



Information for advertisers'

PPC 2019

In print
and online.

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.

bPCA.org.uk
Driving excellence in pest management

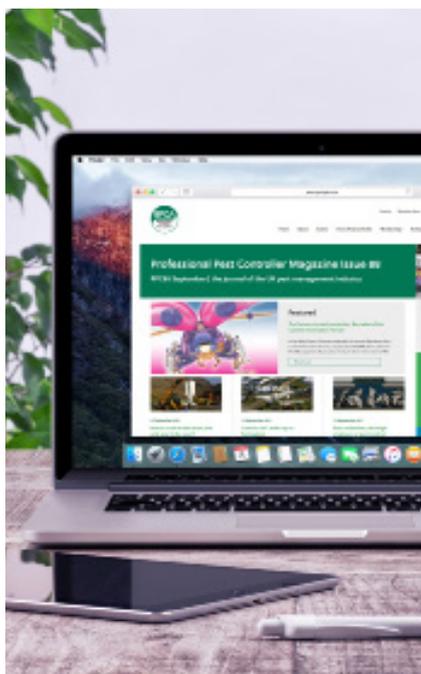
 **01332 294 288**
 **@britpestcontrol**

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
PPC94 PestEx Special	28 January	4 February	4 March
PPC95	8 April	15 April	13 May
PPC96	22 July	29 July	26 August
PPC97	30 September	6 October	4 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*	£1,025	£1,230
Half page*	£718	£820
Quarter page	£410	£513
Special position eg inside front cover*	from £1,230	from £1,333
Half page news editorial*	£513	£615
Full page feature editorial*	£1,025	£1,230
Loose insert, based on A5 single sheet	£513	£615
Classified adverts eg jobs, directory	£205	£265

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.

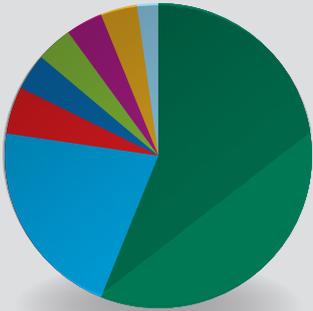
Editorial content: Reproduced in the appropriate area of the BPCA website.



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 4,200 printed copies
circa 6,000 digital copies

Critical data

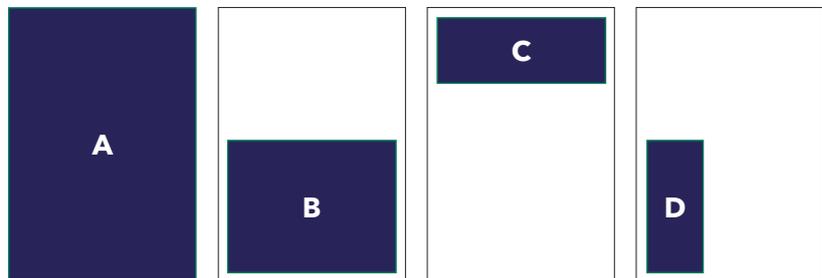
Format	A4 portrait (US) 216mm wide x 279mm high Full colour
Frequency	PPC94 March PPC95 May PPC96 August PPC97 November
Copy date	Typically four weeks before publication Please contact for more information
Cancellation	100% of the advert price if the space remains unsold



**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	Size	Trim	External bleed
A Full page	196 x 259mm	216x279mm	222x285mm
B Half page horizontal	188 x 126mm	NA	NA
C Quarter page horizontal	188 x 68mm	NA	NA
D Column spot vertical	60 x 126mm	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

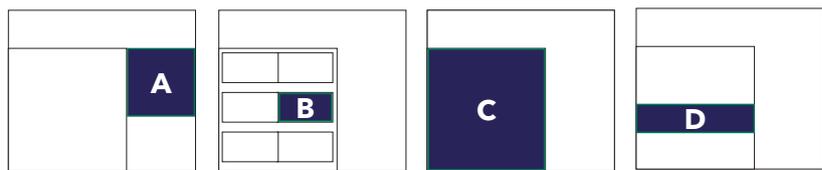
Digital adverts:

- 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 beth@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

Beth Reed

☎ 07803 518495

✉ beth@bpca.org.uk



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

Some of our covers.



PPC93: Small Wonder
Tiny Insect Pests



PPC92: Bird is the Word:
Bird Control and Management



PPC91: Air Attack:
Winged Insect Pests



PPC90: Rodent Wars:
Rodenticide Changes



PPC89: Pest Control While
Protecting Our Bats



PPC88: The Future
Started Yesterday



PPC87: The Invasive Garden Ant



PPC86: Lets Talk About Fox



PPC85: Stewardship is Live



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