

The Professional  
World of Demolition,  
Recycling, Concrete  
Sawing & Drilling,  
Concrete Floor Grinding  
& Polishing and Other  
Related Sectors.

**PD*i***

PROFESSIONAL DEMOLITION

international



# Professional D

*The international demolition, concrete cutting, concrete*

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 at least read by a minimum of five people within the same company/address. This means that we expect that at least 50,000 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 maintain close relationships with several branch associations which are regularly covered in the magazine.

## 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 80 billion, and is steadily growing year by year.

## Circulation 2011

### Breakdown per industry

Demolition contractors	4423
Concrete sawing & drilling contractors	3392
Waste and recycling specialists	387
Floor grinding/renovation	973
Manufacturers, agents and distributors	218
Others	145
<b>Total</b>	<b>9538</b>

### Breakdown by region

Europe	4954
North America	3501
South and Central America	67
Africa	92
Middle East	68
Asia & Pacific regions	856
<b>Total</b>	<b>9538</b>

## Our qualified staff at your service

PDi has eight qualified writers and three columnists based in different countries and another four 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 2011. On the following pages you also find information on advertising rates and contact information for our editors and sales representatives.

*Welcome to one more year with PDi Magazine.*

## February - March 2011

### Special Features:

- Crushing and Screening buckets
- Handheld Equipment
- Core drilling Equipment
- Demolition Attachments



## April - May 2011

### Special Features:

- Demolition excavators
  - heavy duty and high reach
- Mobile recycling equipment
- Hydraulic breakers



## June - August 2011

### Special Features:

- Compact Loading Equipment and mini excavators
- Dust extraction equipment, wet vacs and air cleaners
- Wall and wire saws






# Demolition International

concrete floor grinding and polishing and recycling magazine reader service



**Shows & Conventions**

- Show Issue Samoter 2011 Bonus circulation!
- Show Issue CONEXPO-CON/AGG 2011 Bonus circulation!
- Review World of Concrete 2010
- IACDS Diamond Award



**Shows & Conventions**

- Reviews Samoter and CONEXPO-CON/AGG
- Reviews of US CSDA, US NDA and German Demolition Association Conventions, 2011



**Shows & Conventions**

- Review EDA Spring Conference, 2011
- Review IACDS Annual Meeting, 2011

## September - October 2011

### Special Features:

- Hydrodemolition
- Floor grinding equipment
- Chemical demolition, mechanical & hydraulic cracking devices
- Working environment & ergonomics



## November 2011 - January 2012

### Special Features:

- PDi 2011 Concrete Cutting Survey
- Diamond Tools for concrete cutting, concrete floor grinding and polishing
- Demolition Robots



## 2011 Advertising Rates in US \$, 4 col

No. OF INSERTIONS:	1X	2X
DPS	9658	9180
Full Page	5257	4984
Half Page	3141	3004
Quarter Page	1821	1733
One Third Page	2153	2044

Island position 15% extra on page rates. Cover position 30% extra on page rates. For rates on enclosures

## Banner advertising at [www.PDWorld.com](http://www.PDWorld.com),

PERIOD:	1 month	3 months
Large banner (468x60 pixels)	639	1207
Medium banner (120x180 pixels)	528	924
Small banner (120x120 pixels)	438	695



# International 2011

read by well over 50,000 industry professional's



## Shows & Conventions

- Show Issue SAIE 2011
- World of Concrete 2012 Preview



## Shows & Conventions

- Show Issue World of Concrete 2012

## colour

3X	4X	5X
8702	8224	7705
4711	4438	4124
2867	2731	2581
1644	1555	1453
1937	1825	1703

osures contact the editorial office or your local sales representative.

## m, US \$

6 months	12 months
1884	3223
1422	2265
1017	1562

## Deadlines 2011

### Issue 1 February - March 2011

Editorial: Feb 11 Advertising: Feb 25 Distribution: March

### Issue 2 April - May 2011

Editorial: March 25 Advertising: April 8 Distribution: April

### Issue 3 June - August 2011

Editorial: June 10 Advertising: June 24 Distribution: July

### Issue 4 September - October 2011

Editorial: Sept 16 Advertising: Sept 30 Distribution: Oct.

### Issue 5 November 2011 - January 2012

Editorial: Nov 25 Advertising: Dec 9 Distr.: Dec11/Jan12

## 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)

## About editorial material and the digital advertising originals

Digital material as ready advertisements, texts and pictures should be sent by e-mail or posted on a CD or DVD. If using e-mailed send to [info@pdworld.com](mailto: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 3 weeks prior to month of publication. Cancellations should be made a minimum 5 weeks prior to month of publication

## PDi Bonus circulations at the following shows during 2011:



PDi targets also among others the following Conventions in 2011:





# PDi Staff

## PDi Magazine Editorial Staff

### **Publisher & Editor-in-Chief**

**Jan A. Hermansson**

Tel: +46 8 631 90 70

[jan.hermansson@pdworld.com](mailto: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.



