

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2025

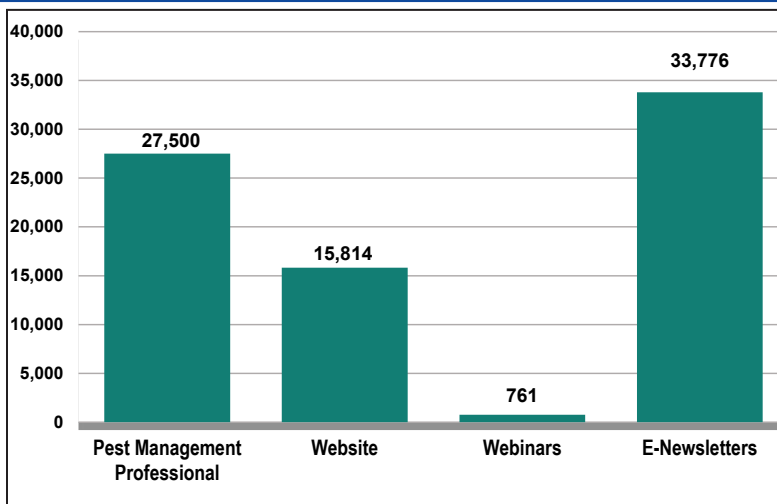
[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

PMP

Pest Management
Professional

TOTAL AVERAGE GROSS CONTACTS

77,851

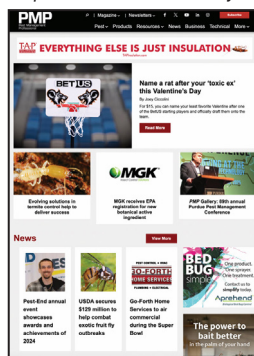


EXECUTIVE SUMMARY

Channels	Contacts	Period
Pest Management Professional Total Qualified Circulation	27,500	6 months ended June 30, 2025
Website Activity Page Views Sessions/Visits Users/Visitors	26,788 20,009 15,814	6 months ended June 30, 2025
Webinars Total Registrants Total Attendees	761 390	6 months ended June 30, 2025
E-Newsletters Total Average Net Distribution Per Issue	33,776	6 months ended June 30, 2025
Social Media Facebook Followers Instagram Followers LinkedIn Followers X Followers YouTube Subscribers	9,900 2,607 15,774 4,785 844	As of June 30, 2025

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.



6 months ended June 30, 2025

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		23,720
Qualified Nonpaid Individual - Digital		8,857
Total Qualified Nonpaid Individual		27,500
Total Average Qualified Nonpaid Circulation		27,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	17
Total Nonqualified Allocated for Shows & Conventions	17
Nonqualified Miscellaneous, Including Staff Copies - Print	332
Nonqualified Miscellaneous, Including Staff Copies - Digital	178
Total Nonqualified Miscellaneous, Including Staff Copies	437
Total Average Nonqualified Circulation	454

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	23,933	8,852	27,500
	Feb	23,939	8,814	27,500
	Mar	23,927	8,861	27,500
	Apr	23,764	8,530	27,500
	May	23,364	9,050	27,500
	Jun	23,392	9,034	27,500

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	21,568	78.4	18,480	7,225	15,440	4,385	1,390	86	267
2.	In-house Pest Control	3,208	11.7	2,589	1,129	1,895	976	249	44	44
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	2,724	9.9	2,295	696	1,215	1,287	108	48	66
Total Qualified Circulation		27,500	100.0	23,364	9,050	18,550	6,648	1,747	178	377

