

INTERNATIONAL PEST CONTROL



PUBLIC HEALTH



AGRICULTURE



HORTICULTURE & AMENITY



FORESTRY & PLANTATION



ANIMAL HEALTH

Reporting on global pest control issues for over 60 years

IPC magazine was first published in 1958 and for over 60 years has been bringing the latest news, views, opinions, and technical reports to you our readers. In every issue, as well as our special features below, we have sections on Public Health, Agriculture, Horticulture & Amenity, Forestry & Plantation and Animal Health. We always welcome interesting articles from our readers and would like to hear from you if you feel you can contribute. Contact Dr Chris Endacott, the editor, on: editor@international-pest-control.com

Special Features

Jan/Feb (65:1) - Impact of Climate Change on Pests & Diseases

Changing climate is resulting in the spread of diseases, weeds, and pests of all types. Can we predict how rapidly this will progress and are we ready for the change? What other aspects of climate change will affect our industry?

Mar/Apr (65:2) - Advances in Application Technology

It is a while since we looked at advances in application technology: as well as looking at the technical advances we will consider whether we have forgotten or are ignoring some of the lessons learnt from the application of chemical pesticides.

May/Jun (65:3) - Invasive Pests and their Control

With ever greater mobility of crops, produce, plants and people there is inadvertent - or sometimes deliberate - introduction of species to parts of the world where they have no natural enemies or where there is no resistance and where they can spread out of control destroying the local ecosystem. We look at how we can fight back and put our mistakes right.

Jul/Aug (65:4) - Environmental Health - Home and Away

A subject that covers a wide range of issues from the control of vertebrate pests to maintaining a safe working environment. Whether you are a hospital, a water company, a restaurant or a hotel, the health of your staff and customers matters and one mistake can spell the end for a business. Even in the home you have to be on your guard against the pests.

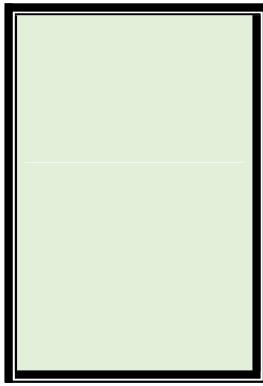
Sep/Oct (65:5) - Invertebrate Pest Management

A broad topic covering a range of sectors. With more and more species resistant to pesticides and with a much smaller range of pesticides available to pest controllers the need for a management approach to the control of pests has never been greater.

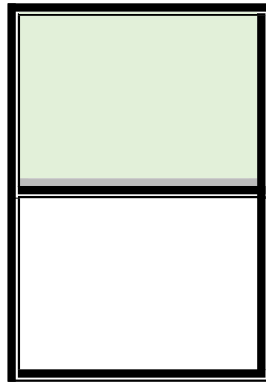
Nov/Dec (65:6) - Developments in Glasshouse Pest Control

Automated glasshouses, controlled from afar, patrolled by IPM robot experts while the crop is harvested by one of their more nimble "colleagues" – what will the glasshouse of the future look like and will humans still be needed?

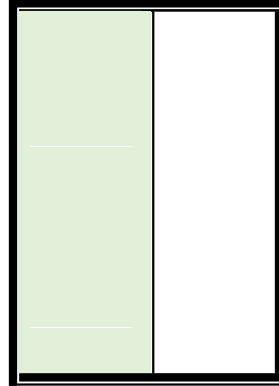
Standard Advertising Rates 2023



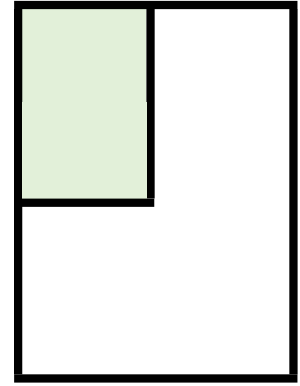
Full Page (A4)



Half page



Half page



Quarter page

Size	Type area (mm)	4-colour
Full page A4 size*	Bleed size 305 x 218 Type area 254 x 178	£995/\$1495
½ page	124 x 178 (landscape) or 254 x 86 (portrait)	£490/\$735
¼ page	124 x 86 (portrait)	£350/\$525
Cover positions – Inside front; Outside back & Inside back		
Full page	Bleed size 305 x 218 Type area 254 x 178	£1295/\$1945

- * A4 size** Trimmed Size: 297mm high & 210mm wide
- Series Discounts:** Available
- Bleed:** No extra charge – Crop marks requires for correct positioning
- Frequency:** Bi-monthly (2nd month of each two)
- Ad Copy Date :** **First day** of first month (Jan/Feb deadline is 01 Jan)
- Cancellations:** Accepted at least 6 weeks prior to publication
- Elect. Media:** **Must** be TIFF, PDF or JPEG format, minimum 300 dpi resolution.

