

# PDi

PROFESSIONAL DEMOLITION

international

*The best channel for reaching the international demolition, recycling, hydro-demolition, concrete cutting, floor grinding and polishing as well as dust control industries. PDi Magazine is by far your best choice. Read by well over 80,000 industry professionals worldwide each issue.*

**Printed Magazine**  
**Digital Magazine**  
**Website**  
**Newsletter**  
**Events &**  
**Forums**

**MEDIA**  
**INFORMATION**  
**2 0 1 9**





# PDi'S DEMOLITION INDUSTRY

## PDi Magazine Key Figures

Frequency:

**6 ISSUES PER YEAR**

Circulation:

**9,286 HARD COPIES PER ISSUE**

**16,300 DIGITAL ISSUES MAILED**

Formats:

**PRINT, DIGITAL, WEB & FACEBOOK**

Editorials:

**REGULAR COLUMNS FROM  
INDUSTRY PROFESSIONALS**

***For PDi Magazine the global demolition industry comprises all techniques that in one way or another process concrete or other types of building materials. PDi monitors contracting activities and manufacturing within the following areas:***

- **Demolition**
- **Recycling**
- **Hydrodemolition**
- **Hazardous Waste Handling**
- **Concrete Sawing & Drilling**
- **Concrete Floor Grinding & Polishing**
- **Dust Management**
- **Concrete Slurry Management**

***PDi is the publishing authority for a global demolition, concrete cutting, recycling and concrete floor management market worth at least US\$ 35 Billion next year.***

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 more than 9,000 companies. It has also a large internet coverage through separate news letters, website and Facebook. 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 80,000 people read each issue plus numerous internet readers that is hard to count. 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 US\$ 35 Billiona, 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 current editorial calendar and circulation figures. 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

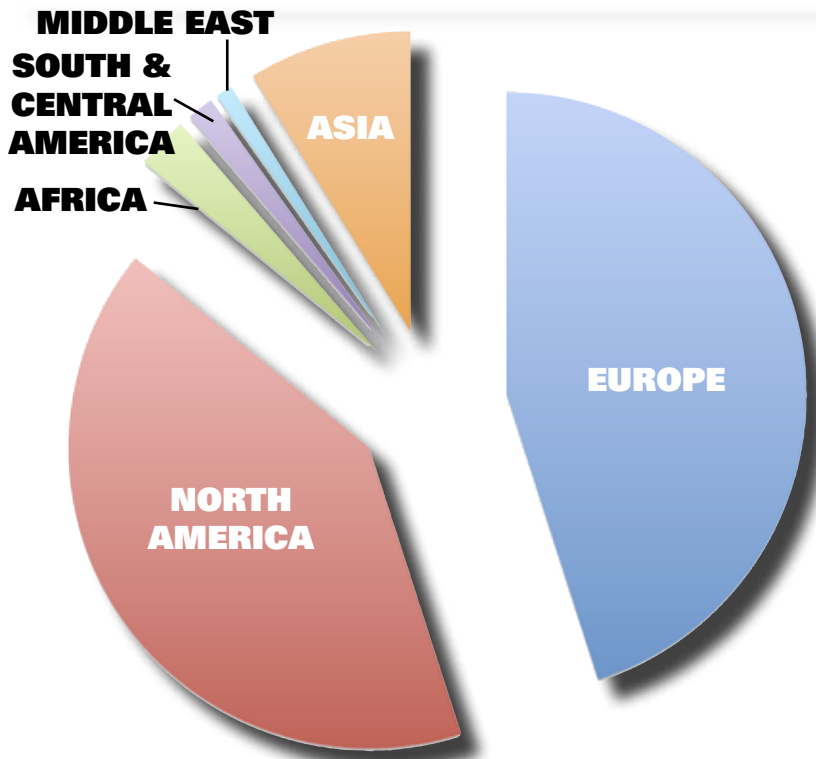
## Circulation and Geographical Breakdown 2019

### Breakdown per industry

Demolition contractors	4017
Concrete sawing & drilling contractors	4033
Waste and recycling specialists	534
Floor grinding/renovation	604
Manufacturers, agents and distributors	67
Others	34
<b>Total</b>	<b>9286</b>

