

INTERNATIONAL PEST CONTROL



PUBLIC HEALTH | AGRICULTURE | HORTICULTURE & AMENITY | FORESTRY & PLANTATION | ANIMAL HEALTH

Reporting on global pest control issues for over 60 years

Since its inception in 1958, IPC magazine has been a dedicated source of up-to-date news, perspectives, opinions, and technical reports for over six decades. Our commitment to providing valuable content extends to each edition, featuring special segments alongside regular sections covering Public Health, Agriculture, Horticulture & Amenity, Forestry & Plantation, and Animal Health. If you are interested in contributing an article please contact Dr. Chris Endacott, the editor, at editor@international-pest-control.com.

Special Features

Jan/Feb (66:1) Climate Change and Pest Management

With 2023 set to be the hottest year on record and fire, drought, flood and melting glaciers a regular feature of the news we look at how pests and diseases are exploiting our changing planet and what impact this might have on food supply and disease.

Mar/Apr (66:2) Sustainable Urban Pest Management

Operators in urban areas need to consider a wide range of factors when selecting the appropriate method of pest management. Greater use of biologicals, natural products and novel methods is needed to satisfy consumer demand for environmentally friendly control.

May/Jun (66:3) Vertebrate Pest Control

Vertebrate pests do untold damage to our crops, and to the fabric of our buildings, vehicles and built infrastructure. We look at the latest control techniques and how the battle for control ebbs and flows between us and them.

Jul/Aug (66:4) Control of Biting Invertebrates

Not just bed bugs! Millions of people around the world have their lives severely affected or even shortened by the vectors of disease, and climate change is extending the range of many diseases. Others suffer from nuisance pests which may not kill them, but which plague them at work, at home and in bed. This feature will look at the latest control techniques and what the future may hold.

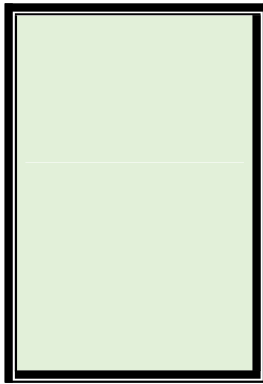
Sep/Oct (66:5) Managing Storage Pests

With an ever-growing population and a war in Europe's bread basket we cannot afford storage losses and so we look at what we can do to ensure more of the food we grow is available to feed people. The loss of food following harvest is staggering and we are running out of suitable and safe chemicals that work; we look at solutions.

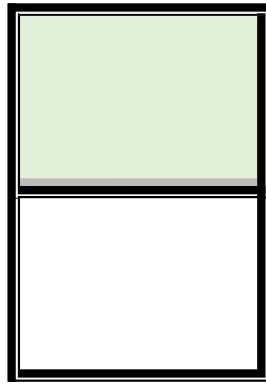
Nov/Dec (66:6) Technology in Pest Control

One way of reducing pesticide use and avoiding non-target damage is to treat only the pest and nothing else. New technologies offer just this opportunity. Drones, AI, handheld devices and, of course, the internet of things all have their application in Pest Control.

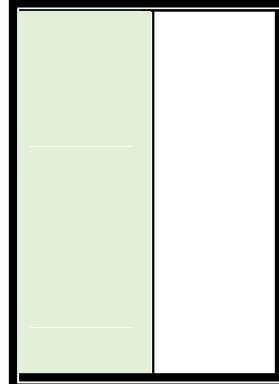
Standard Advertising Rates 2024



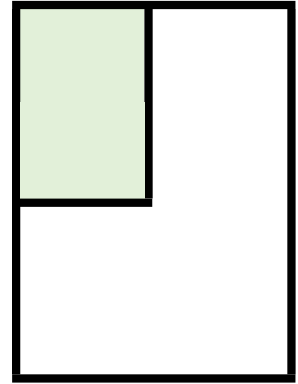
Full Page (A4)



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 2024

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): 2023

<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 +10000