

PMP

Pest Management
Professional



PEST CONTROL'S MOST TRUSTED TECHNICAL RESOURCE SINCE 1933



2026

MEDIA PLANNER

The Industry's **Most Trusted** Technical Resource Since 1933

Since 1933, *Pest Management Professional* (PMP) has provided — through print and digital media, content marketing and events — intel essential for pest control companies to operate efficiently. PMP serves the \$12.654 billion U.S. structural pest control market. PMP captivates and educates its audience with three pillars of INFotainment: pest identification, control and exclusion tips; updates on business tools, obstacles and opportunities; and coverage of new control technologies, techniques and regulations.

When you advertise with *PMP*, the industry's most trusted technical resource, you are able to:



Reach our targeted audiences of engaged, qualified buyers with your branded messages.



Connect pest management professionals (PMPs) to your people, products and services.



Attract new business through integrated print and digital campaigns, and exclusive buyer-seller networking events, and generate interest, leads and sales.

PMP'S TOP 3 PURCHASING DECISIONS ARE:

- ① Printed pest control magazines
- ② Pest control media websites
- ③ Manufacturers' and distributors' websites

Source: Accelara Publishing Research's Pest Management Media Survey (311 respondents)



The Industry's Largest Audited Audience

PMP invests in an annual third-party audience audit to provide you with an unbiased evaluation of our audiences across all media platforms. Not only does an independent third-party audit our magazine and e-newsletter audience data, it also aggregates and verifies our website, social media and webinar audiences. You can completely trust PMP's audience data; our readers are qualified buyers who requested PMP.



23,720

Print Edition Subscribers



9,050

Digital Edition Subscribers



15,814

Unique Monthly Website Visitors



62,863

DTY E-News Subscribers



13,133

Product Spotlight E-News Subscribers



20,983

The Buzz E-News Subscribers

40,540

Unduplicated Print and Digital Magazine and E-Newsletter Subscribers



33,910

Social Media Followers



75+

PMP Growth Summit Attendees



120+

PMP Hall of Fame Attendees

PMP Alliance for Audited Media Circulation Report, June 2025 (Print & Digital Edition Subscribers, Unduplicated Print & Digital Magazine and all E-Newsletter Subscribers, Unique Monthly Website Visitors and Social Media Followers). Publisher's Own Data, October 2025 (DTY Enewsletter Subscribers and Event Attendees). PCT Verified Audit Circulation Report, June 2022.

Third-Party Research Confirms *PMP* Leads in *Every* Category



**PMP delivers
11% — or
2,674 — more
print copies
than PCT.**

PMP Alliance for Audited Media Circulation Report, June 2025.
PCT Verified Audit Circulation Report, June 2022.

Superior Print Audience

Print Pass-Alongs Leader

2.4 pass-along readers per copy

3.4 total readers per copy

82,715

total average monthly
print edition readers

Source: Signet Research

Industry Favorite:

PMP 64% PCT 36%

Best New Product Coverage:

PMP 66% PCT 34%

Regularly Shares Tips from PMPs, Manufacturers & Distributors:

PMP 81% PCT 19%

Most Influences Purchasing:

PMP 56% PCT 44%

Most-Trusted Technical Resource:

PMP 57% PCT 43%

Most-Trusted Business Resource:

PMP 65% PCT 35%

Covers More Pests Year-Round:

PMP 62% PCT 38%

Most Relevant & Useful Information:

PMP 58% PCT 42%

Most Staff-Written Content:

PMP 67% PCT 33%

Most Knowledgeable Regular Contributors:

PMP 62% PCT 38%

Source: Accelara Publishing Research's Pest Management Media Survey (311 respondents)

Print Inserts & Special Sections

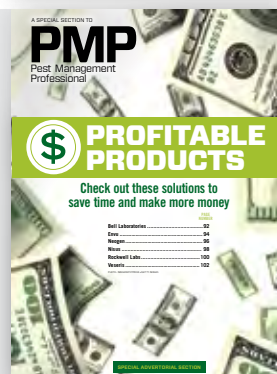
► PestWorld Must-See Exhibits Guide

September insert features full-page advertorials promoting National Pest Management Association PestWorld exhibitors.



► Profitable Products Advertorial/Ad Spreads

This special section in our October PestWorld Show Issue comprises advertorial/ad spreads in which suppliers tout the time- and cost-saving benefits and other features of their core solutions.



► Pest Battles

In these run-of-press special sections, PMPs share worst-case scenarios and the control solutions they used to win these pest battles. Advertisers receive full-page advertorials — with PMP handling the client interviews, copy creation, page design and coordination of reviews, and final approvals by you and your PMP client.



All inserts and advertorials also are promoted and available online.

