Alliance for Audited Media
TRANSACT WITH TRUST

CONSOLIDATED MEDIA REPORT

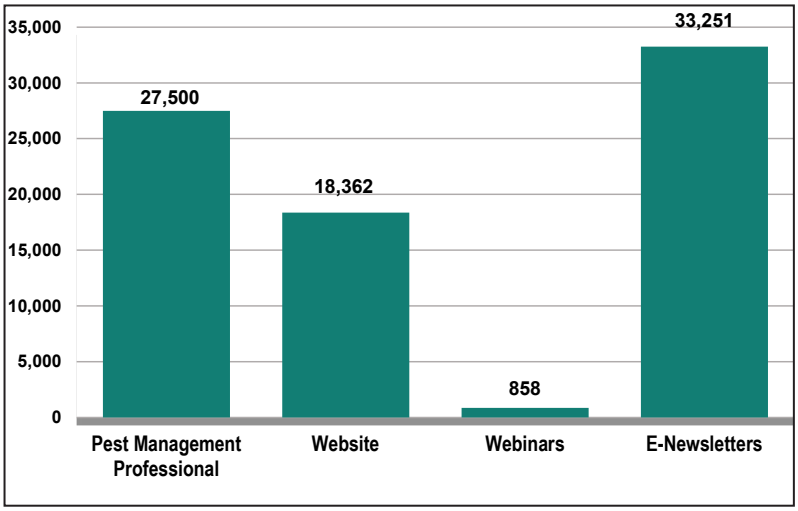
B2B Media

6 months ended June 30, 2026

PMP Pest Management Professional

Learn more about this media property at auditedmedia.com

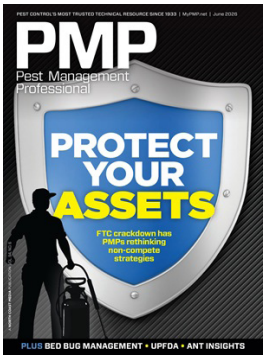
TOTAL AVERAGE GROSS CONTACTS 79,971

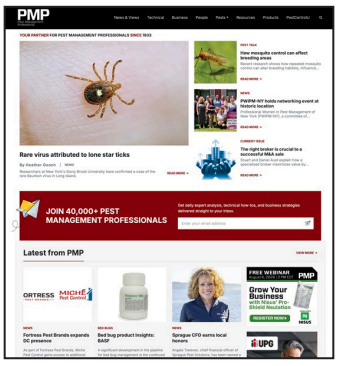


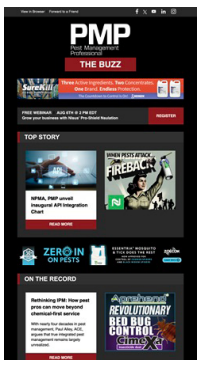
EXECUTIVE SUMMARY

Channels	Contacts	Period
Pest Management Professional		6 months ended June 30, 2026
Total Qualified Circulation	27,500	
Website Activity		6 months ended June 30, 2026
Page Views	28,069	
Sessions/Visits	22,114	
Users/Visitors	18,362	
Webinars		6 months ended June 30, 2026
Total Registrants	858	
Total Attendees	408	
E-Newsletters		6 months ended June 30, 2026
Total Average Net Distribution Per Issue	33,251	
Social Media		As of June 30, 2026
Facebook Followers	10,000	
Instagram Followers	2,688	
LinkedIn Followers	17,161	
X Followers	4,857	
YouTube Subscribers	893	

Website Activity = Avg Monthly
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





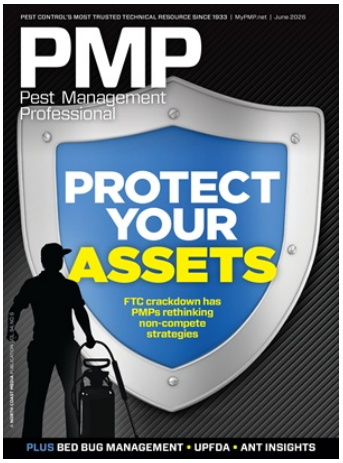


PMP
Pest Management Professional

6 months ended June 30, 2026
Subject to Audit

Field Served:

Pest Management Professional serves individuals in the the following market segments: Contract Pest Control, In-house Pest Control, Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate and Other Allied to Field.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	27,500
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	23,255
Qualified Nonpaid Individual - Digital	9,029
Total Qualified Nonpaid Individual	**27,500**
Total Average Qualified Nonpaid Circulation	**27,500**

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	22
Total Nonqualified Allocated for Shows & Conventions	**22**
Nonqualified Miscellaneous, Including Staff Copies - Print	350
Nonqualified Miscellaneous, Including Staff Copies - Digital	180
Total Nonqualified Miscellaneous, Including Staff Copies	**461**
Total Average Nonqualified Circulation	**483**

