

Media Information & Rate Card (EURO) 2011

Professional L

The international demolition, concrete cutting, con

PDi, Professional Demolition International Magazine, founded in 2000 is the only worldwide magazine devoted to serving the entire concrete sawing and drilling, demolition and recycling industries.

A broad coverage

PDi is distributed worldwide to nearly 10,000 companies. It is estimated that each issue is at least read by a minimum of five people within the same company/address. This means that we expect that at least 50,000 people read each issue. Every issue of PDi Magazine always contains interesting and useful information about what is new and what is going on within the demolition, concrete sawing and drilling, concrete floor grinding and polishing, recycling, industrial cleaning and soil remediation industries around the globe.

Each year we publish country surveys including valuable figures, a number of special product features and company profiles. We also regularly estimate the size of the demolition, concrete sawing and drilling, floor grinding and recycling industries in total

Circulation 2011

4423
3392
387
973
218
145
9538
4954
3501
67
92
68
856
9538

and separated country by country. PDi also maintain close relationships with several branch associations which are regularly covered in the magazine.

Growing industries

The total value of the world's professional demolition, concrete cutting, recycling industries and related activities is estimated to be well over Euro 80 billion, and is steadily growing year by year.

Our qualified staff at your service

PDi has eight qualified writers and three columnists based in different countries and another four executive sales representatives. We also have close co-operation with several branch associations. Please do not hesitate to contact our editorial team if you have any interesting projects or product launches that you would like us to cover.

In this folder there is detailed information about the editorial calendar and circulation figures for 2011. On the following pages you also find information on advertising rates and contact information for our editors and sales representatives.

Welcome to one more year with PDi Magazine.



Special Features:

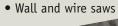
- Demolition excavators - heavy duty and high reach
- Mobile recycling equipment



June - August 2011

Special Features:

- Compact Loading Equipment and mini excavators
- Dust extraction equipment, wet vacs and air cleaners





emolition Interi

crete floor grinding and polishing and recycling magazine re







September - October 2011

Special Features:

- Hydrodemolition
- Floor grinding equipment
- Chemical demolition, mechanical & hydraulic cracking devices
- Working environment





November 2011 - January 2012

Special Features:

- PDi 2011 Concrete Cutting Survey
- Diamond Tools for concrete cutting, concrete floor grinding and polishing
- Demolition Robots





2011 Advertising Rates in Euro, 4 col

No. of insertions:	1X	2X	32
DPS	7072	6722	63
Full Page	3850	3650	34
Half Page	2300	2200	21
Quarter Page	1334	1269	12
One Third Page	1577	1497	14

Island position 15% extra on page rates. Cover position 30% extra on page rates. For rates on enclosures cont

Banner advertising at www.PDWorld.com,

	Name and Address of the Parket State of the Pa	ALC: NO C
Period:	1 month	3
Large banner (468x60 pixels)	468	88
Medium banner (120x180 pixels)	387	67
Small banner (120x120 pixels)	321	50

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colour				
3X	4X	5X		
6372	6022	5642		
3450	3250	3020		
2100	2000	1890		
1204	1139	1064		
1417	1337	1247		
ures contact the editoria	al office or your local sales re	nresentative		

om, Euro				
3 months	6 months	12 months		
884	1380	2366		
677	1042	1659		
509	745	1144		

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Issue 1	February	- March 2011	
Editorial:	Feb 11	Advertising: Feb 25	Distribution: March
Issue 2	April - Ma	y 2011	
Editorial:	March 25	Advertising: April 8	Distribution: April
Issue 3 June - August 2011			
Editorial:	June 10	Advertising: June 24	Distribution: July
Issue 4 September - October 2011			
Editorial:	Sept 16	Advertising: Sept 30	Distribution: Oct.

Advertising: Dec 9

November 2011 - January 2012

Mechanical details (width x depth)

Editorial: Nov 25

Issue 5

Deadlines 2011

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DPS TRIM SIZE:	440x245mm	DPS BLEED SIZE:	426x286mm
FULL PAGE TRIM:	190x245mm	FULL PAGE BLEED:	216x286mm
HALF PAGE (V):	90x245mm	HALF PAGE (H):	190x122mm
1/3 PAGE (V):	59x245mm	1/3 PAGE (H):	190x80mm
1/4 PAGE (V):	44x245mm	1/4 PAGE (H):	190x60mm
1/4 PAGE (V):	88x122mm	TYPE PAGE SIZE:	190x245mm

About editorial material and the digital advertising originals

Digital material as ready advertisements, texts and pictures should be sent by e-mail or posted on a CD or DVD. If using e-mailed send to info@pdworld.com. We handle most Mac or PC formats. Progressive proofs or chromaline for best printing quality should be posted separately.

Resolution and colour profile

Resolution should be 300 dpi using colour mode CMYK. Photos or ads supplied in RGB will be converted to CMYK using Photoshop and may result in colour variation.

Distr.: Dec11/Jan12

Copy date and cancellations

Copy date is 3 weeks prior to month of publication. Cancellations should be made a minimum 5 weeks prior to month of publication

PDi Bonus circulations at the following shows during 2011:









PDi targets also among others the following Conventions in 2011:





PDi Staff

PDi Magazine Editorial Staff

Publisher & Editor-in-Chief Jan A. Hermansson Tel: +46 8 631 90 70 jan.hermansson@pdworld.com

Jan Hermansson has been working closely with the demolition industry, both in Scandinavia and other parts of the world. He has extensive journalistic

experience from work within the construction industry, but has devoted more than 20 years of his life to the concrete cutting, demolition and recycling industries.