### Breakdown per region

Europe	4609
North America	2618
South and Central America	67
Africa	195
Middle East	233
Asia & Pacific regions	1567
<b>Total</b>	<b>9289</b>



## ADDITIONAL MEDIA PRODUCTS

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, Professionell Demolering, since 1995, and Svensk Rental Tidning, since 2003, the rental portal [www.svenskrental.se](http://www.svenskrental.se) as well as being organiser of the international demolition show DEMCON and the Nordic Rental Show ExpoRent. In joint venture with the US company Riverbends Publishing LLC, SCOP is pub-

lishing the North & South American concrete cutting and demolition magazine PDa (Professional Demolition Americas, [www.pdamericas.com](http://www.pdamericas.com)). 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.



# EDITORIAL PROGRAMME 2019

## PDi Issue 1 • February - March 2019

### Special Features:

#### Crushing and Screening Buckets

*The latest in rig-mounted 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 equipment for core drilling besides core drilling machines.*

#### Ground Penetration Radar

*What's inside the concrete? Find the equipment that can give you the correct answer.*

#### Quick Coupling Systems

*Change your hydraulic attachment in a blink of an eye. Here are the systems that can help you.*

### Shows & Conventions:

- **Review: World of Concrete 2019**
- **Preview: Bauma 2019**

### Deadline & Distribution:

**Material deadline:** Feb 22 **Distribution:** March

## PDi Issue 3 • June - July 2019

### Special Features:

#### Mini and Compact Excavators

*Today a common equipment for demolition work.*

#### Ripper Teeth

*This equipment is now widely becoming used in demolition. Here are the manufacturers and latest news.*

#### Wall and Wire Saws

*Latest news in terms of high cycle driven and hydraulic.*

#### High Level Dust & Slurry Management

*New dust extractors, air cleaners and wet vacs.*

#### Shotblasting and Sandblasting

*Concrete grinding is not everything.*

#### Plate compactors

*Plate compactors find use in the construction, recycling and agricultural industries.*

### Shows & Conventions:

- **Show Issue: Plantworx 2019, UK**
- **Show Issue: Intermat ASEAN 2019, Bangkok**
- **Review: NDA Demolition Show**
- **Review: German Demolition Convention 2019**

*Large Bonus Circulations at each Show and Convention!*

### Deadline & Distribution:

**Material deadline:** May 10 **Distribution:** June

## PDi Issue 2 • April - May 2019

### Special Features:

#### Demolition Excavators

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

#### Mobile Recycling Equipment

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

#### Hydraulic Breakers

*In-depth presentation of new hydraulic breakers.*

#### Surface Milling and Grooving Equipment

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

#### Railway Cutters and Pile Breakers

*Cutting and recycling of railways and piles is very specialist sectors. Here are the equipment you need.*

### Shows & Conventions:

- **Show Issue: Bauma 2019**
  - **Review: The Big 5 Heavy, Dubai**
  - **Review CSDA Convention & Tech Fair**
  - **Review NDA Demolition Show**
- Large Bonus Circulations at each Show and Convention!*

### Deadline & Distribution:

**Material deadline:** March 8 **Distribution:** March

## PDi Issue 4 • August - September 2019

### Special Features:

#### New Wheel Loaders and Trucks

*Efficient loading of debris on a demolition or recycling sites is important to make the work move forward properly.*

#### Excavator attachments for demolition and recycling applications

*A feature about the latest and most efficient rig-mounted hydraulic demolition and recycling equipment.*

#### Nuclear and Off Shore Demolition Techniques

*Big jobs, big task with high demands on competence.*

#### Motors and Power Packs

*All about new electric, petrol, diesel and gas driven motors and power packs for concrete cutting and demolition.*

### Shows & Conventions:

- **Show Issue Conexpo Latin America, 2019**
- **Preview Ecomondo 2019, Italy**
- **Review Intermat ASEAN 2019, Bangkok**
- **Review Recycling Aktiv 2019, Germany**

### Deadline & Distribution:

**Material deadline:** August 30 **Distribution:** September



# EDITORIAL PROGRAMME 2019

## PDi Issue 5 • October - November 2019

### Special Features:

#### Hydrodemolition

Latest news in terms of hydrodemolition and concrete repair with robots, jetframes, hand lances and related equipment.