2026 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close	Nov. 27	Jan. 7	Feb. 4	Feb. 25	April 1	April 29	May 27	June 24	July 22	Aug. 26	Sept. 23	Nov. 4
Materials Due	Dec. 4	Jan. 14	Feb. 11	March 4	April 8	May 6	June 3	July 1	July 29	Sept. 2	Sept. 30	Nov. 11
COVER STORY/FEATURE SECTION												
Main Feature / Secondary Feature	Rodent Insights	Termite Insights	Birds and Other Add-On Services / Regulatory Outlook	Mosquitoes and Other Public Health Pests / PMPs' Choice Awards	2026 <i>PMP</i> Growth Summit / PestControlU.net Update	Ant Insights	Bed Bug Insights / Termiticide Efficacy Report	Occasional Invaders	Green All-Stars / Guide to Growth / Must-See PestWorld Exhibits Guide / Merger Guide	2026 <i>PMP</i> Hall of Fame Inductees / Growth Leaders / Profitable Products Q&As	2027 State of the Industry Report	Cockroach Insights
NEWS & VIEWS SECTION												
Launch Pad	○	○	○	○	○	○	○	○	○	○	○	○
<i>PMP</i> Gallery	○		○		○		○		○		○	
Industry Intel	New York Pest Expo Coverage	Purdue Pest Management Conference Coverage	○	○	○	UPFDA Spring Conference Coverage	○	○	○	○	<i>PMP</i> Hall of Fame Coverage	PestWorld Coverage
Pest Trends	Flies	Ants	Fleas and Ticks	Stored Product Pests	Termites	Birds	Mosquitoes	Invasive Species	Bed Bugs	Bats	Occasional Invaders	Wildlife
Association Update		PPMA		Pi Chi Omega		RISE	UPFDA		NPMA		NWCOA	
TECHNICAL SECTION												
Tips & Tricks	Ants	Bed Bugs	Cockroaches	Stinging Insects	Flies	Mosquitoes	Fleas & Ticks	Termites	Invasive Species	Spiders	Wildlife	Rodents
NEW Tools & Tips	○	○	○	○	○	○	○	○	○	○	○	○
Situations & Solutions	○	○	Mosquitoes	○	Cockroaches	○	Rodents	Spiders	○	○	○	○
Callback Cures	○	○	○	○	○	○	○	○	○	○	○	○
Tech Test	Spiders	Birds	Ants	Termites	Stinging Insects	Rodents	Flies	Bed Bugs	Wildlife	Cockroaches	Mosquitoes	Stored Product Pests
Sole-Sponsored Pest Supplements	Termites			Mosquitoes		Bed Bugs	Ants			Cockroaches	State of the Industry Report	
Pest Battles					Mosquitoes			Ants		Rodents	Bed Bugs	Cockroaches
BUSINESS SECTION												
Start-Up Stories	○	○	○	○	○	○	○	○	○	○	○	○
The Pest Posse Roundup	○	○	○	○	○	○	○	○	○	○	○	○
Coach's Corner	○	○	○	○	○	○	○	○	○	○	○	○
NEW M&A Trends & Tips	○	○	○	○	○	○	○	○	○	○	○	○
The ABCs of Growth	○	○	○	○	○	○	○	○	○	○	○	○
Sole-Sponsored Business Supplements								Green All-Stars	Merger Guide / Growth Leaders		State of the Industry Report	
PEOPLE SECTION												
5 Questions	○	○	○	○	○	○	○	○	○	○	○	○
My Turn	○	○	○	○	○	○	○	○	○	○	○	○
NEW Listen Up	○		○					○				○
Photo Finish	○	○	○	○	○	○	○	○	○	○	○	○
BONUS DISTRIBUTION												
	Purdue Pest Management Conference		2026 <i>PMP</i> Growth Summit	United Producers, Formulators & Distributors (UPFDA) Spring Conference						PestWorld 2026	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.

2026 Editorial Calendar

Monthly Pest Coverage*



7x

Ants

January, February, March, June, July, August & November



6x

Bed Bugs

February, June, July, August, September & November



5x

Birds

February, March, June, September & November



6x

Cockroaches

March, May, August, September, October & December



5x

Fleas & Ticks

March, April, July, September & November



6x

Flies

January, April, May, July, September & November



7x

Mosquitoes

March, April, May, June, July, September & November



8x

Rodents

January, April, June, July, September, October, November & December



4x

Spiders

January, August, October & November



4x

Stinging Insects

April, May, September & November



3x

Stored Product Pests

April, November & December



7x

Termites

January, February, April, May, July, August & November



4x

Wildlife

September, October, November & December

* Includes 2026 State of the Industry, Invasive Species coverage and Pest Battles



PMP Editorial Advisory Board

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

Dr. Faith Oi
University of Florida

Michael Broder
BHB Pest Elimination

Glen Ramsey, BCE
Whole Foods Market

Foster Brusca
The Pest Posse

Eric Scherzinger
Scherzinger Pest Control

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

Mark Sheperdigian, BCE
Rose Pest Solutions

Doug Foster
Burt's Termite & Pest Control

Fernando Torres
CimeX Control Pest Management

Dennis Jenkins
ABC Home & Commercial Services

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.

