

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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# Pest Management

PROFESSIONAL  
(See Paragraph 11)

Questex Media Group, Inc.  
600 Superior Ave, East  
Suite 1100  
Cleveland, OH 44114  
Tel.: (216) 706-3700  
Fax: (216) 706-3712  
[www.pestcontrolmag.com](http://www.pestcontrolmag.com)

George Casey Publisher  
Email: [gcasey@questex.com](mailto:gcasey@questex.com)  
Official Publication of: None  
Established: 1933  
Issues Per Year: 12



### FIELD SERVED

Pest Management Professional serves the structural pest control industry in the following areas: general pest control; ornamental, turf and tree, pest and weed control; mosquito and flying insect control; fumigation specialist; other contract specialist; food processors, warehouses and storage; retail and wholesale food outlets; commercial, industrial, institutional and recreational; hospital and healthcare facilities; military installations; federal, state and community public health departments and regulatory agencies; formulators, distributors, manufacturers and sales representatives; extension agents, consultants, teachers, research, libraries and trade associations (including National Pest Control Management Association members), others allied to the field and other paid circulation.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, vice presidents, other corporate officers; directors, general managers, supervisors, foreman, specialists, consultants, servicemen, technicians, purchasing agents, buyers, entomologists, scientists & research personnel in the field served and non-titled personnel including other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	8
Advertiser and Agency _____	1,120
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	117
All Other _____	228
<b>TOTAL</b>	<b>1,473</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,120	100.0	20,891	94.4	1,229	5.6
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,120</b>	<b>100.0</b>	<b>20,891</b>	<b>94.4</b>	<b>1,229</b>	<b>5.6</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	883	997			22,149	April _____	317	206			22,136
February _____	246	272			22,175	May _____	1,576	1,447			22,007
March _____	79	151			22,247	June _____	883	876			22,000
						<b>TOTAL</b>	<b>3,984</b>	<b>3,949</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008****This issue is 0.6% or 134 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
			Owner, President, Vice President & Other Corporate Officers (A)	Directors, General Managers, Sanitarians, Supervisors & Foremen (B)	Specialists & Consultants (C)	Servicemen, Technicians & Pilots (D)	Purchasing Agents & Buyers (E)	Entomologists, Scientists & Research Personnel (F)	Other Titled, Non-Titled Personnel and Company Copies (G)
<b>I. CONTRACT PEST CONTROL:</b>									
1. General Pest Control (insect, termite, rodent, and other vertebrate control) _____	17,669	80.3	14,086	2,956	107	441	17	62	-
2. Ornamental, Turf & Tree, Pest & Weed Control _____	1,254	5.7	981	233	17	13	8	2	-
3. Mosquito and Flying Insect Control _____	145	0.7	100	42	1	1	-	1	-
6. Fumigation Specialist _____	103	0.5	76	19	3	1	1	3	-
7. Other Contract Specialist _____	330	1.5	271	42	11	2	-	4	-
Sub-Total Contract Pest Control	19,501	88.6	15,514	3,292	139	458	26	72	-
<b>II. IN-HOUSE PEST CONTROL:</b>									
1. Food Processing, Storage and Warehousing (including millers, brewers, grain and/or seed handlers) _____	185	0.8	71	87	6	15	1	5	-
2. Retail/Wholesale Food Outlets (including restaurants and supermarkets) _____	99	0.4	78	19	-	2	-	-	-
3. Commercial, Industrial, Institutional and Recreational (including condominium/ apartment complexes, industrial, office parks/ plants, schools, colleges, universities, hotels/ motels and amusement parks or zoos) _____	723	3.3	472	198	9	37	4	3	-
4. Hospital/Health Care Facilities (including veterans facilities and nursing homes) _____	35	0.2	15	15	2	2	-	1	-
Sub-Total In-House Pest Control	1,042	4.7	636	319	17	56	5	9	-
<b>III. GOVERNMENT PEST CONTROL:</b>									
1. Military Installations _____	39	0.2	12	14	2	6	-	5	-
2. Federal, State & Community Public Health Departments _____	129	0.6	35	64	11	7	-	12	-
3. Federal, State & Community Regulatory Agencies other than Research Personnel _____	133	0.6	44	72	5	5	-	7	-
Sub-Total Government Pest Control	301	1.4	91	150	18	18	-	24	-
Sub-Total Pest Control	20,844	94.7	16,241	3,761	174	532	31	105	-
<b>IV. SUPPLIERS:</b>									
1. Distributors/Independent Manufacturers' Representatives and their Sales Representatives _____	400	1.8							
2. Manufacturers/Formulators and their Sales Representatives _____	173	0.8							
Sub-Total Suppliers	573	2.6							
<b>V. OTHERS:</b>									
1. Extension Agents, Consultants, Teachers, Research, Libraries & Trade Associations including National Pest Control Management Association Members and Others Allied to the Field _____	223	1.0							
2. Other Paid _____	367	1.7							
Sub-Total Others	590	2.7							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,007</b>	<b>100.0</b>							