#### Waste Handling Equipment

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

#### Concrete Floor Grinding and Polishing Equipment

The ultimate methods for concrete floor preparation and making the concrete floor a final flooring product.

#### Powertools

A special feature about very light processing equipment like rotary hammers, drills, wall chasers, etc.

#### Floor and Road Saws

Latest news about floor and road saws.

### Shows & Conventions:

- Show Issue Ecomondo 2019, Italy
- Show Issue Batimat, Paris 2019
- Preview World of Concrete 2019
- Preview 1 Conexpo-Con/Agg 2020

Large Bonus Circulations at the show!

### Deadline & Distribution:

**Material deadline:** October 18 **Distribution:** November

## PDi Issue 6 • December 19 - January 20

### Special Features:

#### Demolition Robots

Remotely controlled demolition robots! The latest news from this sector.

#### Compact Loaders and Skidsteers

New compact loaders, dumpers and skidsteers.

#### Scrap Shears

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

#### PDi's Annual Concrete Cutting Survey

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

#### Diamond Tools in Construction

What are the new trends in diamond tools?

#### Dust Suppression Cannons

Dust cannons, the saviors on the demolition, recycling and waste job sites. New trends and products.

### Shows & Conventions:

- Show Issue World of Concrete 2020
- Preview 2 Conexpo-Con/Agg 2020

Large Bonus Circulations at the show!

### Deadline & Distribution:

**Material deadline:** Dec 6 **Distribution:** Dec 19/Jan 20

## RATES Printed advertisements

### Advertising Rates in Euro

Number of insertion:	1X	3X	6X
Full Page	4200	3800	3500
Half Page	2800	2300	2000
Half Page Island	3000	2600	2300
Quarter Page	1700	1300	1000
One Third Page	2000	1600	1300

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

### Advertising Rates in US\$

Number of insertion:	1X	3X	6X
Full Page	4700	4200	3900
Half Page	3100	2600	2200
Half Page Island	3100	2900	2500
Quarter Page	2000	1400	1100
One Third Page	2200	1800	1400

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.

## Specifications

### Mechanical details (width x depth)

<b>FULL PAGE TRIM:</b>	210x279mm	(8.27in x 10.98in)
<b>FULL PAGE BLEED:</b>	216x285mm	(8.50in x 11.22in)
<b>HALF PAGE (V):</b>	88x250mm	(3.46in x 9.84in)
<b>HALF PAGE (ISLAND):</b>	125x170mm	(4.92in x 6.69in)
<b>HALF PAGE (H):</b>	190x122mm	(7.48in x 4.80in)
<b>1/3 PAGE (V):</b>	59x260mm	(2.32in x 10.23in)
<b>1/3 PAGE (H):</b>	190x80mm	(7.48in x 3.14in)
<b>1/4 PAGE (V):</b>	44x250mm	(1.73in x 9.84in)
<b>1/4 PAGE (H):</b>	190x60mm	(7.48in x 2.36in)
<b>1/4 PAGE (V):</b>	88x122mm	(3.46in x 4.80in)
<b>TYPE PAGE SIZE:</b>	190x248mm	(7.48in x 9.76in)

### 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](mailto:info@pdworld.com). We handle most Mac or PC formats.

### 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 latest three weeks prior to month of publication or according to set material deadline. Cancellations should be made a minimum of five weeks prior to month of publication.

# NEWSLETTERS & EXPOSURE ONLINE



## PDi Website

PDi was one of the first international magazines in its field to publish the content in the printed issues also online on [www.pdworld.com](http://www.pdworld.com). Since 2015 we have improved our online appearance considerable by launching a new website continuously updated with the latest news. The new website give you as reader and advertiser a lot more options to promote your products online. See our rates to the right.

## PDi Newsletters

PDi Magazine is also launching a monthly newsletter, sent out free of charge to our readers. The newsletter also offers several online advertising opportunities.

