

# PDi

PROFESSIONAL DEMOLITION

international

*Do you want to reach the international demolition, recycling, hydrodemolition, 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.*

**MEDIA**  
**INFORMATION**  
**2 0 1 8**

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



# PDi'S DEMOLITION INDUSTRY

## PDi Magazine Key Figures

Frequency:

**6 ISSUES PER YEAR**

Circulation:

**8,900 HARD COPIES PER ISSUE**

**14,960 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\$ 30 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 nearly 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 70,000 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\$ 25 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 2015. 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

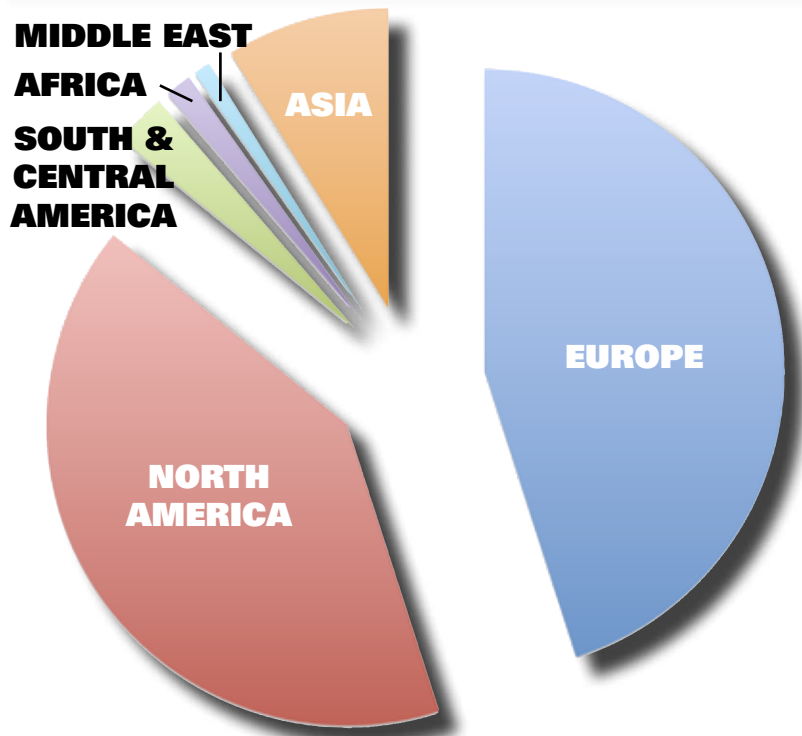
## Circulation and Geographical Breakdown 2017

### Breakdown per industry

Demolition contractors	4156
Concrete sawing & drilling contractors	3199
Waste and recycling specialists	596
Floor grinding/renovation	620
Manufacturers, agents and distributors	98
Others	231
<b>Total</b>	<b>8900</b>

### Breakdown per region

Europe	4159
North America	3068
South and Central America	94
Africa	195
Middle East	166
Asia & Pacific regions	1218
<b>Total</b>	<b>8900</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 2018

## PDi Issue 1 • February - March 2018

### 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 2018**
- **Show Issue: The Big 5 Heavy • Pre Issue: Intermat**

Large Bonus Circulations at each Show!

### Deadline & Distribution:

**Material deadline:** Feb 23 **Distribution:** March

## PDi Issue 3 • June - July 2018

### 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.

#### Orange Peel Grabs

The ultimate equipment for scrap and waste handling.

### Shows & Conventions:

- **Show Issue: Hillhead 2018, UK**
- **Show Issue: M&T Expo 2018, Brazil**
- **Review: Intermat 2018, IACDS 2018**
- **Review: German Demolition Convention 2018**

Large Bonus Circulations at each Show and Convention!

### Deadline & Distribution:

**Material deadline:** May 18 **Distribution:** June

## PDi Issue 2 • April - May 2018

### 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 Intermat**
- **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:** April 6 **Distribution:** April

## PDi Issue 4 • August - September 2018

### 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.

#### Crushers, Pulverizers, Grapples and Multi Processors

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

#### Don't Forget the Blow Torch

The blow torch is a very important tool for demolition but often forgotten about. In this feature it gets its vindication.

#### 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:

- **Preview Ecomondo 2018, Italy**

### Deadline & Distribution:

**Material deadline:** August 31 **Distribution:** September

# EDITORIAL PROGRAMME 2018

## PDi Issue 5 • October - November 2018

### 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 2018, Italy**
- **Show Issue Bauma China 2018, China**
- **Preview World of Concrete 2019**

Large Bonus Circulations at the shows!

### Deadline & Distribution:

**Material deadline:** October 19 **Distribution:** November

## PDi Issue 6 • December 18 - January 19

### 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 2018**
- **Preview 1 Bauma 2019**
- **Review: Bauma China**

Large Bonus Circulations at the Show!

### Deadline & Distribution:

**Material deadline:** Dec 7 **Distribution:** Dec17/Jan18

## 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 Newsletter

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

### NEWLETTER ADVERTISING RATES - RATES IN EURO

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

### NEWLETTER 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*

## 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*

## 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.



*Correspondent Africa*

## Kevin Mayhew

Tel: +27 (0)84 341 29 23,

kevin@fcircle.co.za

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 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*

### William Sinclair,

#### EDA President

Tel: +32 280 827 60

info@europeandemolition.org

www.europeandemolition.org

William Sinclair, EDA President and Past President of the National Federation of Demolition Contractors (NFDC) in the UK, is a fourth generation demolition engineer. William previously sat on the Council of Management of the Institute of Demolition Engineers, and the Board of Directors of the National Demolition Association (NDA), USA.

He obtained a Masters degree in Management and from the University of St Andrews in his native Scotland, and is also a qualified and recognised Explosives Engineer. William follows his father, David Sinclair, as the first father and son to have held the office of EDA President.



*Writer, Photographer & Videographer*

## 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 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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**Scandinavia:**

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## Editorial Offices

### Head Office

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