

PDi

PROFESSIONAL DEMOLITION

international

*The Global Journal for the Professional World of
Demolition, Recycling, Scrap Handling, Hydrodemolition,
Concrete Sawing & Drilling, Concrete Floor Grinding & Polishing
Dust Extractoin, Slurry Handling, Handling of Hazardous Waste
and a Number of Other Related Sectors. Welcome to PDi!*

**Media Information
& Rate Card (Euro) 2014**

Professional D

The international demolition, concrete cutting, concrete floor

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 read by at least a minimum of six people at 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 maintains close relationships with several branch associations, which are regularly covered in the magazine. PDi Magazine is a member of the International Association of Concrete Drillers & Sawers as well as the 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 82 billion, and is steadily growing year by year.

Our qualified staff at your service

PDi has a number of qualified writers and columnists based in different countries and another five 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 2013. On the following pages there is also information on advertising rates and contact information for our editors and sales representatives.

Welcome to one more year with PDi Magazine.

Circulation 2014

Breakdown per industry

Demolition contractors	4367
Concrete sawing & drilling contractors	3415
Waste and recycling specialists	392
Floor grinding/renovation	878
Manufacturers, agents and distributors	172
Others	103
Total	9327

Breakdown by region

Europe	4587
North America	3483
South and Central America	53
Africa	101
Middle East	72
Asia & Pacific regions	987
Total	9327

January - February 2014

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 your attachment in a twinkle of an eye. Here are the systems that can help you.



Shows & Conventions

- Show Issue CONEXPO/CON-AGG Large Bonus Circulation!
- Review World of Concrete 2014
- Pre-view Samoter



SaMoTer

WORLD OF CONCRETE
WORLD OF MASONRY | TECHNOLOGY FOR CONSTRUCTION

March

Special Features:

Demolition Excavators

Latest news about demolition and heavy duty and high reach demolition excavators.

Mobile Recycling Equipment

What's new in mobile screening units for asphalt, wood and other materials.



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



csd

Demolition International

For grinding, concrete floor polishing and recycling magazine reader

March - April 2014

Special Features:

Excavators
at mid
and
demolition



Terms of mobile crushing and
for recycling of concrete, bricks,
and other types of building



Hydraulic Breakers

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

Surface Milling and Grinding Equipment



Shows & Conventions

Show Issue Samoter 2014
Large Bonus Circulation!
Re-view CONEXPO/CON-AGG 2014
Review US Demolition Association
Convention 2014
Review US Concrete Sawing &
Drilling Association (CSDA) 2014



May - June 2014

Special Features:

Mini and Compact Excavators

Demolition tasks are today
often carried out by small
and compact excavators
equipped for demolition
purposes. PDi has 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.

Wall and Wire Saws

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



Dust Extraction Equipment, Wet Vacs and Air Cleaners

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



Shows & Conventions

- Review EDA spring conference
- Review IACDS Annual Meeting
- Review SAMOTER 2014



July - August 2014

Special Features:



Wheel Loaders and Trucks

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

Crushers, Pulverizers, Grapples and Multi Processors

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



Floor and Road Saws

Latest news about
floor and road saws

Demolition Cranes

On really tall structures
only cranes can reach
they are still an important
device for demolition
a wrecking ball hanging
from the boom.



Shows & Conventions

- Show Issue DEMCON 2014
- Pre-view Ecomondo 2014
- Pre-view SAIE 2014
- Pre-view Bauma China

International 2014

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

2014



Different types
move or bring
recycling site.
steel, front and



Road Saws
about
ad saws.

Cranes

All structures
can reach and
an important
demolition with
ball hanging
om.

ventions

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September - October 2014

Special Features:

Hydrodemolition



Latest news in terms
of hydrodemolition,
robots, jetframes,
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.



Powertools

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



Waste Handling Equipment

These are the machines and tools needed for
efficient and profitable waste handling.



Bauma
China

Shows & Conventions

- Show Issue Bauma China 2014

November - December 2014

Special Features:



Demolition Robots

Remotely controlled demolition
robots are becoming more
common in a wider per-
spective and the num-
ber of manufacturers is
increasing. Here is 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

Devices to eliminate hazardous
dust particles. This is what's new.