MYPMP.NET

WEBSITE AD SIZES

- ▶ Clickable Wallpaper (1280x800)
- ▶ Interstitial Roadblock (640x480)
- ▶ Super Leaderboard (970x90) or Expandable Leaderboard (970x415)
- ▶ Filmstrip (300x600)
- ▶ Medium Rectangle (300x250)

MOBILE AD SIZES

- ▶ Roadblock
- ▶ Medium Rectangle (300x250)
- ▶ Top Leaderboard (320x50)
- ▶ Bottom Leaderboard (320x50)

PERFORMANCE

20,854

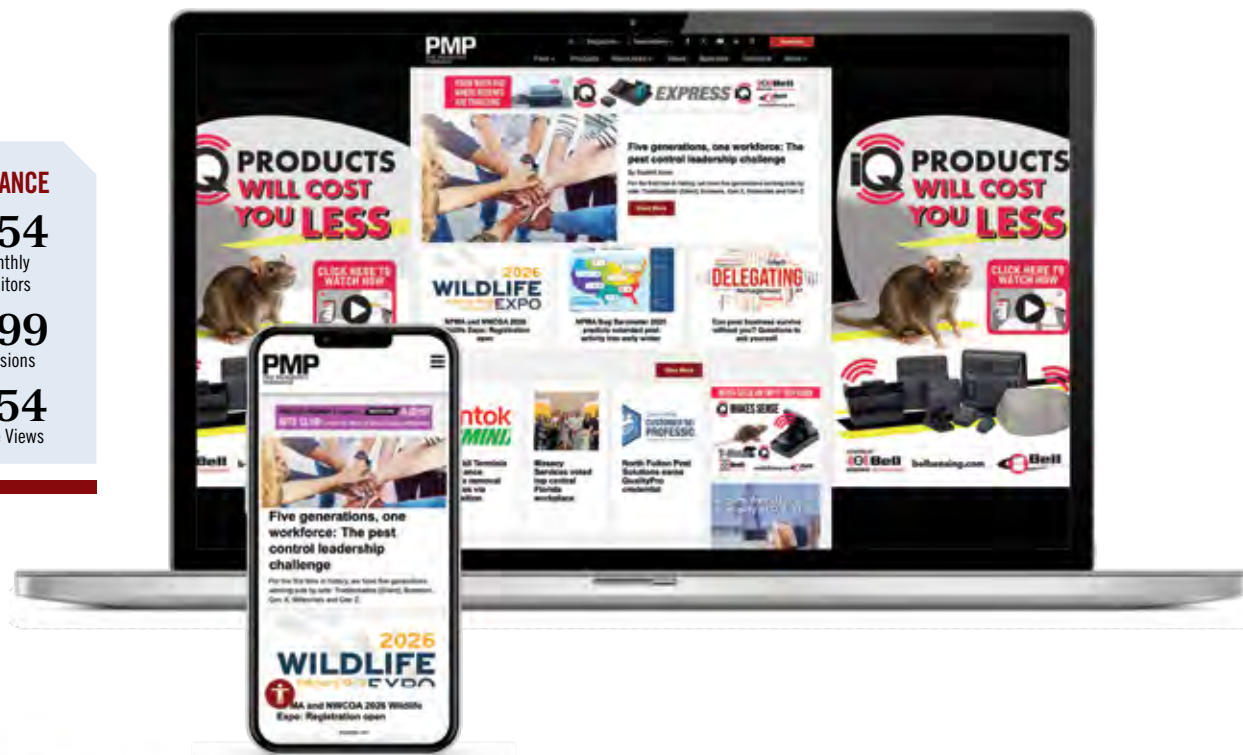
Unique Monthly
Website Visitors

25,099

Monthly Sessions

41,854

Monthly Page Views



Platinum Website Sponsorship

Frame the home page 33% of the time, and the rest of the time one or more of your ads rotate in. Perfect for product launches, special promotions and brand awareness.

PLATINUM AD SIZES

- ▶ Clickable Wallpaper (1280x800)
- ▶ Interstitial Roadblock (640x480)
- ▶ Super Leaderboard (970x90) or Expandable Leaderboard (970x415)
- ▶ Filmstrip (300x600)
- ▶ Medium Rectangle (300x250)

PERFORMANCE

53,345

Average Impressions
(2025 YTD)



Retargeting

Gain up to 50,000 buyer impressions per month!

