

PCN

PEST CONTROL NEWS®

Media Pack 2024

Stats from January 2023 - January 2024

Pest Control News (PCN) is one of the longest standing publications in the pest control industry with a global reach and readership. Voted the number one magazine for the pest control industry, PCN has been established for over 30 years. Published in the UK, Germany, Spain, Benelux and Poland. PCN is the leading voice for the industry with its finger firmly on the pulse of what is happening in pest control and public health.

The editorial team, which spans across Europe, is made up of industry professionals and academics.

PCN isn't just a magazine. Its popular website and News Desk have become trusted sources for breaking the latest news between issues.



PCN connects the Pest Control Industry across a number of platforms.

Print



Web



Social Media



Email



PCN Dinner



Events



Print

PCN has been in print for over 30 years and is a trusted publication for reporting on industry news. In each issue there are a wide range of articles which support all levels of people working in pest control. In each issue you will find articles which have been written by pest control professionals, academics, marketing experts and experienced journalists.

PCN is mailed out to over 4,000 subscribers and is printed in high quality full colour with striking imagery. Each PCN issue has a number of advertising opportunities which are listed below. Our advertisers find that working with us is a beneficial part of their overall marketing strategy.

PCN at a glance:

- Over 3 decades of reporting on the pest control industry
- Wide range of experienced writers
- Editorial team spanning Europe
- Trusted source of advertising
- Pre PestEx, PPC Live & PestTech Issues

News Desk

PCN News Desk is a dedicated email channel for the distribution of breaking industry news. This trusted and valued platform has a strong readership base with a high open rate which is far above the national average. The news which is shared via News Desk is engaging and relevant to the industry. The PCN News Desk is prolific in being the first to break industry news.

News Desk at a glance:

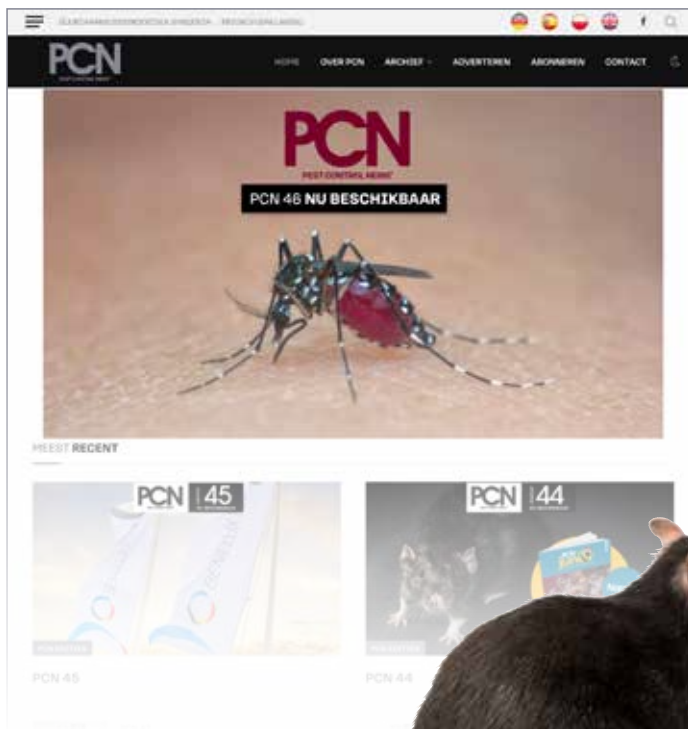
- Renowned for breaking the latest news & Job vacancies
- Engaged readership
- Growing audience
- National and global reach
- Active and interested database

Database: 3,900
Average Open Rate: 40.5%
Click Through
(inc. Adverts and
Articles): 17%

FREE
Sponsor Logo for
all advertisers

Direct Email to News desk Database on your behalf

We can send advertorials, adverts, promotions and product launches direct to our email database however, this must not be price led.



Website

The PCN website has been redesigned and is fully responsive across multiple devices such as Tablet PCs, Mobiles and Desktop PCs. In the last year the PCN Website had 52,992 page views and a website readership of nearly 26,458 users. The website has a global reach with readers in the UK, USA, Germany, Spain and Netherlands.



Digital Website Advertising: www.pestcontrolnews.com

All digital adverts will appear on the home page of the website, which is statistically the most visited page.

There are many additional opportunities you can take advantage of on the PCN website. We have a growing YouTube Channel, a popular job vacancies board and large online document library.

Literature in the PCN website downloads library

Our primary aim is to keep our readers informed of all news and guidance available in the pest control industry. For this reason we will place any guidance literature in the downloads library free-of-charge if you advertise with us. This is statistically the 4th most visited page of the website that attracts high traffic and visitors.



FREE Literature in the downloads library for all advertisers



Social Media

PCN continues to be a leader in publishing industry news and articles on social media. With active profiles across Facebook and Twitter, we're dedicated to reaching out and creating a buzz about the latest news within the industry. PCN successfully engages with technicians, managers, local authorities and manufacturers on a national and international level.

With a growing audience across all of our social media platforms we're looking at new opportunities to partner with sponsors and look at developing campaigns to support their digital PR and marketing activities.

 X 2,9K

 Facebook 2,8K

PCN Social Media at a glance

- Growing and engaged audience
- Organic viral reach
- Trusted news channel for the industry
- Drives traffic to websites

PCN

PEST CONTROL NEWS®

DINNER 2024



Our annual PCN dinner is always a great success with our readers!

Following on from PestTech on the 6th November 2024, we will again be hosting a themed evening in the MK Dons Hilton Ballroom, with a 3 course meal, entertainment and a raffle to win great prizes.

Sign up to our newsdesk and keep an eye out for our theme and ticket announcement later this year.

Costs at a glance

Print

FULL PAGE	£1,700	HALF PAGE	£850.00
INSIDE QUARTER PAGE	£750	INSERTS UP TO 10 GMS	£750

*Discounts available for adverts placed in more than one issue

NEWS DESK

Newsdesk is an email news source that provides subscribers with current, hot-off-the-press news in the pest management industry. Emails are sent at least every fortnight.

DIGITAL ADVERT	From £200
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Sponsor Logo FOC for all advertisers

Direct Email to News desk Database on your behalf

We can send advertorials, adverts, promotions and product launches direct to our email database however, this content must not be price led.

DIRECT EMAIL	£700
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Job Adverts

Adverts placed on our website and social media platforms.

ADVERTS

Digital Website Advertising: www.pestcontrolnews.com

All digital adverts will appear on the home page of the website, which is statistically the most visited page.

LEADER BOARD	£2,500
TOP RIGHT SIDE ADVERT	£500
BOTTOM RIGHT SIDE ADVERT	£300

All advertising is subject to VAT at the current rate. No agency discounts. All adverts must be legal and not price lead.

Literature in the PCN website downloads library

Our primary aim is to keep our readers informed of all news and guidance available in the pest control industry. For this reason we will place any guidance literature in the downloads-library free-of-charge if you advertise with us. This is statistically one of the pages of our website that attracts high traffic and visitors.

FOC for all advertisers

DATES & DEADLINES 2024

ISSUE	ARTWORK DEADLINE	WITH READERS
Issue 137	19th February 2024	W/C 4th March 2024
Issue 138	27th May 2024	W/C 1st July 2024
Issue 139	30th September 2024	W/C 4th November 2024