CIRCULATION BY ISSUES

Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	23,305	8,953	27,500
Feb	23,256	9,208	27,500
Mar	23,219	9,035	27,500
Apr	23,196	9,039	27,500
May	23,270	8,975	27,500
Jun	23,285	8,965	27,500

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BUSINESS ANALYSIS

	Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Owner, President, VP & Other Corporate Officers	Directors, General Managers, Supervisors & Foremen	Servicemen & Technicians	Purchasing Agents & Buyers	Entomologists, Scientists, R&D, Other
1.	Contract Pest Control	21,957	79.8	18,703	7,262	15,376	4,744	1,421	77	339
2.	In-house Pest Control	2,913	10.6	2,342	1,030	1,589	961	263	47	53
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	2,630	9.6	2,225	683	1,228	1,030	218	57	97
	Total Qualified Circulation	**27,500**	**100.0**	**23,270**	**8,975**	**18,193**	**6,735**	**1,902**	**181**	**489**

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	23,030	8,972	27,259	99.1
Individual by Name Only	33	2	34	0.1
Title or Occupation Only	207	1	207	0.8
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	**23,270**	**8,975**	**27,500**	**100.0**
Total Qualified Circulation	**23,270**	**8,975**	**27,500**	**100.0**

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GEOGRAPHIC ANALYSIS

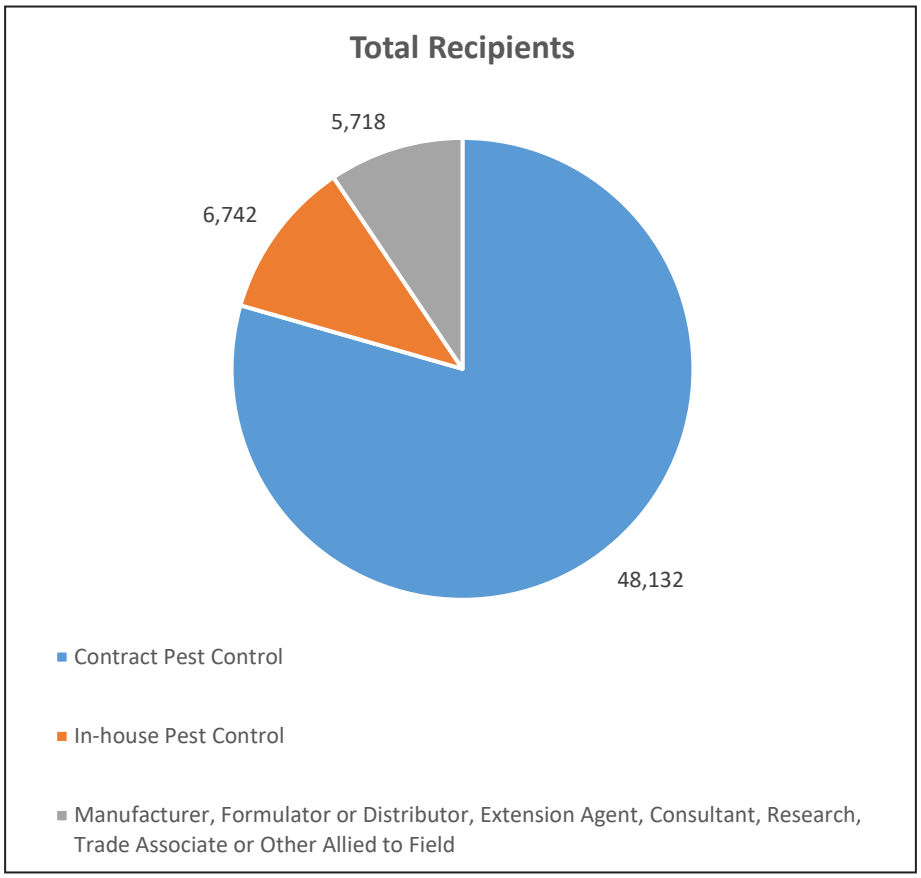
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	480	164	544
Arizona	555	208	661
Arkansas	290	95	325
California	2,026	816	2,418
Colorado	223	91	275
Connecticut	245	88	287
Delaware	72	23	83
District of Columbia	13	10	20
Florida	2,288	901	2,669
Georgia	1,086	465	1,296
Idaho	114	48	139
Illinois	748	277	863
Indiana	458	183	542
Iowa	262	70	294
Kansas	303	101	362
Kentucky	288	97	331
Louisiana	411	153	474
Maine	93	28	103
Maryland	385	159	460
Massachusetts	452	168	536
Michigan	605	228	722
Minnesota	247	92	290
Mississippi	243	71	273
Missouri	539	203	627
Montana	62	25	73
Nebraska	170	43	189
Nevada	188	82	226
New Hampshire	98	31	116
New Jersey	630	290	771
New Mexico	150	59	179
New York	1,074	407	1,256
North Carolina	999	369	1,175
North Dakota	49	9	51
Ohio	785	301	934
Oklahoma	399	139	463
Oregon	228	73	266
Pennsylvania	755	267	887
Rhode Island	86	30	100
South Carolina	659	247	762
South Dakota	48	19	61
Tennessee	641	235	740
Texas	1,837	759	2,199
Utah	154	81	193
Vermont	38	15	43
Virginia	710	244	820
Washington	331	130	388
West Virginia	112	32	124
Wisconsin	379	123	446
Wyoming	36	12	42
TOTAL 48 CONTERMINOUS STATES	**23,044**	**8,761**	**27,098**
Alaska	23	12	32
Hawaii	77	41	105
TOTAL ALASKA & HAWAII	**100**	**53**	**137**
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	**23,144**	**8,814**	**27,235**
Poss. & Other Areas	19	10	24
U.S. & POSS., etc.	**23,163**	**8,824**	**27,259**
Canada	103	55	143
International	4	93	95
Military or Civilian Personnel Overseas			
Total International	**107**	**148**	**238**
E-mail Address Only		3	3
Other Unclassified			
GRAND TOTAL	**23,270**	**8,975**	**27,500**