### **Assisting Editor**

**Anita do Rocio Hermansson**

Tel: +46 8 631 90 70

[anita.hermansson@pdworld.com](mailto:anita.hermansson@pdworld.com)

Born in Brazil and graduated as teacher in Portuguese and Journalist. 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 Global**

**Mikael Karlsson**

Tel: +32 2 387 47 95

[mikael.karlsson@pdworld.com](mailto: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@parsonage.net](mailto: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 Russia**

**Andrei Bushmarin**

Tel: +7 921 949 27 81

[andrei.bushmarin@pdworld.com](mailto:andrei.bushmarin@pdworld.com)

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



### **Editor Europe**

**Mark Anthony**

Tel: +44 1372 721020

[mark.anthony@pdworld.com](mailto:mark.anthony@pdworld.com)

Mark has been writing about construction and demolition processes and equipment for more than 20 years. Public relations officer and webmaster for the UK's National Federation of Demolition Contractors (NFDC), Mark is also editor of the leading UK demolition publication Demolition & Dismantling and founder of the news aggregation website [www.demolitionnews.com](http://www.demolitionnews.com). In addition, Mark was the co-author of the NFDC's guidance notes on high reach excavators, mobile crushers, and floor-by-floor deconstruction.



### **Editor Africa**

**Kevin Mayhew**

Tel: +27 (0)84 341 29 23

[designmp@africa.com](mailto:designmp@africa.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.



### **Columnist International & US Concrete Cutting Industry**

**Patrick O'Brien**

Tel: +1 727 577 5004

[pat@csda.org](mailto:pat@csda.org)

[www.iacds.org](http://www.iacds.org) • [www.csda.org](http://www.csda.org)

Patrick O'Brien is in each number 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, CSDA as well as former President of the International Sawyer & 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 Recycling & Demolition**

**Heikki Harri**

Tel: +358 40 501 5157

[heikki.harri@pp1.inet.fi](mailto:heikki.harri@pp1.inet.fi)

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



### **Columnist International Concrete Cutting Industry**

**Peter White**

Tel: +41 31 858 22 2

[info@iacds.org](mailto:info@iacds.org) • [www.iacds.org](http://www.iacds.org)

Peter White from the UK is the President of the International Association of Concrete Sawers & Drillers, IACDS. Peter has over 45 years of experience from working in the UK concrete sawing and drilling industry. He has played an important role in developing the UK concrete cutting association where he also held several positions. Peter has also been a long time member in the US concrete cutting association, where he also served as board member. Peter has a great knowledge in the field of concrete cutting and a large international network. He will report on the development within the IACDS.



### **Columnist European Demolition Association** **Giuseppe Panzeri, DESPE**

Tel: +45 721 600 00

[eda@danskbyggeri.dk](mailto:eda@danskbyggeri.dk) • [www.eda-demolition.com](http://www.eda-demolition.com)

Giuseppe Panzeri, owner of the Italian company DESPE is the new President of the European Demolition Association (EDA). Mr Panzeri has an extensive experience from working in the Italian and European demolition industry. He has played an important role in developing the Italian demolition association where he also held several positions. Mr Panzeri is also a founding member of the EDA which was established already in 1978. In the EDA President's Report in each issue of PDi, Mr Panzeri reports about development, changes possibilities, etc within the entire European demolition industry as well as within the European Demolition Association itself.



## 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.

Visitors address: Skillingevägen 14A, Sweden

Phone: +46 (0)8 631 90 70 • Fax: +46 (0)8 585 700 47.

E-mail: [info@pdworld.com](mailto:info@pdworld.com) • [www.pdworld.com](http://www.pdworld.com)

### **International Sales Director**

#### **Andrei Bushmarin**

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

Tel: +7 921 949 27 81

[andrei.bushmarin@pdworld.com](mailto:andrei.bushmarin@pdworld.com)



### **North America, United Kingdom & Ireland**

#### **Darren Dunay**

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### **Italy**

#### **Monica Colleoni**

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### **Sweden, Norway, Denmark & Finland**

Contact PDi head office.

See contact info above.





## Other products from S.C.O.P. AB

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 and the rental website [www.svenskrental.se](http://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.



**S.C.O.P. AB**

(Scandinavian Communications & Promotions AB)

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PDi Magazine member of:



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