Retargeting uses a simple code to anonymously “follow” our website users — your target audience — around the web. This allows your ad to appear on popular websites such as CNN, Forbes, Weather.com, ESPN, MSNBC, Reuters and many more!

Source: Publisher's Own Data, June 2024

PMP's E-Newsletters

WEEKLY

The Buzz E-Newsletter

AD SIZES

- ▶ Leaderboard (728x90 desktop, 300x50 mobile)
- ▶ Medium Rectangle (300x250)
- ▶ Sponsored Content

PERFORMANCE

20,983

Subscribers

36%

Open Rate

MONTHLY

PMP Product Spotlight E-Newsletter

Each PMP Product Spotlight listing includes a large photo and product writeup that links to additional information on MyPMP.net. Platinum and top positions, including expanded copy, are available.

PMP full-page print advertisers receive complimentary product spotlights.

PERFORMANCE

13,133

Subscribers

36%

Open Rate

Custom E-Blasts & E-Newsletters

Lead-Generating Custom Email E-Blasts

Highly targeted and hand-tailored HTMLs that are perfect for special offers, programs and new product launches. Provide the HTML file, or ask us to create it for an additional fee. E-blasts come with metrics reports (number sent and delivered, number and percent opened, number and percent of clickthroughs), plus an Excel file of leads (contact info — all except email — for all who clicked on an ad link).



PERFORMANCE

6,100

Average Number Sent

45%

Open Rate

Custom E-Newsletters

A perfect marriage of educational and promotional information, these highly targeted e-newsletters deliver sponsors unmatched ROI. Available topics include: Termites, Ants, Bed Bugs, Cockroaches, Rodents, Mosquitoes and Insurance.

AD SIZES

- ▶ Banner (468x60)
- ▶ Wide Skyscraper (160x600)
- ▶ Mobile Banner (320x50)
- ▶ Medium Box (300x250)

20,000+

POTENTIAL BUYERS!

TOPIC-SPECIFIC, SOLE-SPONSORED

Direct To You Topics	Subscribers
Termite Management	14,000
Ant Management	13,000
Bed Bug Management	12,300
Cockroach Management	8,300
Sanitation	5,000
Insurance Guide	5,000
Bird Management	5,200



Sources: PMP Alliance for Audited Media Circulation Report, June 2025 (The Buzz and PMP Product Spotlight E-Newsletter Subscribers). Publisher's Own Data, October 2025 (Custom E-Blast Open Rate and Direct-To-You E-Newsletter Subscribers).

Content Marketing

PRINT ADVERTORIAL/ SPONSORED CONTENT

A print advertorial offers you an exceptional opportunity to leverage our magazine's trust, expertise in storytelling, and targeted reach, to gain a competitive edge. We work with you and your client source to craft a compelling narrative in an editorial style that seamlessly weaves your brand's message with relevant industry insights. This approach not only captures readers' attention but also instills a lasting impression, driving interest and action.



Web Sponsored Content

Maximize your brand's reach and engagement with our cutting-edge Web Sponsored Content. Get a dedicated, PMP-created web page on our trusted website, tailored to showcase your story and captivate your target audience. We encourage interactive elements like videos, infographics/images, and lead generation forms to deepen the connection with our audience of qualified buyers. Includes homepage promotion for one month, ensuring maximum exposure to our website visitors. Supercharge your campaign with additional drivers, including: website display ad placements; e-newsletter display or sponsored content ads; social media campaigns; custom e-blasts; and more.



PERFORMANCE

44,000

Impressions
(April 2025, Central Life Sciences)

Sponsored Content Package

- ▶ PMP-created sponsored content page (custom web page with sponsor-provided content).
- ▶ In-stream native ad on MyPMP.net homepage for one month.
- ▶ Sponsored content ad in two The Buzz e-newsletters.
- ▶ 300x250 digital ad on website for one month (run of site).
- ▶ One custom e-blast sent to 6,000+ buyers.
- ▶ One tweet on PMP's X/Twitter channel per week for one month (#sponsored).
- ▶ Option to add a 10-day Facebook promotional campaign.

Other elements can be bundled to customize the package to meet your specific campaign goals — including print, video, more custom e-blasts, webinars, retargeting and more.



PERFORMANCE

1,000

Pageviews
(April 2025, Central Life sciences)

Sponsored Videos & Webinars

Videos

Video provides storytelling to your audience about your products, services and brands. We can help share your videos to your target audience, and even help you produce and edit your videos and ensure they are promoted to our audience of qualified buyers.