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INTEGRATED AUDIENCE ENGAGEMENT						
	Classification by Business & Industry	Total Unduplicated*	Pest Management Professional Magazine	The Buzz Online E-Newsletter	PMP Product Spotlight E-Newsletter	Total Recipients
1.	Contract Pest Control	29,555	21,936	15,698	10,498	48,132
2.	In-house Pest Control	4,436	2,931	2,652	1,159	6,742
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	5,443	2,633	2,297	788	5,718
	Total Qualified Circulation	**39,434**	**27,500**	**20,647**	**12,445**	**60,592**
	Percent		**45.4**	**34.1**	**20.5**	**100.0**

*This is an analysis of the 39,434 unique recipients of the Pest Management Professional Network brand of products as of June 30, 2026. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the Pest Management Professional Network brand. The Total Unduplicated is the number of unique recipients of Pest Management Professional Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Pro ile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



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CHANNEL PROFILES

WEBSITE ACTIVITY - www.mypmp.net

2026	Page Views	Sessions/Visits	Users/Visitors
January	29,403	23,854	19,719
February	25,761	21,074	16,720
March	27,313	22,103	17,653
April	32,345	27,002	22,685
May	27,431	21,086	18,202
June	26,158	17,566	15,193

WEBINARS

Type	Total Registrants	Total Attendees
Smarter Pest Control Starts with Scent: How BugScents Smarter Pest Control Starts with Scent: How BugScents™ Sentry Pro is the New Edge in Bed Bug Detection and Control	86	22
Backyard Mosquito Control	772	386

E-NEWSLETTERS - The Buzz Online

2026	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	4	21,050	84,201
February	4	21,073	84,291
March	4	21,053	84,211
April	5	20,837	104,187
May	4	20,607	82,426
June	4	20,575	82,300

E-NEWSLETTERS - PMP Product Spotlight

2026	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	12,611	12,611
February	1	12,493	12,493
March	1	12,423	12,423
April	1	12,337	12,337
May	1	12,244	12,244
June	1	12,208	12,208

SOCIAL MEDIA

Channel	As of June 30, 2026
Facebook Followers	10,000
Instagram Followers	2,688
LinkedIn Followers	17,161
X Followers	4,857
YouTube Subscribers	893

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NOTES

Definition of Recipient Qualification:
Qualified recipients are Owners, Presidents, VPs & Other Corporate Officers, Directors, General Managers, Supervisors & Foremen, Servicemen & Technicians, Purchasing Agents & Buyers, Entomologists, Scientists, R&D, Others allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

Allocated for Shows and Conventions:
Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
PMP Growth Summit	Kissimmee, FL	3/10/2026-3/12/2026	February	100
Women in Pest Control	North Myrtle Beach, FL	7/29/2026-7/30/2026	June	30

Total Average Gross Contacts Include: Qualified Nonpaid Circulation, Users/Visitors, Webinar Registrants and Attendees, and Average Newsletter Net Distribution per issue.

Website Data Source: Google Analytics.

Data Center Traffic: Filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.mypmp.net

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Webinar: Total webinar attendees represents individuals that attended the live webinar. AAM used vendor reports to validate attendance for each webinar. Webinar attendees were counted as one individual although there may have been multiple individuals viewing the webinar under one sign in. Attendees are included in the registrant totals.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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