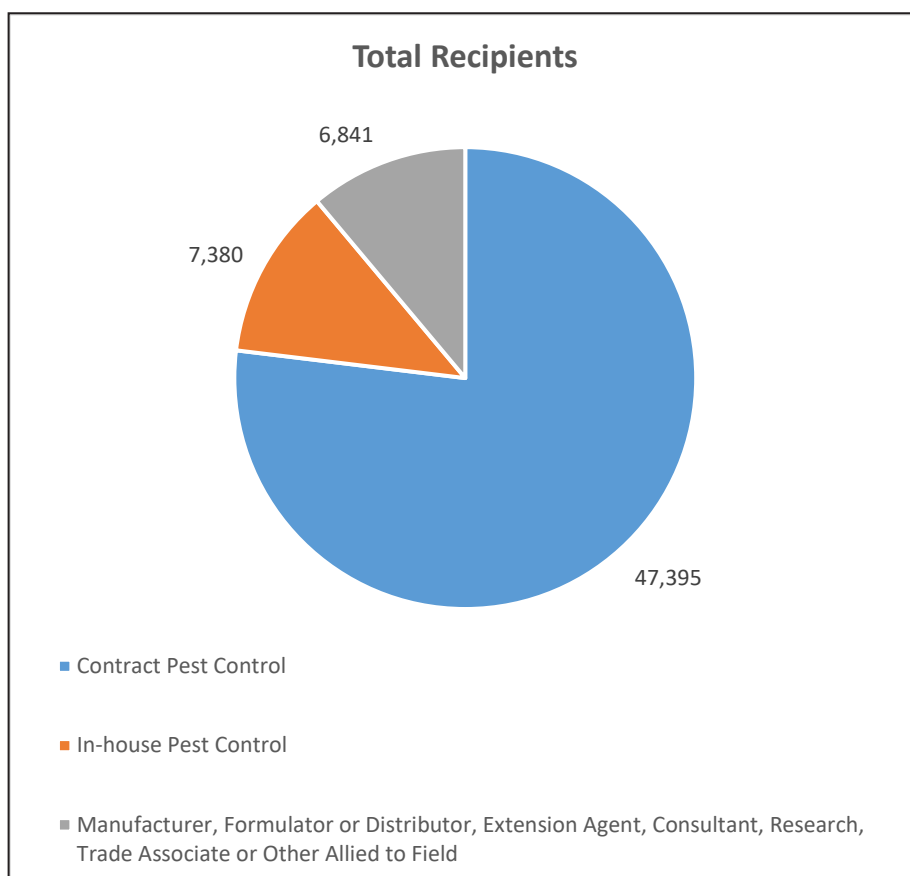
MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	23,202	9,046	27,338	99.4
Individual by Name Only	18	2	18	0.1
Title or Occupation Only	140	2	140	0.5
Company Name Only	4		4	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	23,364	9,050	27,500	100.0
Total Qualified Circulation	23,364	9,050	27,500	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	488	155	551
Arizona	534	215	635
Arkansas	286	99	320
California	2,013	845	2,399
Colorado	234	101	293
Connecticut	237	82	270
Delaware	80	25	92
District of Columbia	11	11	18
Florida	2,269	943	2,665
Georgia	1,050	456	1,246
Idaho	117	41	135
Illinois	769	262	869
Indiana	477	167	554
Iowa	279	75	312
Kansas	328	118	388
Kentucky	302	111	345
Louisiana	410	154	474
Maine	105	30	114
Maryland	379	152	453
Massachusetts	455	167	535
Michigan	599	220	715
Minnesota	251	91	297
Mississippi	238	87	274
Missouri	539	204	629
Montana	69	22	76
Nebraska	169	44	192
Nevada	193	79	227
New Hampshire	106	35	126
New Jersey	626	279	758
New Mexico	152	71	182
New York	1,065	416	1,260
North Carolina	974	386	1,159
North Dakota	46	11	51
Ohio	824	293	962
Oklahoma	411	158	482
Oregon	245	76	276
Pennsylvania	824	273	956
Rhode Island	87	28	102
South Carolina	635	252	744
South Dakota	55	17	67
Tennessee	621	232	722
Texas	1,833	758	2,168
Utah	146	75	183
Vermont	40	14	45
Virginia	707	243	814
Washington	322	131	383
West Virginia	108	29	119
Wisconsin	388	121	443
Wyoming	40	12	46
TOTAL 48 CONTERMINOUS STATES	23,136	8,866	27,126
Alaska	24	10	31
Hawaii	76	43	101
TOTAL ALASKA & HAWAII	100	53	132
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	23,236	8,919	27,258
Poss. & Other Areas	17	9	21
U.S. & POSS., etc.	23,253	8,928	27,279
Canada	102	41	133
International	8	81	87
Military or Civilian Personnel Overseas	1		1
Total International	111	122	221
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	23,364	9,050	27,500

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	30,131	21,545	15,878	9,972	47,395
2.	In-house Pest Control	4,760	3,163	2,446	1,771	7,380
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	5,649	2,792	2,659	1,390	6,841
Total Qualified Circulation		40,540	27,500	20,983	13,133	61,616
Percent			44.6	34.1	21.3	100.0

This is an analysis of the 40,540 unique recipients of the Pest Management Professional Network brand of products as of June 30, 2025. 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 Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



CHANNEL PROFILES

WEBSITE ACTIVITY - www.mypmp.net			
2025	Page Views	Sessions/Visits	Users/Visitors
January	14,164	9,102	5,981
February	18,109	14,185	10,416
March	28,853	21,228	17,023
April	34,973	24,739	20,498
May	33,862	25,963	20,954
June	30,765	24,838	20,010

WEBINARS		
Type	Total Registrants	Total Attendees
Controlling cockroaches and protecting public health	674	355
Stop bed bugs before they start - with ActiveGuard	87	35

E-NEWSLETTERS - The Buzz Online			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	5	20,493	102,466
February	4	20,677	82,707
March	4	21,105	84,419
April	5	20,904	104,519
May	4	20,791	83,165
June	4	20,558	82,230

E-NEWSLETTERS - PMP Product Spotlight			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	13,112	13,112
February	1	13,071	13,071
March	1	13,041	13,041
April	1	13,057	13,057
May	1	12,968	12,968
June	1	12,908	12,908

SOCIAL MEDIA	
Channel	As of June 30, 2025
Facebook Followers	9,900
Instagram Followers	2,607
LinkedIn Followers	15,774
X Followers	4,785
YouTube Subscribers	844

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.

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

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Datacenter 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.

Frequency: Monthly
Format: Standard

Established: 1933
AAM Member Since: 2024
Member #: 06-3025-8
Class: MAINTENANCE/CLEANING

Parent Company: North Coast Media LLC

Published by:
North Coast Media LLC
1360 East 9th St Tenth Floor
Cleveland, OH 44114
mypmp.net

ANTOINETTE SANCHEZ-PERKINS
Senior Audience Development Manager

MARY WHITFORD
Group Director