@britpestcontrol

Print and online advertising in PPC magazine

As the title suggests, PPC is produced for the professional pest controller.

It's packed with news from the sector, our members and BPCA. The magazine also benefits from extensive features (eg 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.

www.bpca.org.uk/ppc-magazine



PPC magazine is available on the new and improved BPCA website, meaning more people will see your advert than ever before



Free online adverts with most print adverts.

Issue	Booking deadline	Artwork deadline	Estimated release date
PPC90 PPC Live showguide	22 January	26 January	22 February
PPC91	16 April	20 April	10 May
PPC92	23 July	27 July	16 August
PPC93	1 October	5 October	1 November

All release dates are estimated and the actual release date cannot be guaranteed. Call **01332 225 115** for the most up-to-date information.

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

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

DISCOUNTS

10% off for two consecutive issues, 15% for three, and 20% for four or more

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.

* Free online adverts

Print adverts with an asterisk will be given the option of a free online version of the advert on the BPCA website. They will remain online for up to one year. You may choose to link to a webpage of your choice.

Special position: Box advert on the magazine homepage. Full version of the advert within the body of the online magazine. Banner advert with a feature article.

Full page: Full version of the advert within the body of the online magazine. Banner advert with a feature article.

Half page: Banner advert with a feature article.

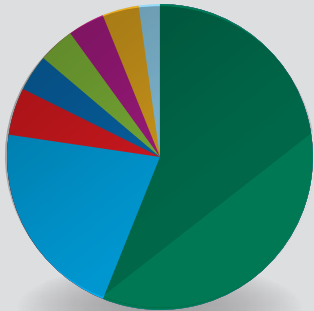
Editorial content: Reproduced in the appropriate area of the BPCA website.



All adverts, in print and online, are subject to approval by the BPCA editorial team. BPCA reserve the right to remove any advert or link from the BPCA website for any reason, without prior notice. All editorial content will be marked as "sponsored" or "advertising".

Who will see your advert?

An advertisement within PPC will ensure your product is seen by individuals and organisations.



- 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%**

Total circulation:
circa 3,700 printed copies
circa 6,000 digital copies

Critical data

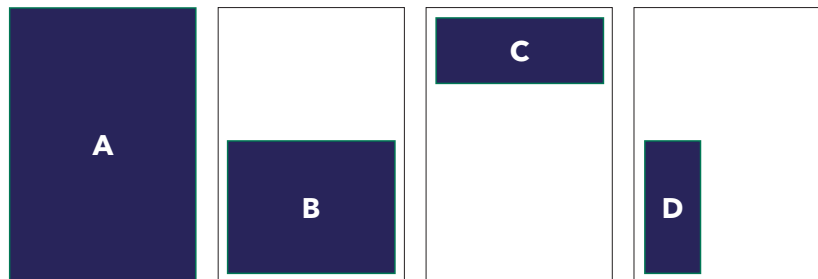
- Format** A4 portrait (US)
 216mm wide x 279mm high
 Full colour
- Frequency** PPC90 March
 PPC91 May
 PPC92 August
 PPC93 November
- Copy date** Typically four weeks before publication
 Please contact for more information
- Cancellation** 100% of the advert price if the space remains unsold



It's simple. All we need is a print ready PDF.

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	196 x 259mm	216x279mm	222x285mm
B Half page horizontal	193 x 130mm	NA	NA
C Quarter page horizontal	193 x 70mm	NA	NA
D Column sport vertical	75 x 110mm	NA	NA

File requirements

Print adverts:

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

Digital adverts:

- JPEG or PNG files only
- You must provide an appropriate click-through URL to your own website
- Full page print adverts will be converted from your PDF
- File sizes may be reduced for web performance

Extra charges may be levied if artwork is not to specification or incorrect.

Send all artwork to scott@bpca.org.uk

Free digital adverts



Advert size	JPEG or PNG Size	Free when bought with
A Box	418 x 383px	Special position
B Article click-through	250 x 121px	Special position, full page, editorial
C Full page image/article	NA	Special position, full page, editorial
D Article banner	1200 x 350px	Special position, full page, half page

Want some help?

Contact us to discuss your options – we'll advise on the best package for your budget and intentions.

CONTACT

Scott Johnstone
 ☎ 01332 225 115
 ✉ scott@bpca.org.uk



4A Mallard Way, Pride Park, Derby, DE24 8GX

Some of our covers.

SEPTEMBER 2017

PPC88

THE FUTURE STARTED YESTERDAY

Our new (digital) home **bpc.org.uk**

2017 AWARDS WINNER

Canals 2017: make up to 10% of the revenue
 Ask the technical team
 Pests on holiday
 Regional forums for 2018 announced

Scale up
 BPCA National
 Internal urban
 Bats underfoot

PPC88: The Future Started Yesterday

MAY 2017

PPC87

THE INVASIVE GARDEN ANT

The UK's premier pest control event...REVIEWED!
PestEx

Putting the tech into technicians
 Working at height
 BPCA's Contract Sharing Network
 Global Summit of Pest Management Services

PPC87: The Invasive Garden Ant

MARCH 2017

PPC86

LET'S TALK ABOUT FOX

PESTEX 2017

BIGGEST ISSUE EVER!

REVIEW: 2016-2017 TRAINING 75 years of BPCA history

Talking up for invasive pests
 Caught in the trap
 Is it worth the risk?

PPC86: Lets Talk About Fox

NOVEMBER 2016

PPC85

BRITAIN UNDER STEWARDSHIP

WIN BPCA Training Partner
 Ask the technical team
 100% of welfare items
 BPCA's Toppest
 The Industry Management Awards

Take control
 Quality fabric
 50 BPCA members
 BPCA's Toppest
 BPCA's Toppest

PPC85: Stewardship is Live

SEPTEMBER 2016

PPC84

SOCIAL WASPS NO ASBO REQUIRED

BPCA to celebrate 70th anniversary
 BPCA's Toppest
 Ask a pest
 Spring training tips
 BSA applications get local
 Client guidance: bee treatments

PPC84: Social Wasps No Asbo Required

JUNE 2016

PPC83

BUG LUNCH! Edible pests on the menu!

Spring clean your business
 Training qualifications
 Mosquito concerns
 CIPFA: What's new?
 CIPFA Certificate
 ICAH update

THE LIVE UPDATE
 BPCA CONSULTANCY SERVICE

Out with the old... in with the new!
 A question of health

PPC83: Bug Lunch Edible Pests on the Menu

MARCH 2016

PPC LIVE 82

BIRD PROOFING: SPREAD YOUR WINGS
 Expand your pest management portfolio

PPC LIVE showguide special

Get EFK tubes recycled
 Stewardship is go!

PPC82: Bird Proofing Spread Your Wings

NOVEMBER 2015

PPC81

BACK TO THE FUTURE

Training: look ahead to 2016
 The only way is ethics
 Insecticide stewardship
 Time travel
 What code says the by?

STOP PRESS!
 DIP ACCEPTED BY CRUI SEE PAGE 9...

What is the shape of things to come in pest control? Find out from our panel of industry leaders...

WHICH FIBRE? YELLOW SCREW THE PEOPLE'S PENSION

PPC81: Back to the Future The Future of Pest Control

AUGUST 2015

PPC80

Just add water?
 Traps that drown rodents: are they ethically or legally sound?

Tackling publicity on the front foot
 Insecticide withdrawals
 What is the cost of safety?

Safety not vanity
 Summit for success
 Fumicon 2015 review
 Stewardship is go!

STOP PRESS!
 Stewardship is go!

PPC80: Traps that Drown Rodents



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 +44 (0)1332 294 288 @britpestcontrol