Born in Brazil and graduated as teacher in Portuguese and Journalist. Anita do Rocio Hermansson has extensive know-ledge of the transportation and construction industry. She has earlier been working

as editor and reporter for several Brazilian newsppers, in-house magazines, etc. Since 1995 Anita has been working within the Scandinavian demolition industry as journalist for the Swedish demolition magazine Professional Demolering.



Mikael Karlsson is a freelance writer and photographer, based in Brussels since 1989. Mikael has worked as editor of

in-house and sales promotion magazines at several multi-national companies in the transportation, materials handling and construction industries. Mikael reports on these businesses, mainly in Europe and South America, for company based as well as independent branch publications.

Editor North America **Jim Parsons** Tel: +1 703 392 0150 jim@parsonage.net

Andrei Bushmarin Tel: +7 921 949 27 81

Andrei Bushmarin@pdworld.com

Andrei Bushmarin based in St. Petersburg,
Russia, joined the demolition industry,
some years ago. Chemist-technologist by
education. Graduated from St. Petersburg
fechnological Institute in 1997. Track
record includes employment in the Russian mining and metallurgical
industry as well as in the Russian manufacturing industry. Gained
his experience in the concrete sawing and demolition businesses
working in close collaboration with major cutting and demolition
contractors in Russia.



Mark has been writing about construction and demolition processes and equipment for more than 20 years. Public relations officer and webmaster for the UK's National

Federation of Demolition Contractors (NFDC), Mark is also editor of the leading UK demolition publication Demolition & Dismantling and founder of the news aggregation website www.demolitionnews.com. In addition, Mark was the co-author of the NFDC's guidance notes on high reach excavators, mobile crushers, and floor-by-floor deconstruction.



Kevin Mayhew is PDi's correspondent in Africa. He is a freelance journalist based in Johannesburg and entered South African journalism in 1979. He has worked in newspapers, radio and television. Awarded a national award for transport journalism hard news in 1986, has written

extensively on business matters in southern Africa and has travelled a lot in Africa and Europe as well as worked in England, Germany and the Middle East.



Patrick O'Brien is in each number of PDi the voice of the US but also the international

concrete sawing and drilling industry. With his pos Director of US Concrete Sawing & Drilling Associati as former President of the International Sawer & Dnile also one of its founders he reports on important n within the US association as well as global issues.



Heikki Harri is PDi's columnist covering the world's recycling industry. He is also the magazines extended arm to the world's demolition associations. Heikki Harri has decades of experience from working with the international drilling, crushing, screening and recycling industries.

Columnist International Concrete Cutting Industry **Peter White** Tel: +41 31 858 22 2

info@iacds.org • www.iacds.org

Peter White from the UK is the President of the International Association of Concrete Sawers & Drillers, IACDS. Peter has over 45 year's of experience from working in the UK concrete sawing and drilling industry. He has played an important role in developing the UK concrete cutting association where he also held several positions. Peter has also been a long time member in the US concrete cutting association, where he also served as board member. Peter has a great knowledge in the field of concrete cutting and a large international network. He will report on the development ithin the IACDS.



Columnist European Demolition Association Giuseppe Panseri, DESPE

Tel: +45 721 600 00 eda@danskbyggeri.dk • www.eda-demolition.com

Giuseppe Panseri, owner of the Italian company DESPE is the new President of the European Demolition Association (EDA). Mr Panseri has an extensive experience from working in the Italian and European demolition industry. He has played an important role in developing the Italian demolition association where he also held several positions. Mr Panseri is also a founding member of the EDA which was established already in 1978. In

the EDA President's Report in each issue of PDi, Mr Panseri reports about development, changes, possibilities, etc within the entire European demolition industry as well as within the European Demolition Association itself.



PDi Sales Offices

For reservations, quotations and queries regarding advertising either contact the PDi Editorial Office or our Executive Sales Managers below.

Editorial Office
S.C.O.P. PUBLISHING
Att. PDi Magazine,
P.O. Box 786, SE-191 27 Sollentuna, Sweden.
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E-mail: info@pdworld.com • www.pdworld.com

International Sales Director

Andrei Bushmarin

Andrei Bushmarin Andrei Bushmarin serves as in-ternational Sales Director for PDI Magazine and is responsible for sales on all markets besides North America, United Kingdom, Ireland, Scandinavia and Italy.



Darren Dunay Dunay Associates PO Box 119, Westwood, NJ 07675, USA Tel: +1 201 781 6133, Fax: +1 201 664 1829 E-mail: darren.dunay@pdworld.com

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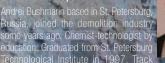


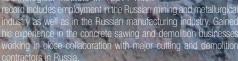










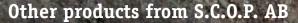












SCOP AB is the publishing company for PDi Magazine and www.PDWorld.com. Besides these two media channels SCOP is also publishing two Nordic magazines and the rental website www.svenskrental.se as well as being organiser of the international demolition show DEMCON and the Nordic Rental Show ExpoRent. The magazine Professionell Demolering has a similar focus as PDi Magazine but is distributed only in Sweden, Norway, Denmark and Finland. This also goes for the rental magazine, Svensk Rental Tidning.





PROFESSIONAL DEMOLITION

S.C.O.P. AB

(Scandinavian Communications & Promotions AB)

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SE-191 27 Sollentuna, Sweden

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JAVE DINE