SPONSORED VIDEO PACKAGE

- ▶ Video on MyPMP.net for one month.
- ▶ 300x250 mobile ad linking to the video for one month (If video is < 15 seconds, in-stream play is possible; if not, video will open from new link).
- ▶ Link to sponsored video ad in two The Buzz e-newsletters.
- ▶ Spotlight ad in our *PMP* Product Spotlight e-newsletter linking to video.
- ▶ Four tweets on *PMP*'s X/Twitter channel for one month (#sponsored).

PERFORMANCE

60,000

Impressions
(Sept. 2025, Allergy Tech)

**87% OF
MARKETERS FEEL
VIDEO HAS A
DIRECT, POSITIVE
IMPACT ON SALES**

— HUBSPOT/WYZOWL
RESEARCH



Webinars

Webinars are an effective way to communicate educational information, build awareness of your company's technical expertise and showcase customer case studies. Sponsoring a webinar with *PMP* provides an opportunity to establish your company as an industry thought leader.

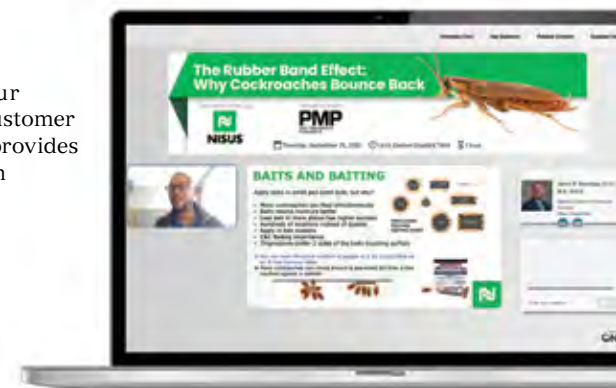
GOLD WEBINAR PACKAGE

- ▶ Client selects webinar topic and content.
- ▶ Client selects speakers.
- ▶ Client selects moderator (your staff member or *PMP* staff member).
- ▶ Client selects console design.
- ▶ Client receives list of registrants with phone numbers and email addresses. (U.S. only)
- ▶ Client logo on all marketing materials.
- ▶ *PMP* hosts registration.
- ▶ *PMP* handles all production.
- ▶ *PMP* handles all promotion to target audience, including:
 - 3 custom e-blasts (more can be purchased).
 - Website and e-newsletter ads.
 - Social media promotion.
- ▶ *PMP* handles live X/Twitter coverage with sponsored and client hashtags.
- ▶ Registrants receive email reminders.
- ▶ On-demand link available indefinitely; recording added to YouTube. Many webinars net 40% or more views after the live events.

PERFORMANCE

352

Average Registrants



PMP can handle CEU state applications for an additional fee. CEU webinars typically net 2x the attendees.

**73% OF B2B MARKETERS AND SALES LEADERS SAY
WEBINARS GENERATE QUALITY LEADS.**

— GOTOWEBINAR

Social Media

(AS OF OCT. 9, 2025)



4,828

X, FORMERLY TWITTER



10,000

FACEBOOK



856

YOUTUBE



16,130

LINKEDIN



2,648

INSTAGRAM

Social Media Ad Campaigns

Leverage *PMP*'s professional network with a sponsored content ad campaign. *PMP* will share your message to a targeted audience through a 10-day campaign. LinkedIn, Facebook, and X (formerly Twitter) sponsored content ads are native ads that appear in the social feed across desktop, mobile and tablet.

Getting Started:

1 Choose Your Social Platform

- LinkedIn (13k followers)
- Facebook (9k followers)
- X (formerly Twitter) (4.5k followers)

2 Create the Ads

Numerous formats are available for sponsored content ads including single-image ads, carousel image ads, or video ads. You can provide 1–5 different ads. (2–5 ads are recommended for best results.)

3 Define Your Objective

- Traffic / Engagement (social platform will optimize ad for link clicks)
- Brand Awareness (social platform will optimize ad for reach)

4 Get Results

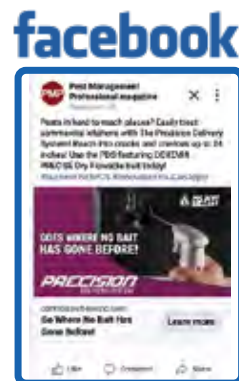
At the end of the campaign, the following metrics will be available:

- Impressions (how many times people were shown your ad)
- Clicks (total clicks based on campaign objective)
- Reach (how many different people were shown your ad)
- Click Through Rate (percentage of clicks relative to impressions)

5 Consider Boosting Your Ad

Boosting your ad, along with the 10-day campaign, enables it to have a lasting presence on *PMP*'s social platforms, increasing engagement opportunities.

Examples:



X (formerly Twitter)



Your ad reaches *PMP*'s followers along with a highly targeted industry audience.