Scrap Shears

Scrap shears, important tools
for demolition and recycling
contractors. PDi takes a look
at the market.



Special Survey:

PDi's Annual Concrete Cutting Survey

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

Shows & Conventions

- Show Issue World of Concrete 2015
- Bonus Circulation WOC 2015
- Pre-view Intermat 2015

WORLD OF
CONCRETE
MASONRY | CONSTRUCTION

INTERMAT
Paris 2015

PDi Magazine Editorial Staff and Contributors

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.



Managing Editor **Anita do Rocio Hermansson**

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Born in Brazil and graduated as Journalist and as teacher in Portuguese. 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 **Mikael Karlsson**

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mikael.karlsson@pdworld.com

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

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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, and business administration.



Editor **Andrei Bushmarin**

Tel: +7 921 949 27 81

andrei.bushmarin@pdworld.com

Andrei Bushmarin based in St. Petersburg, Russia, joined the demolition industry seven 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 Africa **Kevin Mayhew**

Tel: +27 (0)84 341 29 23, designmp@iafrica.com

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.

Correspondent Asia Pacific **Barbara Grace**

barbara@emma.org.au

Barbara Grace is Director of the Construction Management and Marketing Australia company and has been involved in the construction industry for over twenty years. She is passionate about sharing success stories involving innovative solutions that differentiate contractors, as well as provide positive outcomes for clients. Barbara covers the Asia Pacific Region for PDI.



PDi Magazine Columnists

Columnist International & US Concrete Cutting Industry **Patrick O'Brien**

Tel: +1 727 577 5004

pat@csda.org, www.csda.org

Patrick O'Brien is in each issue 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, as well as former President of the International Sawers & Drillers Association and also one of its founders he reports on important news and activities within the US association as well as global issues.



Columnist for the International Association of Concrete Drillers & Sawers (IACDS) **Lars Sandström**

Tel.: +41 318 582 220

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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.



Columnist of the European Demolition Association **EDA Secretariat**

Pilar de la Cruz

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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 Recycling & Demolition **Heikki Harri**

Tel: +358 40 501 5157

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inet.fi

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



Executive Film Director, Digital Media and Photography **Vito Gogola**

vitor@pdworld.com

Vito is a young vibrant filmmaker that is part time hired to take care of PDI's increasing focus on producing short films and video clips from industries covered in the magazine. The films will appear on the PDI TV section at www.pdworld.com. Vito is also taking on photography tasks for the magazine. Despite Vito's young age he has already produced several films and documentaries. He is also graduating as journalist at Stockholm University.



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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Global Sales Director **Andrei Bushmarin**

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

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North America, United Kingdom & Ireland

Executive Sales Manager **Darren Dunay**

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Scandinavia & South America:

Contact PDI head office. See contact info above.

2014 Advertising Rates in Euro, 4c

No. OF INSERTIONS:	1X	2X	3X	4X	5X	6X
DPS	7072	6722	6372	6022	5642	5242
Full Page	3850	3650	3450	3250	3020	2720
Half Page	2300	2200	2100	2000	1890	1740
Quarter Page	1334	1269	1204	1139	1064	969
One Third Page	1577	1497	1417	1337	1247	1137

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, Euro

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-mail 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.

Copy date and cancellations

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

Deadlines 2014

Issue 1 January - February 2014

Material deadline (Editorial/Adverts): Feb 7 Distribution: March

Issue 2 March - April 2014

Material deadline (Editorial/Adverts): April 11 Distribution: April

Issue 3 May - June 2014

Material deadline (Editorial/Adverts): May 23 Distribution: June

Issue 4 July - August 2014

Material deadline (Editorial/Adverts): Jul 31 Distribution: August

Issue 5 September - October 2014

Material deadline (Editorial/Adverts): Oct 10 Distribution: October

Issue 6 November - December 2014

Material deadline (Editorial/Adverts): Nov 21 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. Besides these two media channels SCOP is also publishing two Nordic magazines, 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. The company also produces the magazine



S.C.O.P. AB (Scandinavian Communications & Promotions AB)

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