



***The Journal for the
Professional World of
Demolition, Recycling, Scrap
Handling, Concrete Sawing &
Drilling, Diamond Tools,
Concrete Floor Grinding
& Polishing, Dust Extraction,
Slurry Handling and Other
Related Sectors.***

**Media Information
& Rate Card (US\$) 2013**

Professional D

The international demolition, concrete cutting, concrete floor

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 maintain close relationships with several branch associations, which are regularly covered in the magazine. PDi Magazine is member of International Association of Concrete Drillers & Sawers as well as 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 80 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 2013. On the following pages you also find information on advertising rates and contact information for our editors and sales representatives.

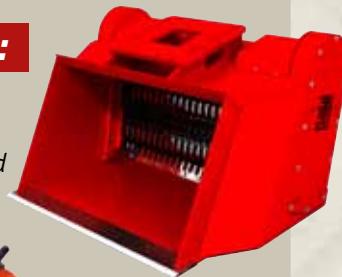
Welcome to one more year with PDi Magazine.

January - February 2013

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, jackhammers, 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 twink of an eye. Here are the systems that can help you.



Shows & Conventions

- Pre-View 2 Bauma 2013
- Review World of Concrete 2013
- Pre-view IACDS and CSDA



Circulation 2013

Breakdown per industry

Demolition contractors	4448
Concrete sawing & drilling contractors	3435
Waste and recycling specialists	387
Floor grinding/renovation	808
Manufacturers, agents and distributors	169
Others	98
Total	9345

Breakdown by region

Europe	4587
North America	3501
South and Central America	53
Africa	101
Middle East	72
Asia & Pacific regions	987
Total	9345

Demolition International

For grinding, concrete floor polishing and recycling magazine readers

March - April 2013

Special Features:

Demolition excavators

Latest news about midi 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 and other types of building materials?



Hydraulic Breakers

In-depth presentation of new hydraulic breakers on the market.

Surface milling and grooving equipment

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



Shows & Conventions

- Bauma 2013 Show Issue
- IACDS Diamond Award
- Large Bonus Circulation!
- Review CSDA • Pre-view EDA
- Review US Demo. Asso. Conv.



May - June 2013

Special Features:

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

This new feature tells you all about what is new in terms for electric, petrol, diesel or gas driven motors and power packs for concrete sawing and drilling and demolition.



Dust Extraction Equipment, wet vacs and Air Cleaners

Keep the worksite clean from dust and slurry. PDi shows the most efficient way.



Wall and Wire Saws

Latest news on the market and most of it is high frequency powered.



Shows & Conventions

- Review EDA spring conference
- Review US Demolition Association's 40th anniversary
- Bauma 2013 Review 1



Demolition International

Grinding, concrete floor polishing and recycling magazine read by

July - August 2013

Special Features:

Wheel loaders and trucks

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



Crushers, pulverizers, grapples and multi processors

All about boom mounted concrete crushers, pulverizers, sorting grapples and multi processors.



Demolition Cranes

On really tall structures only cranes can reach and they are still an important device for demolition with a wrecking ball hanging from the boom.



Common in certain markets of the world, rare in others. Sometimes it's the only way to fall a structure but only by very skilled operators.

Implosion Techniques



Shows & Conventions

- Pre-view Ecomondo 2013
- Pre-view SAIE 2013
- Pre-view Bauma Africa
- Bauma 2013 Review 2



**Bauma
Africa 2013**

September - October 2013

Special Features:



Hydrodemolition

Latest news in terms of hydrodemolition, robots, jetframes, 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.



Floor and Road Saws

Latest news about floor and road saws.



Power tools

A special focus on very light equipment like rotary hammers, drills, wall chaser, etc.

Waste Handling Equipment

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



Shows & Conventions

- Re-view Bauma Africa 2013

**Bauma
Africa 2013**

International 2013

well over 60,000 industry professional's worldwide

September - October 2013

Special Features:



Hydrodemolition

Latest news in terms of hydrodemolition, robots, jetframes, 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.



Floor and Road Saws

Latest news about floor and road saws.



Powertools

A special focus on very light equipment like rotary hammers, drills, wall chaser, etc.



Waste Handling Equipment

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



Shows & Conventions

- Re-view Bauma Africa 2013

bauma
Africa 2013

November - December 2013

Special Features:

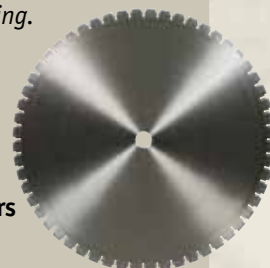
Demolition Robots

Remotely controlled demolition robots are becoming more common in a wider perspective and the number of manufacturers is increasing. Here is the latest news from this sector.



