

# PCN

PEST CONTROL NEWS®

## Media Pack 2021

Stats from August 2020 - August 2021





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.

Database: 4,500  
Average Open Rate: 32%  
Click Through (inc. Adverts and Articles): 17%

## 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

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

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

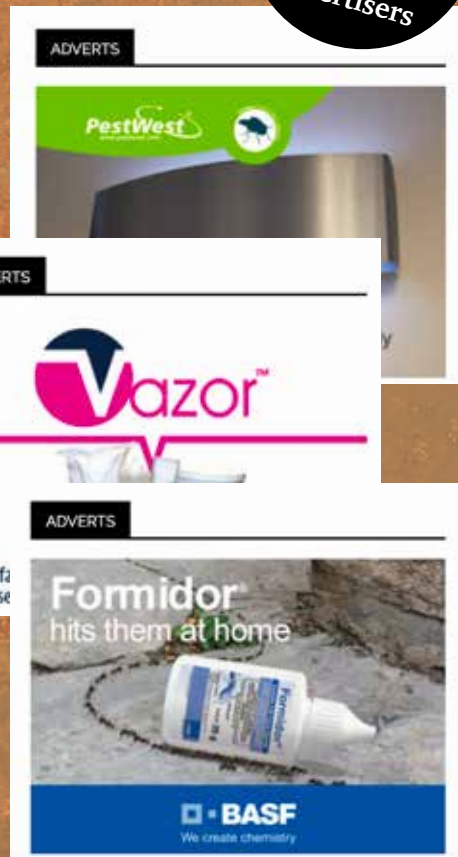
There are many additional opportunities you can take advantage of on the PCN website. We have a growing YouTube Channel, a popular job vacancies board and large online document library.

## 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

**FREE**  
Sponsor Logo  
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.



Twitter 2,593



Facebook 2,192

## PCN Social Media at a glance

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



## Costs at a glance

### Print

<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

### 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

**DIGITAL ADVERT FROM £150**

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 £500**

### Job Adverts

Adverts placed on our website and social media platforms.

**ADVERTS**

### Digital Website Advertising: [www.pestcontrolnews.com](http://www.pestcontrolnews.com)

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

**DIGITAL ADVERT FROM £150**

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

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FOC for all advertisers

### Dates & Deadlines 2020-21

ISSUE	ARTWORK DEADLINE	WITH READERS
Issue 125	20th January 2021	W/C 24th February 2021
Issue 126	28th April 2021	W/C 3rd June 2021
Issue 127	4th August 2021	W/C 8th September 2021
Issue 128	29th September 2021	W/C 3rd November 2021

