

# PCN

PEST CONTROL NEWS®

## Media Pack 2017

Stats from August 2015 - August 2016



[www.pestcontrolnews.com](http://www.pestcontrolnews.com)



[@pestcontrolnews](https://twitter.com/pestcontrolnews)



[facebook/pestcontrolnews](https://facebook.com/pestcontrolnews)

# PCN

PEST CONTROL NEWS®

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.

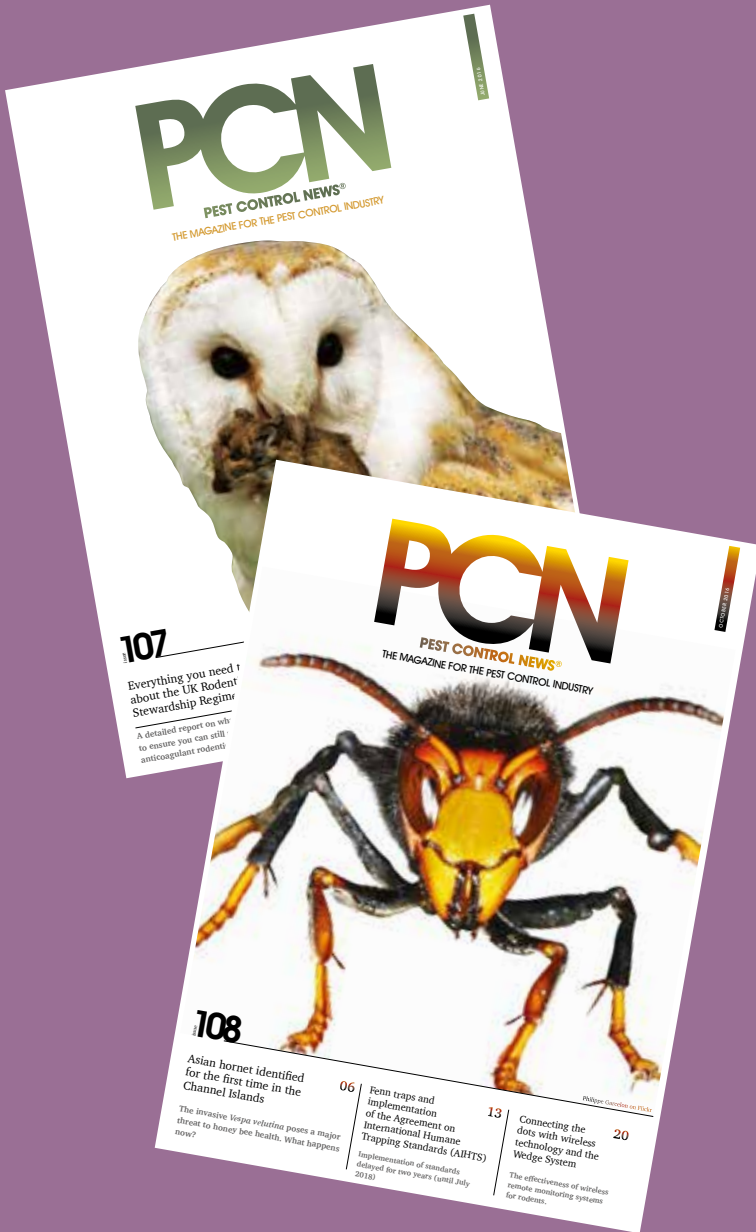
The editorial team, which spans across Europe, is made up of industry professionals and academics.

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

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 6,000 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 and PestTech Issues

## Printed Advertising Rates

<b>FULL PAGE</b>	<b>£1,400</b>	<b>HALF PAGE</b>	<b>£1,000</b>
<b>INSIDE QUARTER PAGE</b>	<b>£500</b>	<b>INSERTS UP TO 10 GMS</b>	<b>£650</b>

\*Discounts available for adverts placed in more than one issue



**FREE**  
Sponsor Logo  
for all  
advertisers



## 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
- Engaged readership
- Growing audience
- National and global reach
- Active and interested database

**Database: 6,309**  
**Average Open Rate: 44%**  
**Click Through(inc. Adverts and Articles): 25%**

## 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**      **£250**

## 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.

**DIRECT EMAIL**      **£500**

## Website

The PCN website has been redesigned and is fully responsive across multiple devices such as Tablet PCs, Mobiles and Desktop PCs.

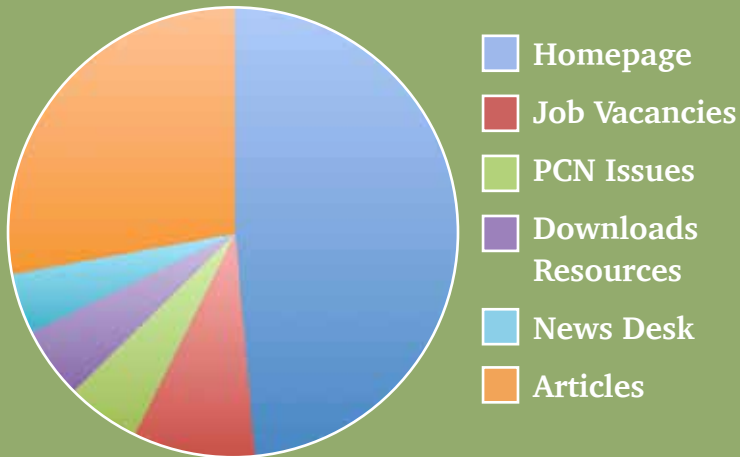
Over this period the PCN Website had 60,458 page views and a website readership of nearly 24,000 users.

The website has a global reach with readers in the UK (23,129), Russia (3,242), USA (2,105), Germany (717) and Spain (566).

The majority of traffic to the website is directed via the PCN news Desk email (39%). Due to the strong PCN website SEO a third of all traffic during this time came from search engines such as Google and Bing.

## Most Viewed Articles

- Asian Hornet Identified First Time Alderney Channel Island
- An Easy Guide to CRRU Approved Certification for Rodenticide Use
- Anticoagulant Rodenticides Toxic to Reproduction
- Pest Controllers Alerted to End of Routine Permanent Rat Baiting Around Rural Buildings
- Manufacturer Advertorial
- Having Trouble Understanding what is Required from the Rodenticide Stewardship Regime
- Rodenticide Stewardship Point Sale Controls Announced
- Manufacturer Advertorial
- Updates Hazardous Waste Regulations 1st April 2016
- First Batch Farm Assurance Schemes Approved UK Rodenticide Stewardship Compliance



Most viewed pages on the PCN website



## 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.



DIGITAL ADVERT £250

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advertisers

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## 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.

### PCN Social Media at a glance

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



Twitter 1,605



Facebook 706





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## Costs at a glance

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FOC for all advertisers

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FOC for all advertisers