

# 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](mailto:editor@international-pest-control.com).

## Special Features

### **Jan/Feb (67:1) Climate Change and Pest Management**

No apologies for this appearing in the same slot two years running. The impact of climate change is felt in all pest control sectors and unless we adapt to the changes in pest distribution we will lose more crops, see a wider distribution of diseases and considerable damage to local ecologies.

### **Mar/Apr (67:2) Pests of Crop & Amenity Trees**

It seems there is hardly a tree, whether a forest crop, an amenity tree or a fruit crop that is not affected by an ever-growing range of pests many introduced from overseas and without any natural control agents.

### **May/Jun (67:3) Control of vectors of disease**

While vaccines may finally allow us to get some control of malaria many other diseases – affecting both humans and livestock – are spreading in range as the climate warms. Dengue is now a major disease worldwide and its spread seems unstoppable. What are the latest techniques for controlling disease vectors.

### **Jul/Aug (67:4) Pest control in the Food and Hospitality Industry**

Failure to achieve adequate pest control in the hospitality sector can ruin a business. Whether its cockroaches in the kitchen, rats in the recreational area or bugs in the bed - any one can bring a hospitality business to its knees. How can the pest control industry stay on top of the problem?

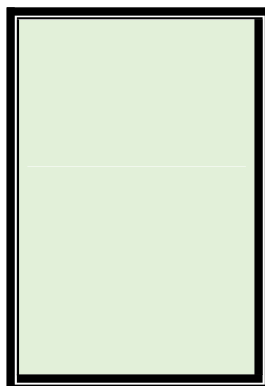
### **Sep/Oct (67:5) Advances in Application Technology**

When it comes to application technology it sometimes seems that the biopesticide industry is intent on making all the same mistakes as the agrochemical industry that it is replacing. We hope to hear about novel and accurate methods of applying today's pest control agents.

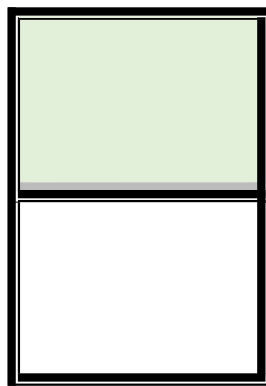
### **Nov/Dec (67:6) Biocontrol and IPM**

According to an AI - who am I to disagree – the first mention of IPM was in a 1972 directive from Richard Nixon. Not my first guess! But that proves the idea has been around for decades. WE have a greater range of biocontrol agents available today – are we achieving Richard's dream? – *Editor IPC*

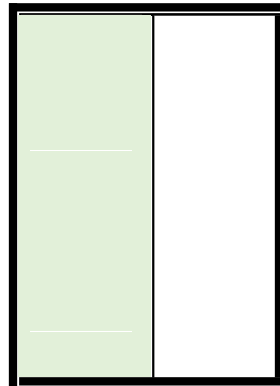
## Standard Advertising Rates 2025



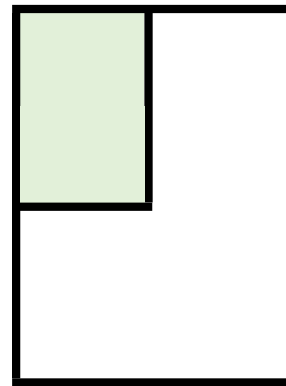
Full Page (A4)



Half page



Half page



Quarter page

| Size                                                                  | Type area (mm)                                  | 4-colour     |
|-----------------------------------------------------------------------|-------------------------------------------------|--------------|
| Full page<br>A4 size*                                                 | Bleed size 305 x 218<br>Type area 254 x 178     | £995/\$1495  |
| ½ page                                                                | 124 x 178 (landscape) or<br>254 x 86 (portrait) | £490/\$735   |
| ¼ page                                                                | 124 x 86 (portrait)                             | £350/\$525   |
| <b>Cover positions – Inside front; Outside back &amp; Inside back</b> |                                                 |              |
| Full page                                                             | Bleed size 305 x 218<br>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 (2<sup>nd</sup> 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](http://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 2025

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](mailto: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 500 copies per issue.

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

### ***IPC Geographical Distribution (apprx): 2024***

| <b><u>Region</u></b> | <b><u>Percentage</u></b> |
|----------------------|--------------------------|
| 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