Exclusive, Invite-Only Buyer/Seller Networking Event

PMP Growth Summit

FOSTERING PARTNERSHIPS, DISCUSSIONS AND DEALS IS THE BOTTOM LINE.

DATE: March 10–12, 2026

ATTENDANCE: 75+

LOCATION: Orlando, Fla.

FORMAT: Three-day event, bringing together pest control buyers and sellers through one-on-one meetings, brainstorming roundtables, networking opportunities, golf, games, meals and cocktails.

AUDIENCE: 25+ pest management company owners (most are multi-million dollar operations), technical directors and purchasing agents.

PARTNERSHIP INCLUDES:

A dedicated meeting area, inclusion in extensive pre- and post-event promotion, and much more.

PMPGROWTHSUMMIT.NET



“We are in the business of relationships. The **PMP Growth Summit** allows for that through conversations in a relaxed environment and backed with some solidifying events. I can't wait to do it again!”



— Mark Turner, Territory Manager, Neogen

“The direct contact that I was able to make with other owners and vendor reps was different than any other industry event I have been to yet. The small group allowed for some really special conversations. It was truly a great experience.”



— Adam Carace, CEO, Pest-End Exterminators

Content Development Services

CONTENT THAT CONNECTS AND CONVERTS

- Case studies/success stories
- Advertorials/inserts
- White papers
- Blog posts
- Press releases
- Website content
- Social media management
- Custom email/e-newsletters
- Brochures/catalogs



CONTENT THAT CAPTIVATES

► E-BOOKS AND GUIDES

Downloadable, gated resources that provide in-depth insights and position your brand as the go-to authority.

► REACH YOUR AUDIENCE WHERE THEY ARE

Your specialized insights reach professionals across print and digital channels, fostering credibility and meaningful connections.

► GET MEASURABLE RESULTS

Data-driven, technical content is crafted to meet your business objectives, supporting lead generation, thought leadership, and long-term customer engagement.



CONTENT THAT ATTRACTS AND CAPTURES LEADS

► CONVERT WEBINARS INTO CONTENT

We transform webinars into white paper content by capturing the key insights, data, and expert commentary shared during the session. This allows us to create structured, research-backed documents that extend the value of your webinars and provide lasting resources for your audience.



► RESOURCE CENTERS

PMP's PestControlU.net (PCU) Supplier Resources hub offers technical guides, research reports, and practical tools designed to help professionals stay informed, make data-driven decisions, and deepen their industry expertise.

ADVERTORIAL

'The Gold Standard'

Home Care Pest Control uses Bird Barrier products to build out an add-on service

Bird Barrier products have become "the gold standard" for bird control, says David Aponte, thanks to their versatility, effectiveness and the company's unparalleled support. For nearly a decade, the owner of Home Care Pest Control Inc. in Miami, Fla., has relied on Bird Barrier to help solve bird-related challenges across commercial and residential accounts.

Aponte's journey in pest control began in 1997, and since launching his own business in 2004, his expertise has only grown. With a service portfolio spanning restaurants, office spaces, warehouses and high-rises, he's faced nearly every bird control scenario imaginable. Throughout these varied environments, Bird Barrier solutions have consistently delivered.

"It's not just one product, it's a number of products that you have to put out there to control the situation with birds properly," he points out.

Among Bird Barrier's offerings, however, Aponte singles out the Bird-Shock Flex Track system as his favorite, stating that the system's design is "like no other." The Flex Track system's modular installation accessories enable creative application, allowing for easy adaptation to various locations and building types.

Aponte lists Bird Barrier's The Eagle-Eye and Avian Control Repellent (which Bird Barrier distributes) as additional staples, emphasizing that using all three products is one of his favorite strategies for initial bird control.

Responsive support is often a determining factor in product loyalty, and Aponte cites Bird Barrier's support team as a key reason for his continued partnership.

"They're very helpful. They always answer your questions and go out of their way to assist you in any job that you have," he says.

Aponte recounts a time when the company sent a representative onsite to solve a particularly challenging job, which was an unexpected but deeply appreciated gesture.

"It makes my job a lot easier when I go out for new bird accounts, because I know I have the support of Bird Barrier," he affirms.

The Eagle Eye device

"It makes my job a lot easier when I go out for new bird accounts, because I know I have the support of Bird Barrier."

Bird-Shock Flex Track

Bird Barrier

Market Research & Insights

DATA-DRIVEN MARKETING

► UNCOVER PURCHASING OBSTACLES

Better understand the challenges your prospects face, what drives their decisions, and what motivates them to act.

► LEVERAGE QUALITATIVE AND QUANTITATIVE RESEARCH

Through market research, buyer insights, interviews and surveys, we reveal what motivates your clients and prospects so that you can speak directly to their needs. We then translate those insights into data-driven content strategies that engage your audience with precision.

