



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**PEST CONTROL TECHNOLOGY** is a B2B brand intended for individuals with broad based interests in the structural pest control industry. The brand content and editorial scope of the publication includes news and industry coverage, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED**  
**PEST CONTROL TECHNOLOGY** serves the structural pest control industry including contract pest control, in-house pest control, government pest control, suppliers and others allied to the field as defined in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**  
Qualified recipients are structural pest control operators and other titled and non-titled personnel within the field served as defined in paragraph 3a.

## CHANNELS

### PEST CONTROL TECHNOLOGY MAGAZINE



6 Issues in the period  
26,385 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>PEST CONTROL TECHNOLOGY MAGAZINE</b> Unique Total* (6 issues in the period)	25,919	466	26,385
a. Print	20,576	466	21,042
b. Digital	12,115	-	12,115
1. Requested	12,115	-	12,115
2. Non-Requested	-	-	-

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	19,883	4,013	-	19,172	11,196	23,896	90.4
II. Request from recipient's company:	2,379	172	-	1,836	889	2,551	9.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>22,262</b>	<b>4,185</b>	<b>-</b>	<b>21,008</b>	<b>12,085</b>	<b>26,447</b>	<b>100.0</b>
<b>PERCENT</b>	<b>84.2</b>	<b>15.8</b>	<b>-</b>	<b>79.4</b>	<b>45.7</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,241	12,085	25,680	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	767	-	767	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>21,008</b>	<b>12,085</b>	<b>26,447</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Unique Total Audit Average Qualified***	25,015	26,533	25,845	25,662	26,258	26,385
Unique Qualified Non-Paid Total***	23,880	25,674	25,209	25,202	25,895	25,919
Print	17,487	20,106	20,335	20,530	20,629	20,576
Digital	12,694	13,731	12,669	11,882	12,162	12,115
Unique Qualified Paid Total***	1,135	859	636	460	363	466
Print:	1,135	859	636	460	363	466
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$33.96	**NC	**NC	**NC	**NC	**NC

\*NOTE: July – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.



## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 2 – LATE DISTRIBUTION OF ISSUE:

6,621 digital copies or 25.1% of the October 2016 issue were emailed on November 1, 2016.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dan Moreland, Publisher

Rebecca Shaw, Audience Development Associate

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 10, 2017
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	February 10, 2017
Type	BJ
ID Number	P042B0D6

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	800
Allocated for Trade Shows and Conventions	75
All Other	221
<b>TOTAL</b>	<b>1,096</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Unique Total Qualified*
July	21,131	12,363	26,373
August	21,185	12,064	26,271
September	20,912	12,070	26,333
**October	21,005	12,027	26,411
November	21,008	12,085	26,447
December	21,013	12,080	26,476

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
\*\*See Additional Data

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,620	97.1	25,154	95.3	466	1.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	765	2.9	765	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,385</b>	<b>100.0</b>	<b>25,919</b>	<b>98.2</b>	<b>466</b>	<b>1.8</b>

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
This issue is 0.3% or 74 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		CLASSIFICATION BY TITLE							
			Print	Digital	Owners, Partners, Presidents, Executives & Other Corporate Officers (A)	Technical Directors, Directors, General Managers, Managers, Sanitarians, Supervisors & Foremen (B)	Specialists & Consultants (C)	Servicemen, Technicians (D)	Purchasing Agents (E)	Entomologists/Scientists (F)	Company and Other Titled & Non-Titled Copies (G)	
<b>I. CONTRACT PEST CONTROL:</b>												
1. General Pest Control (insect, termite, rodent, and other vertebrate control)	21,629	81.8	17,595	9,916	13,516	5,089	379	2,038	27	61	519	
2. Ornamental, Turf & Tree, Pest & Weed Control	1,600	6.1	1,324	516	1,054	413	16	54	5	9	49	
3. Mosquito and Flying Insect Control	210	0.8	137	110	107	69	7	11	1	9	6	
4. Fumigation Specialist	77	0.3	46	46	33	30	4	5	1	1	3	
5. Other Contract Specialist	275	1.0	218	109	190	57	6	14	-	2	6	
Sub-Total Contract Pest Control	23,791	90.0	19,320	10,697	14,900	5,658	412	2,122	34	82	583	
<b>II. IN-HOUSE PEST CONTROL:</b>												
1. Food Processing, Storage and Warehousing (including millers, brewers, grain and/or seed handlers)	115	0.4	54	76	26	69	6	5	-	2	7	
2. Retail/Wholesale Food Outlets (including restaurants and supermarkets)	54	0.2	43	17	29	21	-	2	1	1	-	
3. Commercial, Industrial, Institutional and Recreational (Note 1)	601	2.3	444	286	340	173	21	42	1	9	15	
4. Hospital/Health Care Facilities (including veteran facilities and nursing homes)	26	0.1	18	11	6	13	-	3	1	1	2	
Sub-Total In-House Pest Control	796	3.0	559	390	401	276	27	52	3	13	24	
<b>III. GOVERNMENT PEST CONTROL:</b>												
1. Military Installations	21	0.1	9	16	-	10	3	6	-	2	-	
2. Federal, State & Community Public Health Departments	107	0.4	69	53	7	60	9	13	3	7	8	
3. Federal, State & Community Regulatory Agencies other than Research Personnel	89	0.3	40	57	6	37	16	4	-	13	13	
Sub-Total Government Pest Control	217	0.8	118	126	13	107	28	23	3	22	21	
<b>IV. SUPPLIERS:</b>												
1&2. Distributors/Independent Manufacturers' Representatives, Manufacturers/Formulators and their Sales Representatives (Note 2)	424	1.6	216	302	142	158	35	3	2	20	64	
Sub-Total Suppliers	424	1.6	216	302	142	158	35	3	2	20	64	
<b>V. OTHERS:</b>												
1. Extension Agents, Consultants, Research, Libraries and Trade Associations. Others Allied to the Field	1,219	4.6	795	570	542	283	69	52	4	91	178	
Sub-Total Others	1,219	4.6	795	570	542	283	69	52	4	91	178	
<b>VI. OTHER PAID CIRCULATION</b>												
1. Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
2. Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>26,447</b>	<b>100.0</b>	<b>21,008</b>	<b>12,085</b>	<b>15,998</b>	<b>6,482</b>	<b>571</b>	<b>2,252</b>	<b>46</b>	<b>228</b>	<b>870</b>	
<b>PERCENT</b>	<b>100.0</b>	<b>100.0</b>	<b>79.4</b>	<b>45.7</b>	<b>60.5</b>	<b>24.5</b>	<b>2.1</b>	<b>8.5</b>	<b>0.2</b>	<b>0.9</b>	<b>3.3</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
Note 1: Including condominium/apartment complexes, industrial office parks/plants, schools, colleges, universities, hotels/motels and amusement parks or zoos  
Note 2: Classifications combined at the publisher's option.