

# PDi

PROFESSIONAL DEMOLITION

international

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

*Do you want to reach the international demolition, recycling, hydrodemolition, concrete cutting, concrete floor grinding and polishing industries? PDi Magazine is by far your best choice. Read by well over 60,000 industry professional's worldwide*

**MEDIA**  
**INFORMATION**  
**2 0 1 5**



# PDi'S DEMOLITION INDUSTRY

## PDi Magazine Key Figures

Frequency:

**6 ISSUES PER YEAR**

Circulation:

**9,393 COPIES PER ISSUE**

Formats:

**PRINT, DIGITAL & WEB**

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\$16 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 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 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 Euro 82 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

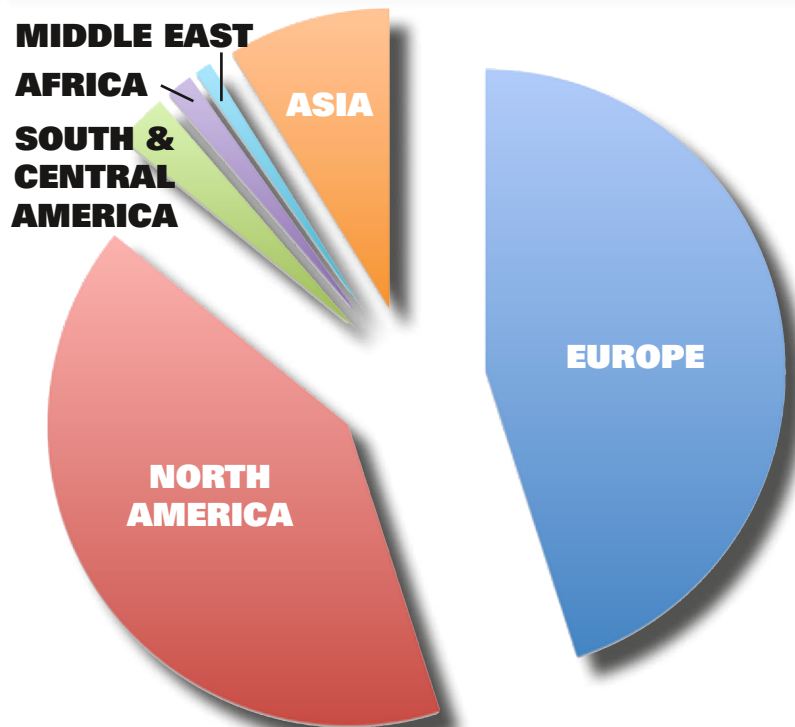
## Circulation and Geographical Breakdown 2015

### Breakdown per industry

Demolition contractors	4517
Concrete sawing & drilling contractors	3034
Waste and recycling specialists	610
Floor grinding/renovation	635
Manufacturers, agents and distributors	180
Others	575
<b>Total</b>	<b>9393</b>

### Breakdown per region

Europe	4130
North America	3739
South and Central America	262
Africa	138
Middle East	89
Asia & Pacific regions	809
<b>Total</b>	<b>9393</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)) and is further organising the Latin American Concrete Cutting & Demolition Forum in October, 2015 ([www.latindemoforum.org](http://www.latindemoforum.org)). 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 2015

## February - March 2015

### 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 2015
- Show Issue Intermat / WOC Europe

Large Bonus Circulations at the Shows & NDA Convention!

### Deadline & Distribution:

Material deadline: Feb 19 Distribution: March

## June - July 2015

### Special Features:

#### Mini and Compact Excavators

Small and compact excavators is today a common equipment for demolition work. PDI know what is new.

#### Motors and Power Packs

A feature that tells you all about new electric, petrol, diesel and gas driven motors and power packs for concrete sawing and drilling and demolition.

#### Wall and Wire Saws

The latest news and what is high cycle driven and what is still hydraulic.

#### High Level Dust & Slurry Management

New dust extractors, air cleaners and wet vacs.

#### Orange Peel Grabs

The ultimate equipment for scrap and waste handling.

### Shows & Conventions:

- Review M&T Expo 15, Brazil
- Review EDA Spring Conference
- Review IACDS Annual Meeting

### Deadline & Distribution:

Material deadline: May 27 Distribution: June

## April - May 2015

### 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 M&T Expo 15, Brazil & Intermat  
Large Bonus Circulation at M&T Expo!
- Review Intermat / WOC Europe
- Review NDA & CSDA Conventions 2015

### Deadline & Distribution:

Material deadline: April 9 Distribution: April

## August - September 2015

### Special Features:

#### Wheel Loaders and Trucks

Efficient loading of debris on a demolition or recycling sites is important to make the work move forward properly. Here is the equipment that helps you.

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

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

#### Latin American Concrete Cutting & Demolition Forum, Rio de Janeiro, Oct 1-2, 2015

Everything you need to know about the forum.

#### 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.

### Shows & Conventions:

- Show Issue for Latin American Concrete Cutting & Demolition Forum 2015  
Large Bonus Circulation at the Forum!
- Pre-view SAIE & Ecomondo 2015, Italy

### Deadline & Distribution:

Material deadline: August 5 Distribution: September

# EDITORIAL PROGRAMME 2015

## October - November 2015

### Special Features:

#### Hydrodemolition

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

#### 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.

#### Waste Handling Equipment

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

### Shows & Conventions:

- **Pre-view 1 Bauma 2016 • Re-view Latin Forum**
- **Pre-view World of Concrete 2016**
- **Show Issue Ecomondo 2015, Italy**  
Large Bonus Circulations at the Ecomondo!