► GAIN A COMPETITIVE EDGE

Know what your competitors are doing and use that knowledge to differentiate your brands and product and service offerings.

“We can help you gain actionable insights, make more effective ROI-driven campaign choices, and set yourself apart from competitors with quality research.”



— Michelle Mitchell, VP of Marketing, North Coast Media



Programmatic Advertising Delivers High-Volume Audience Access

CUSTOM TARGET GROUPS AVAILABLE

- ▶ PMP subscribers
- ▶ Dun & Bradstreet industry database
- ▶ Client-supplied target list

UNIQUE AD UNITS AVAILABLE

- ▶ Display ads
- ▶ Native/sponsored content
- ▶ Pre-roll video

NEED CREATIVE OR CONTENT FOR CAMPAIGN DELIVERABLES?

PMP KNOWS WHAT WORKS. LET US HELP YOU BUILD A SUCCESSFUL CAMPAIGN.



Multi-Million Website Reach

Powered by major ad exchanges & curated for B2B precision



B2B Identity Matching

Integrated with **Dun & Bradstreet** data to match site traffic to real companies



Smart Targeting Engine

Leverages firmographics: Industry, location and other data points



Focused Ad Delivery

Filters consumer noise: Targets verified business buyers



Industry Expertise

- ▶ Deep knowledge of the pest management industry
- ▶ Integrated products for higher engagement
- ▶ Decades of credibility with decision-makers

Strategic Ad Delivery

- ▶ Access to premium, high-volume ad inventory
- ▶ Contextual & behavioral targeting across devices
- ▶ Transparent reporting and performance metrics

What Works Best

1. INTEGRATED MARKETING PROGRAMS



2. MAGAZINE ADS: PMPS' #1 PURCHASING RESOURCE

	#1	#2	#3
2017	Pest control magazines 84%	Trade media websites 67%	Trade shows and training seminars 67%
2019	Pest control magazines 68%	Trade shows and training seminars 56%	Trade media websites 55%
2020	Pest control magazines 72%	Trade media e-newsletters 62%	Trade media websites 58%
2021	Pest control magazines 82%	Trade media websites 65%	Webinars 41%
2024	Pest control magazines 84%	Trade media websites 67%	Webinars 49%

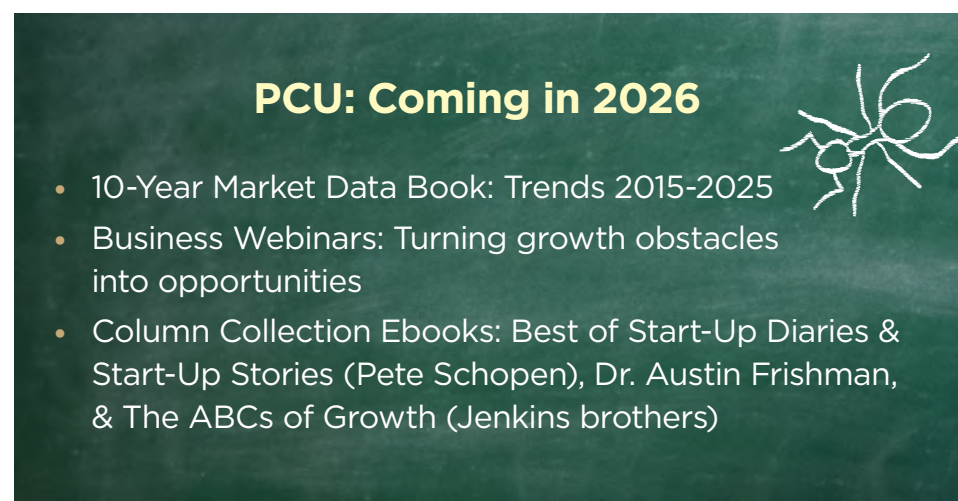
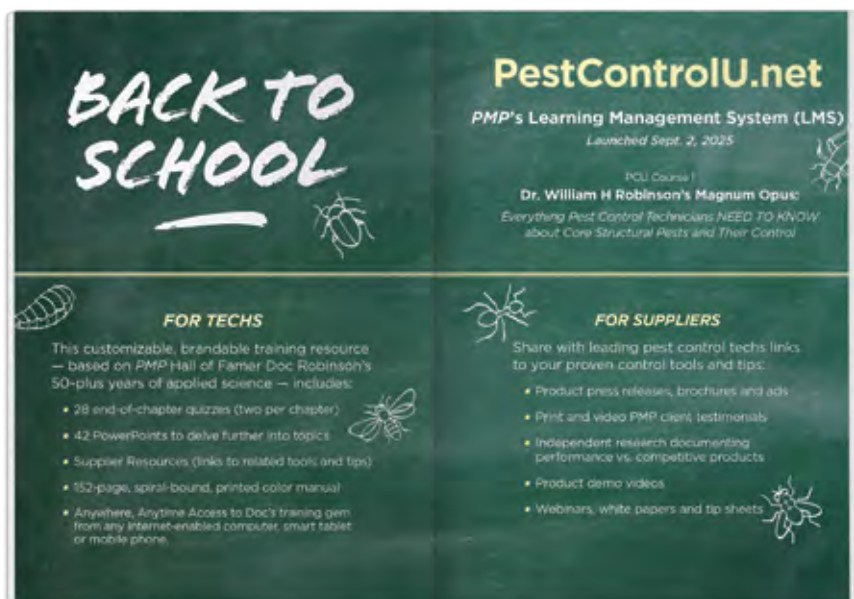
Sources: Accelara Publishing Research's Pest Management Media Survey and Signet Research

