

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media as well as more than 2,600 advertiser and agency members.

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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

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



FIELD SERVED

PEST MANAGEMENT PROFESSIONAL serves the structural pest control industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are structural pest control operators 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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	323
Advertiser and Agency _____	962
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	250
All Other _____	213
TOTAL	1,748

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,435	94.5	19,480	90.0	955	4.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,200	5.5	1,200	5.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,635	100.0	20,680	95.6	955	4.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	47	42			21,655	October _____	613	924			21,589
August _____	2,291	1,889			21,253	November _____	1,561	1,972			22,000
September _____	20	45			21,278	December _____	29	64			22,035
						TOTAL	4,561	4,936			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**This issue is 2.0% or 438 copies above 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)
I. CONTRACT PEST CONTROL:									
1. General Pest Control (insect, termite, rodent, and other vertebrate control)	18,146	82.5	14,554	3,063	92	365	19	53	
2. Ornamental, Turf & Tree, Pest & Weed Control	937	4.3	748	164	10	10	4	1	
3. Mosquito and Flying Insect Control	156	0.7	108	45	2	-	-	1	
6. Fumigation Specialist	100	0.5	77	16	2	1	1	3	
7. Other Contract Specialist	330	1.5	275	41	9	2	-	3	
Sub-Total Contract Pest Control _____	19,669	89.4	15,762	3,329	115	378	24	61	-
II. IN-HOUSE PEST CONTROL:									
1. Food Processing, Storage and Warehousing (including millers, brewers, grain and/or seed handlers)	183	0.8	72	87	5	13	1	5	
2. Retail/Wholesale Food Outlets (including restaurants and supermarkets)	96	0.4	76	18	-	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)	728	3.3	490	196	6	30	3	3	
4. Hospital/Health Care Facilities (including veterans facilities and nursing homes)	35	0.2	16	14	2	2	-	1	
Sub-Total In-House Pest Control _____	1,042	4.7	654	315	13	47	4	9	-
III. GOVERNMENT PEST CONTROL:									
1. Military Installations	37	0.2	14	12	2	3	-	6	
2. Federal, State & Community Public Health Departments	127	0.6	45	68	4	5	-	5	
3. Federal, State & Community Regulatory Agencies other than Research Personnel	115	0.5	36	59	9	3	-	8	
Sub-Total Government Pest Control _____	279	1.3	95	139	15	11	-	19	-
Sub-Total Pest Control _____	20,990	95.4	16,511	3,783	143	436	28	89	-
IV. SUPPLIERS:									
1. Distributors/Independent Manufacturers' Representatives and their Sales Representatives	-	-							
2. Manufacturers/Formulators and their Sales Representatives	359	1.6							
Sub-Total Suppliers _____	135	0.6							
V. OTHERS:	134	0.6							
1. Extension Agents, Consultants, Teachers, Research, Libraries & Trade Associations including National Pest Control Management Association Members and Others Allied to the Field	382	1.7							
Sub-Total Others _____	22,000	100.0							
TOTAL QUALIFIED CIRCULATION	100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	18,469	3,232	-			21,701	98.6
a. Written _____	4,137	601	-			4,738	21.5
b. Telecommunication _____	12,153	2,272	-			14,425	65.6
c. Internet and E-Mail _____	2,179	359	-			2,538	11.5
II. TOTAL - Request from recipient's company: _____	299	-	-			299	1.4
a. Written _____	273	-	-			273	1.2
b. Telecommunication _____	26	-	-			26	0.1
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
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. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	18,768	3,232	-			22,000	100.0
PERCENT	85.3	14.7	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,800	94.5
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			1,200	5.5
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	69		400-427 Kentucky _____	292	
030-038 New Hampshire _____	74		370-385 Tennessee _____	592	
050-059 Vermont _____	31		350-369 Alabama _____	489	
010-027 Massachusetts _____	342		386-397 Mississippi _____	231	
028-029 Rhode Island _____	59		EAST SO. CENTRAL	1,604	7.3
060-069 Connecticut _____	167		716-729 Arkansas _____	288	
NEW ENGLAND	742	3.4	700-714 Louisiana _____	431	
100-149 New York _____	1,013		730-749 Oklahoma _____	409	
070-089 New Jersey _____	705		750-799 Texas _____	2,124	
150-196 Pennsylvania _____	673		WEST SO. CENTRAL	3,252	14.8
MIDDLE ATLANTIC	2,391	10.9	590-599 Montana _____	55	
430-459 Ohio _____	626		832-838 Idaho _____	86	
460-479 Indiana _____	394		820-831 Wyoming _____	27	
600-629 Illinois _____	666		800-816 Colorado _____	163	
480-499 Michigan _____	422		870-884 New Mexico _____	163	
530-549 Wisconsin _____	244		850-865 Arizona _____	591	
EAST NO. CENTRAL	2,352	10.7	840-847 Utah _____	165	
550-567 Minnesota _____	164		889-898 Nevada _____	203	
500-528 Iowa _____	249		MOUNTAIN	1,453	6.6
630-658 Missouri _____	534		995-999 Alaska _____	23	
580-588 North Dakota _____	20		980-994 Washington _____	241	
570-577 South Dakota _____	40		970-979 Oregon _____	206	
680-693 Nebraska _____	160		900-961 California _____	2,207	
660-679 Kansas _____	305		967-968 Hawaii _____	113	
WEST NO. CENTRAL	1,472	6.7	PACIFIC	2,790	12.7
197-199 Delaware _____	77		UNITED STATES	21,764	98.9
206-219 Maryland _____	346		969 & 004-009 U.S. Territories _____	65	
200-205 Washington, DC _____	11		Canada _____	46	
220-246 Virginia _____	566		Mexico _____	1	
247-268 West Virginia _____	102		Other International _____	118	
270-289 North Carolina _____	798		APQ/FPO _____	6	
290-299 South Carolina _____	574		TOTAL QUALIFIED CIRCULATION	22,000	100.0
300-319 Georgia _____	984				
320-349 Florida _____	2,250				
SOUTH ATLANTIC	5,708	25.9			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified	21,633	21,556	21,506	21,643	21,612
Qualified Non-Paid Total	18,544	19,592	19,965	20,757	20,719
Qualified Paid Total	3,089	1,964	1,541	886	893
Post Expire Copies included in Paid Circulation	4.6	5.7	4.5	**NC	**NC
Average Annual Order Price	\$41.77	\$40.44	\$42.04	**NC	**NC

***NOTE: 2007 data is unaudited.**
 **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.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 18, 2008
George Casey, Publisher	State	Ohio
Antoinette Sanchez-Perkins, Audience Development Manager	County	Cuyahoga
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 18, 2008
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P041POD7