Diamond Tools

Focus on the latest in diamond tool technology for concrete sawing and drilling, milling, grinding and polishing.



Compact loaders and skidsteers

New compact loaders, dumpers and skidsteers.



Water Mist Cannons

An efficient device to eliminate hazardous dust particles. This is what's new.



Scrap shears

Scrap shears, an important tool for demolition and recycling contractors. PDi takes a look at the market.



Special Survey:

PDi's Annual Concrete Cutting Survey

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



Shows & Conventions

- World of Concrete 2014
Bonus Circulation WOC 2013
- Pre-view 1 Conexpo-Con/Agg 2014
- Pre-view Samoter 2014



SaMoTer

PDi Contributors

PDi Magazine Editorial Staff

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 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 Scandinavia

Petra Meyer Linderöth

Tel: +46 8 631 90 70

petra.linderöth@pdworld.com

Petra Linderöth is a trained graphic designer and also a journalist and has a bachelor of arts in culture, communication and humanistics. She has previously worked for many years on the well-known Swedish newspaper Bygginindustrin. Prior to that she worked for Rox Media among others.



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 multinational 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 Europe

Mark Anthony

Tel: +44 1372 721020

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. In addition, Mark was the co-author of the NFDC's guidance notes on high reach excavators, mobile crushers, and floor-by-floor deconstruction.

Correspondent Africa

Kevin Mayhew

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

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.



Correspondent Asia Pacific

Barbara Grace

barbara@cmma.org.au

Barbara Grace is Director of the CMMA 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. Now covering the Asia Pacific Region for PDI. You welcome contact Barbara to discuss your company's latest success in 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 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.



Column of the International Association of Concrete Drillers & Sawers (IACDS)

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.



Column of the European Demolition Association (EDA)

EDA Secretariat

Tel: +32 280 827 60

info@europeandemolition.org

Web: www.europeandemolition.org

The European Demolition Association was founded in 1978 and is the leading platform for national demolition associations, demolition contractors and suppliers. In each issue of PDI a representative of the association submits an editorial column.



Columnist Institute of Demolition Engineers (IDE)

Tel: (+44) 7870 404906

john.woodward@demolishdismantle.co.uk

www.demolitionengineers.net

John Woodward from the UK former President of the Institute of Demolition Engineers, the only institute of it's kind in the world, whose aims are to exchange good demolition practice amongst it's members to educate and inform



the industry and other interested parties. John has over 20 years of experience from working in the UK demolition industry as a contractor and latterly as a consultant. He has played an important role in developing, along with the NFDC, UK demolition guidance on the top down demolition of multi storey structures. John is well respected in the demolition industry where his knowledge in the field of demolition techniques and demolition related training has led to numerous speaking engagements throughout Europe and high profile demolition projects as a consultant. He will report on developments within the worldwide demolition industry.



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 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.



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: Sjöängsvägen 7, Sweden

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

E-mail: info@pdworld.com 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



North America, United Kingdom & Ireland

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



Italy

Executive Sales Managers

Monica Colleoni

Romano Ferrario

Ediconsult Internazionale

Via Savona 97

20144 Milano, Italy

Phone: + 39 02 4771 0036

Fax: + 39 02 4771 1360

milano@ediconsult.com



Sweden, Norway, Denmark & Finland

Contact PDI head office.

See contact info above.



2013 Advertising Rates in US\$, 4c

No. OF INSERTIONS:	1X	2X	3X	4X	5X	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\$

PERIOD:	1 month	3 months	6 months	12 months
Large banner (468x60 pxl)	468	884	1380	2366
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-mailed 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 3 weeks prior to month of publication. Cancellations should be made a minimum 5 weeks prior to month of publication

Deadlines 2013

Issue 1 January - February 2013

Material deadline (Editorial/Adverts): Feb 15 Distribution: March

Issue 2 March - April 2013

Material deadline (Editorial/Adverts): Mar 27 Distribution: April

Issue 3 May - June 2013

Material deadline (Editorial/Adverts): May 24 Distribution: June

Issue 4 July - August 2013

Material deadline (Editorial/Adverts): Aug 9 Distribution: August

Issue 5 September - October 2013

Material deadline (Editorial/Adverts): Oct 11 Distribution: October

Issue 6 November - December 2013

Material deadline (Editorial/Adverts): Nov 29 Distribution: December

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 3.14in)

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)

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 and 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.



SCOP AB

Scandinavian Communications & Promotions AB

P.O. Box 786 • SE-191 27 Sollentuna, Sweden

Visitors address: Sjöängsvägen 7

Phone: +46 8 585 700 46 • Fax: +46 8 585 700 47

info@pdworld.com • www.pdworld.com

Member of:

