

CONSOLIDATED MEDIA REPORT

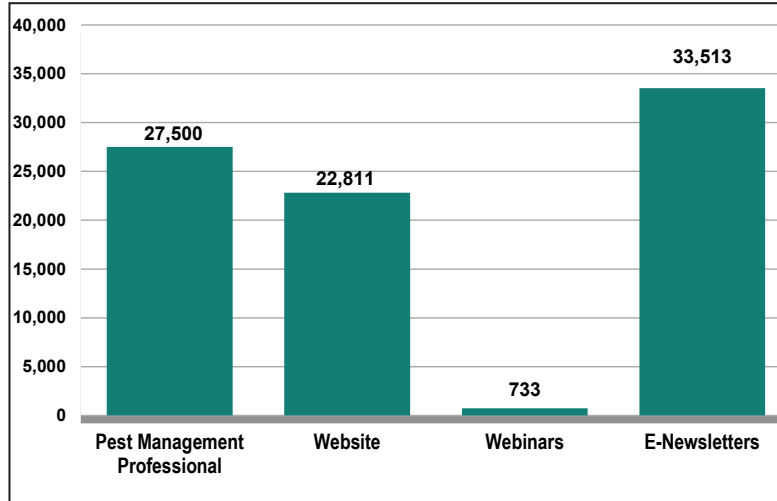
B2B Media

6 months ended December 31, 2025

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

TOTAL AVERAGE GROSS CONTACTS

84,557

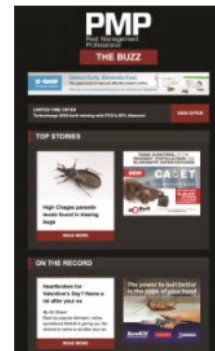
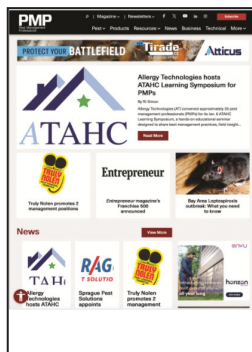


EXECUTIVE SUMMARY

Channels	Contacts	Period
Pest Management Professional Total Qualified Circulation	27,500	6 months ended December 31, 2025
Website Activity Page Views Sessions/Visits Users/Visitors	33,070 26,571 22,811	6 months ended December 31, 2025
Webinars Total Registrants Total Attendees	733 361	6 months ended December 31, 2025
E-Newsletters Total Average Net Distribution Per Issue	33,513	6 months ended December 31, 2025
Social Media Facebook Followers Instagram Followers LinkedIn Followers X Followers YouTube Subscribers	10,000 2,669 16,389 4,839 870	As of December 31, 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 December 31, 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		23,385
Qualified Nonpaid Individual - Digital		9,019
Total Qualified Nonpaid Individual		27,500
Total Average Qualified Nonpaid Circulation		27,500

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	50
Total Nonqualified Allocated for Shows & Conventions	50
Nonqualified Miscellaneous, Including Staff Copies - Print	354
Nonqualified Miscellaneous, Including Staff Copies - Digital	182
Total Nonqualified Miscellaneous, Including Staff Copies	464
Total Average Nonqualified Circulation	514

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jul	23,403	9,055	27,500
	Aug	23,415	9,032	27,500
	Sep	23,431	9,010	27,500
	Oct	23,440	8,990	27,500
	Nov	23,344	8,957	27,500
	Dec	23,279	9,068	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	21,278	77.4	18,182	7,128	15,278	4,338	1,332	78	252
2.	In-house Pest Control	3,241	11.8	2,607	1,124	1,880	1,008	254	50	49
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	2,981	10.8	2,555	705	1,317	1,357	152	58	97
Total Qualified Circulation		27,500	100.0	23,344	8,957	18,475	6,703	1,738	186	398

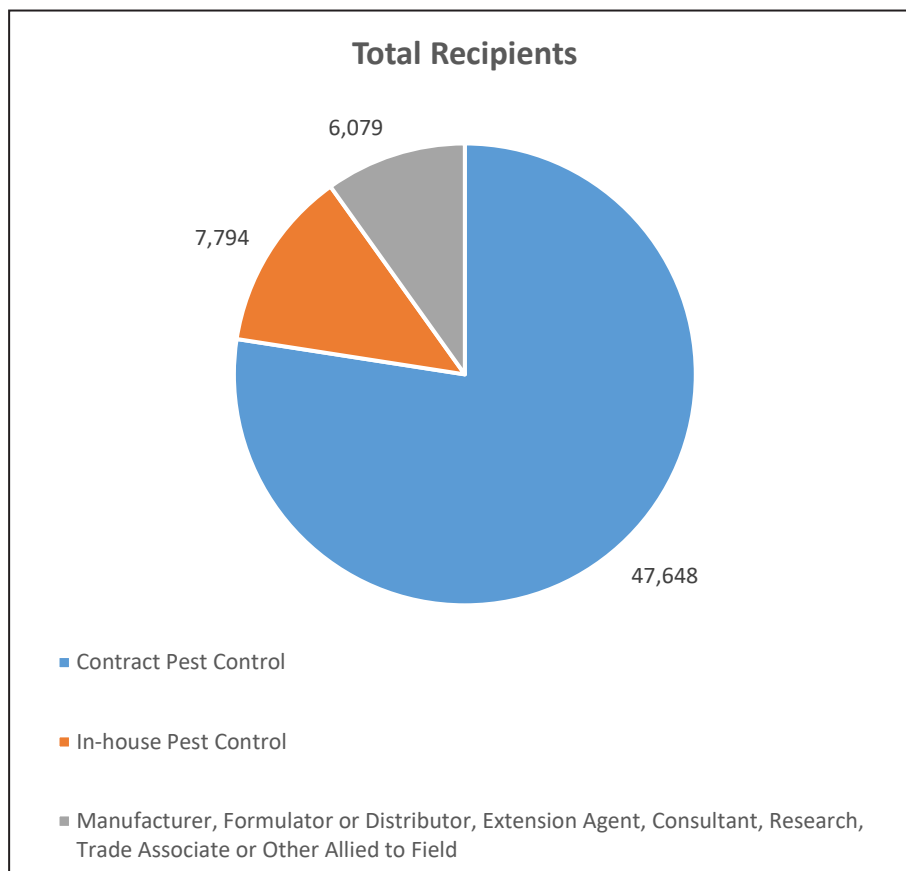
MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	23,115	8,954	27,271	99.2
Individual by Name Only	29	2	29	0.1
Title or Occupation Only	194	1	194	0.7
Company Name Only	6		6	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	23,344	8,957	27,500	100.0
Total Qualified Circulation	23,344	8,957	27,500	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	480	152	543
Arizona	530	211	633
Arkansas	284	94	318
California	2,013	825	2,388
Colorado	231	95	289
Connecticut	237	83	273
Delaware	79	22	90
District of Columbia	11	10	18
Florida	2,271	930	2,658
Georgia	1,055	450	1,259
Idaho	114	49	138
Illinois	749	265	859
Indiana	482	177	563
Iowa	281	73	314
Kansas	314	110	378
Kentucky	299	111	345
Louisiana	414	152	476
Maine	104	29	114
Maryland	368	144	440
Massachusetts	455	165	533
Michigan	597	217	714
Minnesota	254	92	299
Mississippi	243	88	278
Missouri	543	207	636
Montana	67	24	76
Nebraska	172	43	194
Nevada	195	81	229
New Hampshire	107	33	126
New Jersey	632	283	766
New Mexico	149	67	180
New York	1,075	406	1,264
North Carolina	985	373	1,162
North Dakota	48	8	51
Ohio	816	290	961
Oklahoma	402	158	478
Oregon	242	77	277
Pennsylvania	816	284	956
Rhode Island	85	27	99
South Carolina	651	241	753
South Dakota	57	15	67
Tennessee	623	232	723
Texas	1,842	748	2,177
Utah	147	76	183
Vermont	41	16	47
Virginia	706	238	812
Washington	317	132	378
West Virginia	111	29	122
Wisconsin	385	120	443
Wyoming	40	13	45
TOTAL 48 CONTERMINOUS STATES	23,119	8,765	27,125
Alaska	23	10	30
Hawaii	75	45	101
TOTAL ALASKA & HAWAII	98	55	131
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	23,217	8,820	27,256
Poss. & Other Areas	19	11	24
U.S. & POSS., etc.	23,236	8,831	27,280
Canada	101	43	132
International	6	83	87
Military or Civilian Personnel Overseas	1		1
Total International	108	126	220
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	23,344	8,957	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	29,514	21,597	15,998	10,053	47,648
2.	In-house Pest Control	4,779	3,239	2,741	1,814	7,794
3.	Manufacturer, Formulator or Distributor, Extension Agent, Consultant, Research, Trade Associate or Other Allied to Field	5,655	2,664	2,497	918	6,079
Total Qualified Circulation		39,948	27,500	21,236	12,785	61,521
Percent			44.7	34.5	20.8	100.0

This is an analysis of the 39,948 unique recipients of the Pest Management Professional Network brand of products as of December 31, 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
July	29,739	22,812	18,883
August	27,338	21,681	17,990
September	32,181	25,866	22,827
October	49,610	40,764	35,819
November	26,947	20,493	16,880
December	32,604	27,812	24,465

WEBINARS		
Type	Total Registrants	Total Attendees
The Rubber Band Effect: Why Cockroaches Bounce Back	298	122
Bite Club: Inside the World of Blood-feeding Arthropods	435	239

E-NEWSLETTERS - The Buzz Online			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	5	20,556	102,781
August	4	20,411	81,644
September	4	20,299	81,195
October	5	20,854	104,270
November	4	21,092	84,366
December	5	21,115	105,574

E-NEWSLETTERS - PMP Product Spotlight			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	12,909	12,909
August	1	12,867	12,867
September	1	12,812	12,812
October	1	12,729	12,729
November	1	12,673	12,673
December	1	12,686	12,686

SOCIAL MEDIA	
Channel	As of December 31, 2025
Facebook Followers	10,000
Instagram Followers	2,669
LinkedIn Followers	16,389
X Followers	4,839
YouTube Subscribers	870

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 November issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Pest World	Orlando, FL	10/21/25-10/24/25	September	100
Pest World	Orlando, FL	10/21/25-10/24/25	October	150
The New York Pest Expo	Fort Lee, NJ	11/14/2025	October	50

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. 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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