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Concrete Sawing & Dilling Saving & Dollishing of Dilling Stractoin, Stury of Dilling of Demolition, Recycling, Recycling of Williams Survey of The Sawing & Drilling of Printing o

**Media Information** & Rate Card (US\$) 2014

# Professional D

# The international demolition, concrete cutting, concrete flo

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

## 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	

Middle East Asia & Pacific regions 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.

# 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





# Marc

#### Special Fe

Demolition Ex-Latest news abo and heavy duty high reach demo

#### Mobile Recycli Equipment

What's new in t screening units asphalt, wood of materials.



Milling and groo a growing metho for efficient road surface renair.





# emolition Interi

or grinding, concrete floor polishing and recycling magazine read

# h - April 2014



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



# **Hydraulic Breakers** ydraulic breakers on the market.



#### 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 &



# May - June 2014

### Special Featurs: 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**

motors and power packs for concrete sawing and drilling and demolition.

#### **Wall and Wire Saws**

Latest news on the market and most of



**Dust Extraction Equipment, Wet Vacs** and Air Cleaners

Keep the worksite clean



# **Shows & Conventions**



• Review SAMOTER 2014

July - August 2014

# Special Features:





#### Wheel Loaders and Trucks

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

# Crushers, Pulverizers, **Grapples and Multi**

All about boom mounted sorting grapples and multi



Floor and Road Sa floor and road saw

#### **Demolition Crane**

On really tall struc only cranes can red they are still an in device for demoliti a wrecking ball ha



# Shows & Convention

- Show Issue DEMCON 2014
- Pre-view SAIE 2014



# rnational 201

# ead by well over 60,000 industry professional's worldwide

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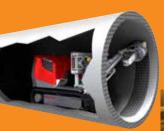


erent types

September - October 2014

#### Special Features:

Hydrodemolition



Latest news in terms of hydrodemolition, 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

#### Waste Handling Equipment

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



Shows & Conventions

• Show Issue Bauma China 2014

**November - December 2014** 

## Special Features:



#### **Diamond Tools**

Focus on the latest in 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

for demolition and recycling contractors. PDi takes a look



#### Special Survey:

PDi's Annual Concrete Cutting Survey A comprehensive analysis of the global concrete

#### Shows & Conventions

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





# Cranes

Road Saws

l structures can reach and ll an important

#### rentions

N 2014 2014

# PDi Magazine Editorial Staff and Contributors

#### Publisher & Editor-in-Chief Jan A. Hermansson

Tel: +46 8 631 90 70

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

jan.hermansson@pdworld.com from work within the construction indus-

try, 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 Born in Brazil and graduated as Journalist and as teacher in Portuguese. Anita do Rocio Hermansson has extensive knowl-





#### **Mikael Karlsson**

Tel: +32 2 387 47 95

mikael.karlsson@pdworld.com

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

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

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@cmma.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



# **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

info@iacds.org, 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.

Columninst of the European **Demolition Association** 

#### Pilar de la Cruz

Tel: +32 280 827 60

**EDA Secretariat** 

info@europeandemolition.org www.europeandemolition.org The European Demolition Association was founded in 1978 and is the leading platform for national demolition associations, demolition contractors



#### Columnist Recycling & Demolition Heikki Harri

Tel: +358 40 501 5157 heikki.harri@pp1.

inet.fi

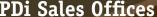
Heikki Harri is PDi's columnist covering the world's recycling industry. He is also the magazine's extended arm to the world's recycling associations. Heikki Harri has decades of experience from working with the international drill-

ing, 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.



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

# S.C.O.P. PUBLISHING

Att: PDi Magazine,

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E-mail: info@pdworld.com, www.pdworld.com

#### 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

Tel: +7 921 949 27 81 andrei.bushmarin@pdworld.com

# North America, United Kingdom

Executive Sales Manager **Darren Dunay** 

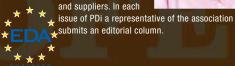
**Dunay Associates** 216 Cambridge Court Clifton, NJ 07014 USA

Tel: +1 201 781 6133 • Fax: +1 201 664 1829 UK phone: + 44 (0) 203 006 2735 E-mail: darren.dunay@pdworld.com

Scandinavia & South America: Contact PDi head office. See contact info above.







# 2014 Advertising Rates in US\$, 4c

No. of insertions:	1X	2X	3 <b>X</b>	4X	5 <b>X</b>	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\$

١	PERIOD:	1 month	3 months	6 months	12 months	
	Large banner (468x60 pxl)	468	884	1380	2366	
ŀ	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	Issue 1 January - February 2014			
Material de	eadline (Editorial/Adverts):	Feb 7	Distribution: March	
Issue 2	March - April 2014	-	The same of the sa	
Material de	eadline (Editorial/Adverts):	April 11	Distribution: April	
Issue 3	May - June 2014			
Material de	eadline (Editorial/Adverts):	May 23	Distribution: June	
Issue 4	July - August 2014			
Material de	eadline (Editorial/Adverts):	Jul 31	Distribution: August	

#### Issue 5 September - October 2014

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

#### Issue 6 November - December 2014

Matarial daadli	ne (Fditorial/Adverts):	Nov 21 Dic	stribution: December

#### Mechanical details (width x depth)

<b>DPS TRIM SIZE:</b> 420x279mm (15.53in x 10.98in)	<b>DPS BLEED SIZE:</b> 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)	<b>1/4 PAGE (H):</b> 190x60mm ( <i>7.48in x 2.36in</i> )
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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