

***The Professional  
World of Demolition,  
Recycling, Concrete  
Sawing & Drilling,  
Concrete Floor Grinding  
& Polishing and Other  
Related Sectors.***

**PDi**  
**PROFESSIONAL DEMOLITION**  
**international**

**Media Information & Rate Card (EURO) 2012**

# Professional D

*The international demolition, concrete cutting, concrete f*

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 six people within the same company/address. This means that we expect that at least 60,000 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 and separated country by country. PDi also maintain close relationships with several branch associations, which are regularly covered in the magazine. PDi Magazine is member of International Association of Concrete Drillers & Sawers as well as European Demolition Association.

## 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 2012. On the following pages you also

find information on advertising rates and contact information for our editors and sales representatives.

## January - February 2012

### Special Features:

#### Crushing and Screening Buckets

*Rigmounted crushing and screening equipment for recycling purposes.*



#### Handheld Equipment

*Focus on light and handheld machinery like power cutters, jack hammers, chain saws, etc*



#### Core drilling Equipment

*Drill stands, automatic feeding devices, gyros and other types of special equipment for core drilling, besides core drilling machines.*



#### GPR Equipment

*Ground Penetration Radar: What's inside the material? Who supplies the equipment?*



#### The very best in Quick Coupling Systems

*Change you attachment in a twinkle of an eye. Here are the systems that help you.*



## Circulation 2012

### Breakdown per industry

Demolition contractors	4406
Concrete sawing & drilling contractors	3399
Waste and recycling specialists	423
Floor grinding/renovation	934
Manufacturers, agents and distributors	234
Others	123
<b>Total</b>	<b>9519</b>

### Breakdown by region

Europe	4631
North America	3558
South and Central America	145
Africa	101
Middle East	72
Asia & Pacific regions	1012
<b>Total</b>	<b>9519</b>

INTERMAT  
Paris 2012

WORLD OF CONCRETE  
Paris 2012



## Shows & Conventions

- Pre-view Intermat 2012
- Bonus Circulation Intermat
- Review World of Concrete 2012
- Pre-view IACDS and CSDA annual meeting in Hawaii
- Bonus Circulation CSDA/IACDS
- IACDS Diamond Award

INTERMAT  
Paris 2012

M&T EXPO



# Demolition Inter

floor grinding, concrete floor polishing and recycling magazine reader

March - April 2012

## Features:

### Excavators

About midi, heavy duty and demolition excavators.



### Mobile recycling equipment

What's new in terms of mobile crushing and screening units for recycling of concrete, bricks, asphalt, wood and other types of building materials?



### Breakers

In-depth presentation of new hydraulic breakers on the market.



### Surface milling and grooving equipment

Milling and grooving a new method for efficient road surface repair.



## Shows & Conventions

- Show Issue Intermat 2012
- Bonus Circulation Intermat
- Review IACDS and CSDA annual meeting in Hawaii
- Bonus Circulation CSDA/IACDS
- US Demolition Association Convention
- Pre-view M&T Expo, Brazil

May - June 2012

## Special Features:

### Mini and Compact Excavators

Demolition tasks are today

often carried out by small and compact excavators equipped for demolition purposes. PDi have the news!



### Motors and power packs

This new feature tells you all about what is new in terms for electric, petrol, diesel or gas driven motors and power packs for concrete sawing and drilling and demolition



### Dust Extraction Equipment, wet vacs and Air Cleaners

Keep the worksite clean from dust and slurry. PDi shows you the most efficient way.



### Wall and Wire Saws

Latest news on the market and most of it is high frequency powered.



## Shows & Conventions

- Review EDA spring conference
- Review Intermat 2012
- Pre-view Hillhead 2012
- Pre-view DEMCON 2012



July - August 2012

## Special Features:

### What about wheel loaders?

In demolition a big number of different types of loaders are used to move or bring out waste from a demolition or recycling site. This is what is new in terms of wheel and back hoe loaders.



### Demolition Attachments

All about boom mounted concrete crushers, pulverizers, shears, sorting grapples and multi processors.



### Demolition Cranes

On really high altitudes only the cranes can reach and they are still an important device for demolition with a wrecking ball hanging from the boom.



### Implosions Technique

Common in certain



of the world, rare in others. Sometimes it's the only way to fall a structure but only by very skilled operators.

## Shows & Conventions

- Showissue DEMCON 2012
- Bonus Circulation DEMCON
- Pre-view Made Expo &
- Review Hillhead 2012



# International 2012

read by well over 60,000 industry professional's worldwide

2012



wheel, front



techniques  
in market



ventions

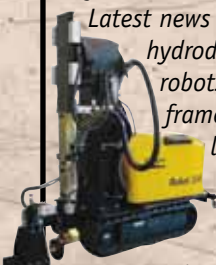
2012  
EMCON  
& SAIE 2012  
2

## September - October 2012

### Special Features:

#### Hydrodemolition

Latest news in terms of hydrodemolition, robots, jet-frames, hand lances and related equipment.



#### Concrete Floor Grinding and Polishing Equipment

A young and fast growing sector with many players and billions of concrete surfaces waiting to be renovated



#### Floor and Road Saws

Latest news about floor and road saws.

