PMP

Pest Management Professional









PEST CONTROL'S MOST TRUSTED TECHNICAL RESOURCE SINCE 1933









2027

EDITORIAL CALENDAR

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	Nov. 30	Dec. 21	Jan. 22	Feb. 17	March 17	April 16	May 20	June 17	July 16	Aug. 19	Sept. 17	Oct. 28
Materials Due	Dec. 7	Dec. 30	Jan. 29	Feb. 23	March 23	April 23	May 27	June 23	July 22	Aug. 25	Sept. 23	Nov. 4
COVER STORY/FEATURE SECTION												
Main Feature / Secondary Feature	Termite Insights	Rodent Insights	Add-On Services / Bird Control	Mosquitoes and Public Health / *PMP*s' Choice Awards	2027 *PMP* Growth Summit	Bed Bugs and Public Health	Ant Insights	Training Guide/ Recruitment and Retention	Green All-Stars / Guide to Growth / Must-See PestWorld Exhibits Guide / Merger Guide	Growth Leaders / Profitable Products Q&As	2028 State of the Industry Report / Termiticide Efficacy Report	Cockroach Insights
NEW **DIGITAL FOCUS**												
	Termites	Rodents	Birds	Mosquitoes and Public Health	Hiring and Training	Bed Bugs	Ants	Fleet Management	Industry Consolidation	Profitable Products	Industry Trends	Cockroaches
NEWS & VIEWS SECTION												
Launch Pad	○	○	○	○	○	○	○	○	○	○	○	○
Industry Intel	New York Pest Expo Coverage	Purdue Pest Management Conference Coverage	○	○	○	UPFDA Spring Conference Coverage	○	○	WIP&WC Conference Coverage	○		PestWorld Coverage
Pest Trends	Flies	Ants	Fleas and Ticks	Stored Product Pests	Termites	Birds	Mosquitoes	Cockroaches	Bed Bugs	Rodents	Occasional Invaders	Wildlife
NEW Regulatory Report	○	○	○	○	○	○	○	○	○	○	○	○
Association Update		PPMA		Pi Chi Omega		RISE	UPFDA		NPMA		NWCOA	
TECHNICAL SECTION												
Tips & Tricks	Ants	Bed Bugs	Cockroaches	Stinging Insects	Flies	Mosquitoes	Fleas and Ticks	Termites	Invasive Species	Wildlife	Spiders	Rodents
NEW Situations & Solutions	○	○	○	○	○	○	○	○	○	○	○	○
Callback Cures	○	○	○	○	○	○	○	○	○	○	○	○
Tech Test	Spiders	Ticks	Ants	Termites	Stinging Insects	Rodents	Flies	Bed Bugs	Cockroaches	Wildlife	Mosquitoes	Stored Product Pests
Pest Battles					Mosquitoes			Ants		Rodents	Bed Bugs	Cockroaches
BUSINESS SECTION												
The Pest Posse Roundup	○	○	○	○	○	○	○	○	○	○	○	○
Coach's Corner	○	○	○	○	○	○	○	○	○	○	○	○
M&A Trends & Tips	○		○		○		○		○		○	
NEW The Bottom Line		○		○		○		○		○		○
PEOPLE SECTION												
5 Questions	○	○	○	○	○	○	○	○	○	○	○	○
My Turn	○	○	○	○	○	○	○	○	○	○	○	○
NEW Timeline	○	○	○	○	○	○	○	○	○	○	○	○
Photo Finish	○	○	○	○	○	○	○	○	○	○	○	○
SUPPLEMENTS												
	Termites			Mosquitoes	Food Safety	Bed Bugs	Ants		Green All-Stars / Merger Guide	Cockroaches / Growth Leaders	State of the Industry Report	
BONUS DISTRIBUTION												
	Purdue Pest Management Conference		2027 *PMP* Growth Summit	United Producers, Formulators & Distributors (UPFDA) Spring Conference				WIP&WC Conference		PestWorld 2027	New York Pest Expo	

Ad Close and Materials Due dates are subject to change. Bonus distribution also is subject to change if events are cancelled or become virtual.

2027 Editorial Calendar

Monthly Pest Coverage*



6x Ants
January, February, March, July, August & November



5x Bed Bugs
February, June, August, September & November



3x Birds
March, June, & November



6x Cockroaches
March, August, September, October, November & December



4x Fleas & Ticks
March, April, July, & November



4x Flies
January, May, July, & November



5x Mosquitoes
April, May, June, July, & November



6x Rodents
February, April, June, October, November & December



2x Spiders
January & November



3x Stinging Insects
April, May & November



3x Stored Product Pests
April, November & December



5x Termites
January, April, May, August & November



3x Wildlife
October, November & December

** Includes 2027 State of the Industry, Invasive Species coverage and Pest Battles*

Digital Focus

January	**Rodents**
February	**Termites**
March	**Small Business**
April	**Bloodsuckers, Part I**
May	**Hiring and Training**
June	**Ants**
July	**Bloodsuckers, Part II**
August	**Fleet Management**
September	**Industry Consolidation**
October	**Profitable Products**
November	**Industry Trends**
December	**Cockroaches**

