

PROFESSIONAL

POD

DEMOLITION

AMERICAS

Your Gateway to North, Central and South America

*The #1 Independant
American Construction Trade Magazine for:*

Demolition

Hydrodemolition

Recycling

Concrete Sawing & Drilling

Concrete Floor Grinding & Polishing

Concrete Dust & Slurry Extraction

Decontamination

Waste handling

...and a Lot More

MEDIA KIT 2019



Your Gateway and South America Concrete Floor Demolition

PDA, Professional Demolition Americas is a well established bi-monthly magazine and a perfect choice for reaching the entire North, Central, and South American demolition, concrete cutting, concrete floor grinding and polishing and recycling industries.

PDA is a network hub for professionals involved in demolition; concrete sawing and drilling with diamond tools; recycling of all sorts of waste, concrete floor grinding and polishing; hazardous waste handling; soil remediation; scrap handling; dust and concrete slurry extraction; and recycling, hydrodemolition and related sectors. Besides the hardcopy you can always read **PDA** online at www.pdamericas.com. The online version of **PDA** is slowly building up to become an online trilingual magazine and several of the texts are already in English with translations to Portuguese and Spanish. With **PDA** contractors are always up to date on the trends and iss-

ues that affect your business. For manufacturers and distributors, **PDA** gives you timely, direct access to the buyers you want and need to reach. **PDA** debuted in 2013 and runs quarterly, with an estimated distribution of more than 22,000 (18,300 to USA, 3,450 rest of North and South America) copies during 2019. We expect that well over 120,000 professionals in North and South America read each issue of **PDA**. The magazine mixes short news flashes with longer reports, feature stories, and surveys conducted by **PDA**'s skilled staff of journalists and correspondents. Even if **PDA**'s focus is North, Central, and South America timely industry news from all over the world will be included.

To become a regular subscriber to **PDA**, log on to pdamericas.com and register. The annual subscription fee is US \$55. You can also follow **PDA** on social media like Facebook, LinkedIn and Twitter. Come see what **PDA** has to offer. The gateway is open, and we're ready to serve you.

www.pdamericas.com

PDA Issue 1-2019

Special Features:

- Demolition Robots
- Compact Loaders & Skidsteers

Shows: Show Issue: CSDA, NDA Review World of Concrete 2019

Material Deadline: February 22

Distribution: March

PDA Issue 2-2019

Features:

- Crushing & Screening Buckets,
- Core Drilling Equipment
- Quick Coupling Systems

Survey:

USA

Shows:

Show Issue Bauma 2019, Germany

Material Deadline: April 5

Distribution: April

PDA Issue 3-2019

Features:

- Demolition Excavators,
- Hydraulic Breakers
- Mobile Recycling Equipment

Shows:

Review NDA Convention & Expo, USA, CSDA Convention, USA, ISRI, Bauma 2019, Germany

Material Deadline: May 17

Distribution: June

Way to the North, Central American Concrete Cutting, Grinding & Polishing, and Recycling Markets

Editorial Information PDa Magazine 2019

PDa Issue 4-2019

Features:

- Wall & Wire Saws,
- High Level Dust & Slurry Management

Shows:

Show Issue Conexpo Latin America

Material Deadline: August 23

Distribution: September

PDa Issue 5-2019

Features:

- Demolition Attachments
- Mini & Compact Excavators
- Concrete Floor Grinding & Polishing

Shows:

Show Issue M&T Expo, Brazil

Material Deadline: October 18

Distribution: November

PDa Issue 6-2019

Features:

- Hydrodemolition,
- Dust Suppression Canons,
- Scrap Shears

Shows:

Show Issue
World of Concrete 2020

Material Deadline: December 6

Distribution: December/Jan 2019



Advertising Rates in US\$, 4c

No. OF INSERTIONS:	1X	2X	3X	4X	5X	6X
DPS	8100	7700	7200	6600	5900	5100
Full Page	4200	4100	3900	3600	3200	2700
Half Page	2600	2500	2400	2300	1900	1 600
Half Page Island	2900	2800	2700	2500	2300	1900
One Third Page	2100	2000	1900	1600	1400	1200
Quarter Page	1800	1700	1600	1400	1200	1000

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, US\$

PERIOD, MONTHS:		1	3	6	12
Large banner (780x90 pxl)		600	1000	1500	2500
Medium banner (120x180 pxl)		500	800	1200	1800
Small banner (120x120 pxl)		400	600	900	1300

Mechanical details (width x depth)

DPS TRIM SIZE: 400x250mm (15.78in x 9.84in) DPS BLEED SIZE: 425,4x276,2mm (16.73in x 10.86in)

FULL PAGE TRIM: 190x250mm (7.48in x 9.84in) FULL PAGE BLEED: 212,7x276,2mm (8.34in x 10.86in)

HALF PAGE (V): 92x250mm (3.62in x 9.84in) HALF PAGE (H): 190x130mm (7.48in x 5.11in)

HALF PAGE (ISL): 142x180mm (5.59in x 7.08in)

1/3 PAGE (V): 60x250mm (2.33in x 9.84in) 1/3 PAGE (H): 190x80mm (7.48in x 3.14in)

1/4 PAGE (V): 44x250mm (1.73in x 9.84in) 1/4 PAGE (H): 190x59mm (7.48in x 2.32in)

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Calculate 4 mm (0.15in) bleed on bleed size ads.

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.

Editorial material and advertising artwork

Digital material as ready advertisements, texts and pictures should be sent by e-mail or posted on a CD, DVD or USB. If using e-mail send to info@pdamericas.com. We handle Mac or PC formats. Progressive proofs or chromaline for best printing quality should be posted separately. 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.

Our Staff



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PDa Digital Newsletter

Pda digital newsletter is sent out free of charge to the readers six times per year. The newsletter offers online advertising opportunities.

NEWLETTER ADVERTISING RATES A0- RATES IN US\$

PERIOD, MONTHS: 2 4 6

- 1 Large banner (780x90 pxl) 1780 2766 3555
- 2 Small banner (120x120 pxl) 745 1144 1545



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