#### Powertools

A special focus on very light equipment like rotary hammers, drills, wall chaser, etc.



#### Waste Handling Equipment

This is the machines and tools you need for an efficient and profitable waste handling



### Special Survey:

#### CHINA

All about machinery and tools for demolition, recycling, concrete cutting and concrete floor grinding manufactured in China.



Bauma  
China 2012

WORLD OF  
CONCRETE



### Shows & Conventions

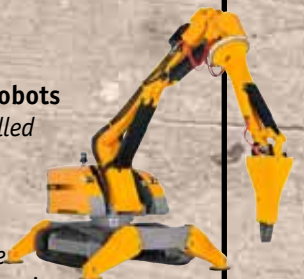
- Showissue Bauma China
- Bonus Circulation Bauma China
- Re-view DEMCON 2012
- Pre-view World of Concrete 2013
- Re-view Made Expo & SAIE 2012

## November - December 2012

### Special Features:

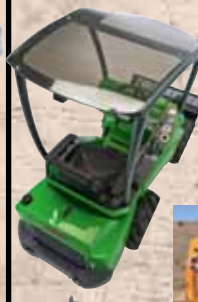
#### Demolition Robots

Remote controlled demolition robots is becoming more common in a wider perspective and the number of manufacturers are increasing. Here are the latest news from this sector.



#### Diamond Tools

Focus on the latest in diamond tool technology for concrete sawing and drilling, milling, grinding and polishing.



#### Compact loaders and skidsteers

New compact loaders, dumpers and skidsteers.



#### Water Mist Cannons

A new and efficient device to eliminate hazardous dust particles. This is what's new.



#### Chemical Demolition and Cracking devices

Safe and silent methods for demolition.

### Special Survey:

#### PDI's Annual Concrete Cutting Survey

A comprehensive analysis of the global concrete cutting industry with facts and figures.



WORLD OF  
CONCRETE

Bauma



### Shows & Conventions

- Showissue World of Concrete 2013
- Bonus Circulation WOC 2013
- Pre-view 1 BAUMA 2013
- Pre-view bc India 2013

# PDi Contributors

## PDi Magazine Editorial Staff

### **Publisher & Editor-in-Chief**

**Jan A. Hermansson**

Tel: +46 8 631 90 70

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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.



### **Managing Editor**

**Anita do Rocio Hermansson**

Tel: +46 8 631 90 70

[anita.hermansson@pdworld.com](mailto:anita.hermansson@pdworld.com)

Born in Brazil and graduated as teacher in Portuguese and Journalist. Anita do Rocio Hermansson has extensive knowledge of the transportation and construction industry. She has earlier been working as editor and reporter for several Brazilian newspapers, in-house magazines, etc. Since 1995 Anita has been working within the Scandinavian demolition industry as journalist for the Swedish demolition magazine Professional Demolering.



### **Editor Scandinavia**

**Petra Meyer Linderöth**

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Petra Linderöth is a trained graphic designer and also a journalist and has a bachelor of arts in culture, communication and humanities. She has previously worked for many years on the well-known Swedish newspaper Byggingindustrin. Prior to that she worked for Rox Media among others.



### **Editor Global**

**Mikael Karlsson**

Tel: +32 2 387 47 95

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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 multinational 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](mailto:jim@parsonage.net)

Jim Parsons is a freelance writer, based in Bristow, VA, USA. He has covered architecture, engineering, and construction issues for more than 15 years. Jim also has a wide range of experience in other technology and business fields. He is a graduate of Virginia Tech with degrees in political science, education,



ence, education,

### **Editor Russia**

**Andrei Bushmarin**

Tel: +7 921 949 27 81

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Andrei Bushmarin based in St. Petersburg, Russia, joined the demolition industry some years ago. Chemist-technologist by education. Graduated from St. Petersburg Technological 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.



### **Correspondent Europe**

**Mark Anthony**

Tel: +44 1372 721020

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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. In addition, Mark was the co-author of the NFDC's guidance notes on high reach excavators, mobile crushers, and floor-by-floor deconstruction.



### **Correspondent Africa**

**Kevin Mayhew**

Tel: +27 (0)84 341 29 23

[designmp@iafrica.com](mailto:designmp@iafrica.com)

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.



## PDi Magazine Columnists

**Columnist International & US Concrete Cutting Industry**

**Patrick O'Brien**

Tel: +1 727 577 5004

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[www.csda.org](http://www.csda.org)

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 position as Executive Director of US Concrete Sawing & Drilling Association, CSDA as well as former President of the International Sawyer & Drillers Association and also one of its founders he reports on important news and activities within the US association as well as global issues.



**Column of the International Association of Concrete Drillers & Sawers (IACDS)**

Tel.: +41 318 582 220

[info@iacds.org](mailto:info@iacds.org)

[www.iacds.org](http://www.iacds.org)

The International Association of Concrete Drillers & Sawers (IACDS) is an organization of professional drilling and sawing Associations from the concrete construction and renovation industry around the globe. The IACDS mission is to provide an international union with the cooperation of trade Associations to support and promote the development of professional drilling and sawing contractors and their methods. In each issue of PDi a representative of the association submits an editorial column.