3. PRINT ADVERTORIALS & TESTIMONIALS

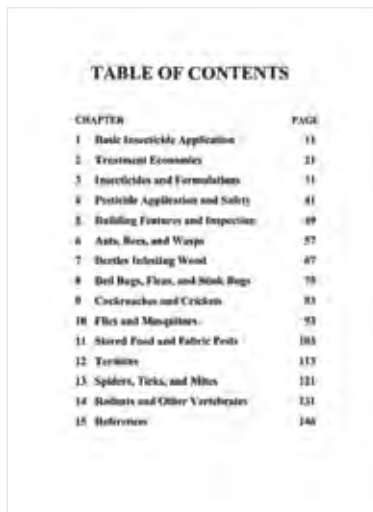


What's New?

1. PESTCONTROLU.NET (PCU) LEARNING MANAGEMENT SYSTEM (LMS)



2. TOOLS & TIPS: PRODUCT ADVERTORIALS OUTLINING FEATURES, BENEFITS AND BEST PRACTICES

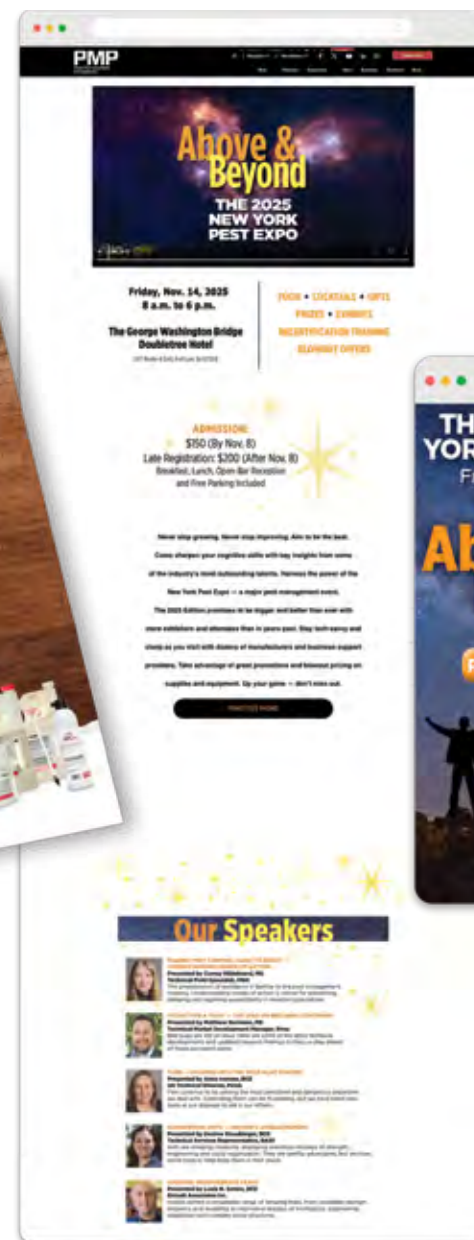


What's New?

3. CUSTOM MEDIA, PROGRAMMATIC ADVERTISING AND BUYER INSIGHTS RESEARCH

CONTENT THAT CONNECTS & CONVERTS

- ▶ Case studies/success stories
- ▶ Advertorials/inserts
- ▶ White papers
- ▶ Blog posts
- ▶ Press releases
- ▶ Website content
- ▶ Social media management
- ▶ Custom email/e-newsletters
- ▶ Brochures/catalogs



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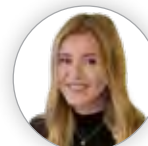
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All ad materials must be submitted via the ad portal: northcoastmedia.sendmyad.com. For help using the ad portal, please contact Karen Lenzen at klenzen@northcoastmedia.net

PMP ads, advertorials and sponsored content (print and digital) must avoid comparisons to other companies' solutions.

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