PMP Editorial Advisory Board

Dan Baldwin, BCE, CCFS, CP-FS
Hawx Pest Control

Michael Broder
BHB Pest Elimination

Foster Brusca
The Pest Posse

Dr. Mohamed El Damir, BCE
Adam's Pest Control

Doug Foster
Burt's Termite & Pest Control

Dr. Faith Oi
University of Florida

Glen Ramsey, BCE
Whole Foods Market

Eric Scherzinger
Scherzinger Pest Control

Mark Sheperdigian, BCE
Rose Pest Solutions

Print Ad Sizes & Guidelines

French Door Gatefold Ad	Left Panel: Trim 4.875" x 10.5"; Bleed: 5.125" x 10.75"; Safety: 4.375" x 10" Center + Right Panel: Trim: 12.375" x 10.5"; Bleed: 12.625" x 10.75"; Safety: 11.875" x 10"
Bellyband	17.25" x 6"
Spread	15.5" x 10.5"
Full Page	7.75" x 10.5"
Full Page Insert	7.375" x 10.5"
2/3 Page Vertical	4.375" x 9.75"
1/2 Page Horizontal	6.75" x 4.625"
1/2 Page Island	4.375" x 7.125"
1/2 Page Vertical	3.25" x 9.75"
1/3 Page Square	4.375" x 4.625"
1/3 Page Vertical	2.0625" x 9.75"
1/4 Page Square	3.25" x 4.625"

Classified Showcase & Career Source Ads

Black & White	$300 per column inch (1 column = 2.1225" wide)
4-Color	$500 per column inch

PMP ads, advertorials and sponsored content (print and digital) must avoid comparative content (e.g., research or testimonials comparing one company's products to another, or one category of solutions or one active ingredient to another). *PMP*'s "fair play" advertising guidelines benefit our valued marketing partners as well as our loyal readers. Advertisers can trust *PMP* to not publish print or digital ads, advertorials or sponsored content that speak negatively about other companies, products, product categories or active ingredients. By keeping ad messages positive and non-comparative — sticking to each advertiser's own solutions (and their specifications, features and benefits) — we add credibility with our professional audience, and help all parties reduce related potential liabilities.

YOUR PMP TEAM



KEVIN STOLTMAN
NCM President & CEO
kstoltman@northcoastmedia.net
216-706-3740



STEVE GALPERIN
VP of Finish & Operations
sgalperin@northcoastmedia.net
216-706-3705



MIKE JOYCE
Brand Manager
mjoyce@northcoastmedia.net
216-387-2870



JESSE KHALIL
Account Executive
jkhalil@northcoastmedia.net
216-363-7930



KELLI VELASQUEZ
Classified Sales
kvelasquez@northcoastmedia.net
216-706-3767



SYDNEY FISCHER
Senior Digital Media Specialist
sfischer@northcoastmedia.net
216-675-6002



TRACIE MARTINEZ
Art Director
tmartinez@northcoastmedia.net
216-280-6127



COURTNEY TOWNSEND
Creative Director
ctownsend@northcoastmedia.net
216-363-7931



AMELIA JOLIAT
Graphic Designer
ajoliat@northcoastmedia.net
216-706-3780



KAREN LENZEN
Senior Manager, Production Services
klenzen@northcoastmedia.net
216-978-3144



HEATHER GOOCH
Editor-in-Chief
hgooch@northcoastmedia.net
330-321-9754



DIANE SOFRANEC
Senior Editor
dsofranec@northcoastmedia.net
440-773-6337



ANTOINETTE SANCHEZ-PERKINS
Sr. Audience Development Mgr.
asanchez-perkins@northcoastmedia.net
216-526-6072



MICHELLE MITCHELL
VP, Marketing & Events
mmitchell@northcoastmedia.net
216-363-7922



TOD McCLOSKEY
Director of Sales
tmccloskey@northcoastmedia.net
216-363-7921



TABATHA JETER
Director of Research and Data
tjeter@northcoastmedia.net
216-973-4395



DR. MIKE BENTLEY, BCE
mbentley@pestworld.org



FOSTER BRUSCA
info@thepestposse.net



PETE SCHOPEN
rvthereyetpest@gmail.com



SHERI SPENCER BACHMAN, ACE
sheri@pestcontrolbusinesscoach.com

All ad materials must be submitted via the ad portal: northcoastmedia.sendmyad.com. **For help using the ad portal, please contact** Karen Lenzen at klenzen@northcoastmedia.net
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