**Column of the European Demolition Association (EDA)**

EDA Secretariat

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Web: [www.europeandemolition.org](http://www.europeandemolition.org)

The European Demolition Association was founded in 1978 and is the leading platform for national demolition associations, demolition contractors and suppliers. In each issue of PDi a representative of the association submits an editorial column.



**Columnist Institute of Demolition Engineers (IDE)**

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[www.demolitionengineers.net](http://www.demolitionengineers.net)

John Woodward from the UK is the President of the Institute of Demolition Engineers, the only institute of its kind in the world, whose aims are to exchange good demolition practice amongst its members to educate and inform the industry and other interested parties. John has over 20 years of experience from working in the UK demolition industry as a contractor and latterly as a consultant. He has played an important role



in developing, along with the NFDC, UK demolition guidance on the top down demolition of multi storey structures. John is well respected in the demolition industry where his knowledge in the field of demolition techniques and demolition related training has led to numerous speaking engagements throughout Europe and high profile demolition projects as a consultant. He will report on developments within the worldwide demolition industry.



### **Columnist Recycling & Demolition**

**Heikki Harri**

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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.



## 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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Phone: +46 (0)8 631 90 70 • Fax: +46 (0)8 585 700 47.

E-mail: [info@pdworld.com](mailto:info@pdworld.com) [www.pdworld.com](http://www.pdworld.com)

### **International Sales Director**

**Andrei Bushmarin**

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

Tel: +7 921 949 27 81

[andrei.bushmarin@pdworld.com](mailto:andrei.bushmarin@pdworld.com)



### **North America, United Kingdom & Ireland**

**Executive Sales Manager**

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Dunay Associates

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E-mail: [darren.dunay@pdworld.com](mailto:darren.dunay@pdworld.com)



### **Italy**

**Executive Sales Managers**

**Monica Colleoni**

**Romano Ferrario**

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Fax: +39 02 4771 1360

E-mail: [milano@ediconsult.com](mailto:milano@ediconsult.com)



### **Sweden, Norway, Denmark & Finland**

Contact PDi head office.

See contact info above.



## 2012 Advertising Rates in US\$, 4c

No. OF INSERTIONS:	1X	2X	3X	4X	5X	6X
DPS	9658	9180	8702	8224	7705	7305
Full Page	5257	4984	4711	4438	4124	3824
Half Page	3141	3004	2867	2731	2581	2431
Quarter Page	1821	1733	1644	1555	1453	1358
One Third Page	2153	2044	1937	1825	1703	1593

Island position 15% extra on page rates. Cover position 30% extra on page rates. For rates on enclosures contact the editorial office or your local sales representative.

## Website advertising, PDWorld.com, US\$

PERIOD:	1 month	3 months	6 months	12 months
Large banner (468x60 pxl)	468	884	1380	2366
Medium banner (120x180 pxl)	387	677	1042	1659
Small banner (120x120 pxl)	321	509	745	1144

### Editorial material and advertising artwork

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](mailto: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.

### 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

## Deadlines 2012

### Issue 1 January - February 2012

Editorial: Feb 10 Advertising: Feb 16 Distribution: February

### Issue 2 March - April 2012

Editorial: March 16 Advertising: Mar 30 Distribution: April

### Issue 3 May - June 2012

Editorial: May 11 Advertising: May 25 Distribution: June

### Issue 4 July - August 2012

Editorial: July 20 Advertising: Aug 10 Distribution: August

### Issue 5 September - October 2012

Editorial: Sept 28 Advertising: Oct 12 Distribution: October

### Issue 6 November - December 2012

Editorial: Nov 16 Advertising: Nov 30 Distribution: December

### Mechanical details (width x depth)

DPS TRIM SIZE: 420x279mm (15.53in x 10.98in) DPS BLEED SIZE: 426x285mm (16.77in x 11.22in)

FULL PAGE TRIM: 210x279mm (8.27in x 10.98in) FULL PAGE BLEED: 216x285mm (8.50in x 11.22in)

HALF PAGE (V): 88x250mm (3.46in x 9.84in) HALF PAGE (H): 190x122mm (7.48in x 4.80in)

1/3 PAGE (V): 59x260mm (2.32in x 10.23in) 1/3 PAGE (H): 190x80mm (7.48in x 3.14in)

1/4 PAGE (V): 44x250mm (1.73in x 9.84in) 1/4 PAGE (H): 190x60mm (7.48in x 2.36in)

1/4 PAGE (V): 88x122mm (3.46in x 4.80in) TYPE PAGE SIZE: 190x248mm (7.48in x 9.76in)

## Other products from S.C.O.P. AB

SCOP AB is the publishing company for PDi Magazine and [www.PDWorld.com](http://www.PDWorld.com). Besides these two media channels SCOP is also publishing two Nordic magazines and the rental website [www.svenskrental.se](http://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.



**S.C.O.P. AB**

**Scandinavian Communications & Promotions AB**

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