### Deadline & Distribution:

**Material deadline:** October 14 **Distribution:** November

## December 2015 - January 2016

### Special Features:

#### Demolition Robots

Remotely controlled demolition robots are becoming very common in a wide perspective and the number of manufacturers is increasing. Here are 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:

- **Pre-view 2 Bauma 2016**
- **Pre-view World of Concrete 2016**
- **Review Ecomondo 2015, Italy**

### Deadline & Distribution:

**Material deadline:** November 25 **Distribution:** December

## RATES Printed advertisements

### 2015 Advertising Rates in Euro

Number of insertion:	1X	3X	6X
Full Page	4000	3600	3300
Half Page	2600	2100	1800
Half Page Island	2800	2400	2100
Quarter Page	1500	1100	800
One Third Page	1800	1400	1100

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

### 2015 Advertising Rates in US\$

Number of insertion:	1X	3X	6X
Full Page	5000	4600	4300
Half Page	3300	2900	2600
Half Page Island	3500	3100	2800
Quarter Page	1900	1500	1200
One Third Page	2260	1760	1460

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.



# DAILY NEWS & 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). Now we are improving 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, 728x90 pxl)	968	1780	2766
2 Top banner (small, 300x90 pxl)	468	1380	2366
3 Box banner (300x300 pxl)	387	1042	1659
4 Medium banner (608x60 pxl)	387	1042	1659
5 Small banner (120x120 pxl)	321	745	1144

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

PERIOD, MONTHS:	1	6	12
1 Top banner (large, 728x90 pxl)	1217	2238	3478
2 Top banner (small, 300x90 pxl)	588	1735	2975
3 Box banner (300x300 pxl)	486	1310	2086
4 Medium banner (608x60 pxl)	486	1310	2086
5 Small banner (120x120 pxl)	403	936	1438

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

PERIOD, MONTHS:	6	12
6 Large banner (760x90 pxl)	1780	2766
7 Small banner (120x120 pxl)	745	1144

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

PERIOD, MONTHS:	6	12
6 Large banner (760x90 pxl)	2238	3478
7 Small banner (120x120 pxl)	936	1438

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

**PDi Newsletter**  
Four General Heavy Marketplaces for the Global Demolition, Concrete Cutting & Recycling Industries

**Global Concrete Cutting Natters Form Association**  
The social networking website Facebook is joining thousands of concrete cutters around the world in a global concrete cutting association for owners and operators called the Concrete Cutting Natters Association. The founders of the group are now set for forming a global association...

**Breaker Maintenance**  
Meticulous maintenance of a rig-mounted hydraulic breaker is extremely important in guaranteeing its longevity, which will positively impact a company's bottom line. After all, a rig-mounted breaker is a small investment and in today's cost-conscious climate, it makes sense to protect that investment by ensuring...

**Introducing our new light equipment for heavy jobs.**

**Five Attachment**  
The year attachment manufacturers have been busy expanding their portfolio with new tools. Core products have not been neglected, but the main thrust has been to offer users an ample choice of demolition and recycling attachments. Andre Bushmann reports. In the current volatile economic and political climate, companies try to hedge their risks by diversifying their business. This is also true for the demolition attachment industry. The current trend shows that suppliers look to strengthening their core product lines and augment them with...

**New Case Compact Wheel Loader**  
Case Construction Equipment has added the new I Series range of compact wheel loaders. The four model line, ranging from the 4.4c, 5.25 to the 6.25, 12.1L and features a new hydraulic system and other 40 standard features of 2.5 ton linkage to maintain buckets and pallet forks remain parallel to the ground when lifting. They also have a new low cut profile design and also meet Tier 4 final exhaust emissions standards...

**CTT**  
2-3 JUNE 2015  
MILANO

**steintopp**  
35315 Homburg  
Nieder-Olfenden,  
Germany

**ECONOMIX**  
05/11/08  
NOVEMBER 2014  
RIMINI  
ITALY

**SPE**  
SPECIALIZED  
PROMOTION  
EVENTS

**M**

**S**

# EDITORIAL STAFF AND CONTRIBUTORS

*Publisher & Editor-in-Chief*

**Jan A. Hermansson**

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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**

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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**

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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**

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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**

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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 Australia*

*and New Zealand*

**Barbara Grace**

**barbara@cmma.org.au**

Barbara Grace is Director of the Construction Management and Marketing Australia company 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. Barbara covers the Asia Pacific Region for PDI.



*Columnist Recycling, Screening & Crushing*

**David Ehrenstrale**

**Tel: +46 709 415 823**

**david@flaskborsten.se**

David Ehrenstrale contributes with articles, job stories and news mainly about crushing, screening and recycling equipment. David Ehrenstrale has decades of experience from work with the international crushing industry and has worked for PDI's Swedish sister publications.



*Executive Film Director,*

*Digital Media and Photography*

**Vito Gogola**

**vito@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](http://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 is also graduating as journalist at Stockholm University.



## PDI Magazine Columnists

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

**Lars Sandström**

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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 co-operation 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 Secretariat*

**Pilar de la Cruz**

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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.



## PDI Sales Offices

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

### Editorial Office Contact Information

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*Global Sales Director*

**Andrei Bushmarin**

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

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**Scandinavia & South America:**

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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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**Promotions AB**

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