

PPC 2016



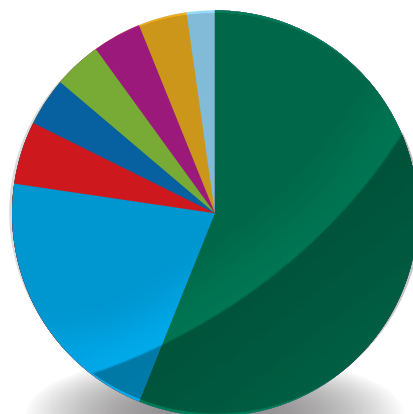
Professional Pest Controller: the journal of the British pest management industry



Professional Pest Controller is available both in print and in a digital format on www.ppconline.org

Every advertiser can have a hyperlink directly from their advertisement online to their own website at no extra cost.

An advertisement within PPC will ensure your product is seen by all individuals and organisations involved in this important and essential market.



PPC is the voice of the British Pest Control Association, serving the industry with informative editorial reaching both BPCA members and non-members.

Release dates

Issue	Editorial & booking deadline	Advertising artwork deadline	Release date
PPC 82 (PPC Live Special)	29 January	8 February	29 February
PPC 83	11 April	25 April	16 May
PPC 84	1 July	8 July	1 August
PPC 85	30 September	7 October	31 October

- 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 3,500 printed copies
 circa 2,000 digital copies

WHERE DO I BEGIN?

- Contact us to discuss your options – we'll advise on the best package for your budget and intentions.
- Unsure about how to begin? Our Concierge Service will design an advert for you.
- BPCA member logo will be added at no cost where space allows.

CONTACT

Gareth Cleland
 Telephone 01332 225 115
 Email gareth@bpca.org.uk



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Professional Pest Controller is published by the British Pest Control Association.

British Pest Control Association
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Telephone 01332 294 288
Facsimile 01332 225 101
Email enquiry@bpca.org.uk
Website www.bpca.org.uk



Advertising rates

Advert size	Cost BPCA members*	Cost non-members
Full page	£1,000	£1,200
Half page	£700	£800
Quarter page	£400	£500
Special positions	Cost BPCA members*	Cost non-members
Inside front cover	£1,200	£1,300
Inside back cover	£1,300	£1,400
Outside back cover	£1,400	£1,700
Loose insert, based on A5 single sheet 150gsm**	£500	£1,000

* 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.

** Sizes other than this may be possible, please contact us to discuss.

Discounts: 10% for two consecutive issues, 15% for three, and 20% for four or more.

All advertising rates are subject to VAT at the prevailing rate. Payment terms are 30 days from invoice, due before publication. No agency discounts. All advertisements must be legal, and in accordance with CAP codes www.cap.org.uk

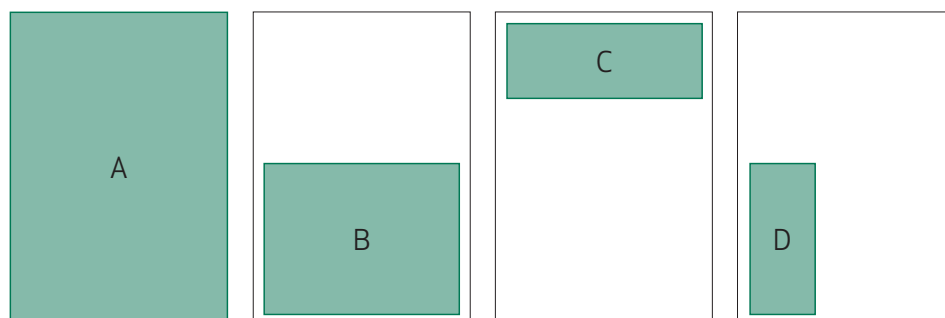
Critical data

Format A4 portrait
210mm wide x 297mm high
full colour
Frequency February, April, August
October
Copy date Typically four weeks before publication, please contact us for more information.
Cancellation 100% of advert price if space remains unsold.



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	safe area	trim	external bleed
A Full page	190mm wide 277mm high	210mm wide 297mm high	216mm wide 306mm high
B Half page horizontal	190mm wide 138mm high	N/A	N/A
C Quarter page horizontal	190mm wide 69mm high	N/A	N/A
D Column spot vertical	60mm wide 138mm high	N/A	N/A

Contact

Gareth Cleland
British Pest Control Association
Telephone 01332 225 115
Email gareth@bpca.org.uk

File requirements

- Press-ready PDF files
- All images to be around 300dpi
- Colours to be in CMYK colour space. Avoid RGB and spot colours.

Send files to...

gareth@bpca.org.uk

Extra charges may be levied if artwork is not to specification, files are missing or incomplete, font information is incorrect or other errors are encountered.