### ONLINE ADVERTISING RATES - RATES IN EURO

PERIOD, MONTHS:	1	6	12
1 Top banner (large, 780x90 pxl)	1000	1800	2800
2 Top banner (small, 300x90 pxl)	500	1400	2400
3 Box banner (300x300 pxl)	400	1000	1700
4 Medium banner (608x60 pxl)	400	1000	1700
5 Small banner (120x120 pxl)	300	700	1000

### ONLINE ADVERTISING RATES - RATES IN US\$

PERIOD, MONTHS:	1	6	12
1 Top banner (large, 780x90 pxl)	1100	2000	3100
2 Top banner (small, 300x90 pxl)	560	1600	2700
3 Box banner (300x300 pxl)	450	1100	2000
4 Medium banner (608x60 pxl)	450	1100	2000
5 Small banner (120x120 pxl)	350	800	1100

### NEWSLETTER ADVERTISING RATES - RATES IN EURO

PERIOD, MONTHS:	6	12
6 Large banner (760x90 pxl)	1800	2800
7 Small banner (120x120 pxl)	800	1200

### NEWSLETTER ADVERTISING RATES - RATES IN US\$

PERIOD, MONTHS:	6	12
6 Large banner (760x90 pxl)	2000	3100
7 Small banner (120x120 pxl)	900	1300

See samples of the different banner format in the pictures above.



# 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

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 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 Europe

### 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 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.parsons@pdworld.com

Jim Parsons is based in Bristow, VA, USA. He has covered architecture, engineering, and construction issues for more than 20 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 Global

### Andrei Bushmarin

Tel: +7 921 949 27 81

andrei.bushmarin@pdworld.com

Andrei Bushmarin based in St. Petersburg, Russia, joined the demolition industry in the 2003. 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.



## Editor Asia

### Shinichiro Nakaba

Tel: +81 (0)90-7009-3493

snakaba@gmail.com

Shinichiro Nakaba is a Japanese journalist raised in Brazil and has been working for leading South American and European media corporations for more than 20 years as a reporter, correspondent and editor. Based in Tokyo, has covered the major Asian events reporting many breaking news especially on the fields of finance and sports. Was also responsible for the legendary Brazilian football players' Zico newspaper column. Is also specialized in trademark and image proprieties rights in Japan.



## 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 United Kingdom

### Roger Murrow

Tel: +44 (0)7817 540832

roger.murrow@mmc2100.co.uk

Roger Murrow has been involved in the demolition, quarrying and recycling industries for over twenty five years, fulfilling various senior marketing, PR and media positions. His commercial background gives him unprecedented insight into the pressures and opportunities facing companies of all sizes in today's challenging business environment.



## PDI Magazine Columnists

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

### Julie White, IACDS President

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.



Columnist of the European Demolition Association, EDA

### Francisco Cobo

EDA President

Tel: +32 280 827 60

info@europeandemolition.org

www.europeandemolition.org

Francisco Cobo, known as "Paco Cobo", owns a degree in Journal-



ism and in Law. Since end of 1970's, he has been involved in the building and real estate sectors. He has worked in the legal and international relationships departments of the companies DETECSA and DELTAPUNT. Cobo was the first general secretary of the Spanish Demolition Association, AEED from 1981 until 1990. He is present in EDA since many years and has held several different positions. Very few people are more prepared than him to take the role as EDA president at the moment.



## Writer, Photographer & Videographer

### Vito Hermansson

Tel: +46 8 585 700 46

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 graduated as a journalist at Stockholm University.



## PDI Sales Offices

For reservations, quotations and queries regarding advertising either contact the PDI Editorial Office or our Sales Directors below.

## Global Sales Director

### Andrei Bushmarin

Andrei Bushmarin serves as Global Sales Director for PDI Magazine and is responsible for sales on all markets besides Scandinavia.

Tel: +7 921 949 27 81

andrei.bushmarin@pdworld.com



## North and South America Executive Sales Director

### Darren Dunay

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Clifton, NJ 07014 USA

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UK phone: +44 (0) 203 006 2735

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## Scandinavia

### André Hermansson

André serves as Executive Sales Director for Scandinavia.

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**SCOP PUBLISHING**

## Editorial Offices

### Head Office

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If you have any questions to our editors and columnists please contact them directly or contact the PDI Editorial Office on +46 8 631 90 70.



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***Member of:***