Included within the advertising rate: Advertiser's company logo (hyperlinked) will be on each of the Table of Contents e-mail campaigns which also goes out to IPC social groups, **AND** the advertisement will be hyperlinked to the advertisers web-site from the online version: www.international-pest-control.com

- Note that we cannot accept liability for the quality of published advertisements if advertising materials are supplied in any other format.
- Rates shown are excluding VAT if applicable

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Please note we reserve the right to amend our special features and distribution at events.

Company Profile Packages 2023

We have three levels of Company Profile packages.

Bronze @ GBP £1300/USD \$1950 includes

- Two pages company editorial spread in IPC issue (additional pages £500/\$750 per page)
- Company profile editorial uploaded onto IPC website

Silver @ GBP £1650/USD \$2475 includes

- Front cover picture position
- Two pages company editorial spread in IPC issue (additional pages £500/\$750 per page)
- Full Page Advertisement in IPC issue
- Company profile editorial uploaded onto IPC website.

Gold @ GBP £1990/USD \$2985 includes

- Front cover picture position
- Two pages company editorial spread in IPC issue (additional pages £500/\$750 per page)
- Full Page Advertisement in IPC issue
- Company profile editorial uploaded onto IPC website
- 4-pages reprint (qty 500) with all indexing removed from cover and company logo added
- Low resolution PDF of the reprint
- Company profile PDF uploaded onto IPC website for free download to our visitors.

With Silver & Gold the advertisement will be hyperlinked to the advertiser's website from the on-line version and a hyperlinked company logo will be placed on the Table of Contents alert campaign for the issue.

The reprint will be

- Finished Size: 297x210mm A4 portrait
- Number of Pages: 4pp
- Text Material: 150gsm Gloss Paper
- Ink Colours: Four process colours throughout 4/4.
- Finishing: Trimmed to 420x297mm and folded to 297x210mm size. Packed in cartons in suitable quantities.
- Deliver to: Bulk to one mainland UK address included in the price. If overseas delivery required additional cost will be incurred.

Should you require any further information or wish to discuss any special promotional requirement, via IPC magazine or website please contact Ras Patel Email: raspatel@researchinformation.co.uk

Circulation

International Pest Control (IPC) magazine is an independent, bi-monthly magazine which has been published continuously for more than 60 years. It is the leading magazine in the world dealing with all aspects of pest prevention and pest eradication. It is only available via a subscription.

IPC provides authoritative reviews of pest control developments worldwide, with news, articles, reviews, features and comments. It is published in the interest of everyone concerned with the control of infestation of all types - in agriculture; in food manufacturing, storage, and distribution; in domestic, commercial, and industrial premises. It uniquely provides information on all markets and all pests.

We have upgraded our system to allow access to issues via mobile devices (tablet & smart phone) as well desktop and laptop computers. As a subscriber, you will have free access to all issues from January 2004, using your Username and Password. Benefits include archive search, language translation and thumbnail scrolling for quick access to pages.

With the introduction of the online/digital version, we have introduced multi-site and global licences and some organisations who have offices/facilities at various locations have taken advantage of the multi-site and global licences. More subscribers are requesting online access only and do not wish to receive a print copy. All advertisements are hyperlinked to the advertiser's website from the online/digital version.

Hence for the reasons explained above, it is difficult to obtain actual circulation figures. Extra print copy distribution takes place at various international exhibitions and conferences around the world. This gives an average print circulation of 700 copies per issue.

The geographical breakdown of subscribers by region is show below, (please note extra distribution in not included).

IPC Geographical Distribution (apprx): 2022

<u>Region</u>	<u>Percentage</u>
Europe	31%
UK	26%
North America	17%
Asia	11%
Australasia	7%
Middle East	4%
South America	2%
Africa	2%

Readership

Worldwide readership includes public health professionals, pest managers and technicians, researchers, consultants and environmental health officers and crop protection professionals. Universities and Governmental Libraries also subscribe hence the readership is in the region of +10000s