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>18,361</b>	<b>3,261</b>	<b>-</b>			<b>21,622</b>	<b>98.3</b>
a. Written _____	3,671	972	-			4,643	21.1
b. Telecommunication _____	13,128	1,639	-			14,767	67.1
c. Electronic _____	1,562	650	-			2,212	10.1
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>385</b>	<b>-</b>	<b>-</b>			<b>385</b>	<b>1.7</b>
a. Written _____	253	-	-			253	1.1
b. Telecommunication _____	102	-	-			102	0.5
c. Electronic _____	30	-	-			30	0.1
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,746</b>	<b>3,261</b>	<b>-</b>			<b>22,007</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.2</b>	<b>14.8</b>	<b>-</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			22,007	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>22,007</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	70		400-427 Kentucky _____	286	
030-038 New Hampshire _____	74		370-385 Tennessee _____	583	
050-059 Vermont _____	35		350-369 Alabama _____	468	
010-027 Massachusetts _____	363		386-397 Mississippi _____	238	
028-029 Rhode Island _____	65		<b>EAST SO. CENTRAL</b>	<b>1,575</b>	<b>7.2</b>
060-069 Connecticut _____	177		716-729 Arkansas _____	272	
<b>NEW ENGLAND</b>	<b>784</b>	<b>3.6</b>	700-714 Louisiana _____	401	
100-149 New York _____	1,038		730-749 Oklahoma _____	400	
070-089 New Jersey _____	717		750-799 Texas _____	2,076	
150-196 Pennsylvania _____	707		<b>WEST SO. CENTRAL</b>	<b>3,149</b>	<b>14.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,462</b>	<b>11.2</b>	590-599 Montana _____	55	
430-459 Ohio _____	666		832-838 Idaho _____	91	
460-479 Indiana _____	389		820-831 Wyoming _____	26	
600-629 Illinois _____	662		800-816 Colorado _____	170	
480-499 Michigan _____	456		870-884 New Mexico _____	144	
530-549 Wisconsin _____	252		850-865 Arizona _____	571	
<b>EAST NO. CENTRAL</b>	<b>2,425</b>	<b>11.0</b>	840-847 Utah _____	150	
550-567 Minnesota _____	175		889-898 Nevada _____	200	
500-528 Iowa _____	251		<b>MOUNTAIN</b>	<b>1,407</b>	<b>6.4</b>
630-658 Missouri _____	533		995-999 Alaska _____	25	
580-588 North Dakota _____	22		980-994 Washington _____	251	
570-577 South Dakota _____	39		970-979 Oregon _____	208	
680-693 Nebraska _____	158		900-961 California _____	2,115	
660-679 Kansas _____	304		967-968 Hawaii _____	102	
<b>WEST NO. CENTRAL</b>	<b>1,482</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>2,701</b>	<b>12.3</b>
197-199 Delaware _____	85		<b>UNITED STATES</b>	<b>21,693</b>	<b>98.6</b>
206-219 Maryland _____	348		969 & 004-009 U.S. Territories _____	66	
200-205 Washington, DC _____	15		Canada _____	53	
220-246 Virginia _____	588		Mexico _____	2	
247-268 West Virginia _____	100		Other International _____	186	
270-289 North Carolina _____	771		APO/FPO _____	7	
290-299 South Carolina _____	561		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,007</b>	<b>100.0</b>
300-319 Georgia _____	1,001				
320-349 Florida _____	2,239				
<b>SOUTH ATLANTIC</b>	<b>5,708</b>	<b>25.9</b>			

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _	21,556	21,506	21,643	21,612	22,120
Qualified Non-Paid Total ____	19,592	19,965	20,757	20,719	20,891
Qualified Paid Total _____	1,964	1,541	886	893	1,229
Post Expire Copies included in Paid Circulation _____	5.7	4.5	**NC	**NC	**NC
Average Annual Order Price _	\$40.44	\$42.04	**NC	**NC	**NC

**\*NOTE: All data through June 2008 is audited.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA****CHANGE IN PUBLICATION NAME:**

Effective with the October 2007 issue, PEST CONTROL changed its name to PEST MANAGEMENT PROFESSIONAL.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

This audit report is being printed at the publisher's option in order to change audit cycles.

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

September 29, 2008

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