

# PDi

PROFESSIONAL DEMOLITION

international

## MAGAZINES



15,000 + copies

## ONLINE MAGAZINE



EASY BROWSING

## BI-MONTHLY NEWSLETTERS



120,000 +  
RECEIPIENTS

## SOCIAL



MEDIA

**DEMOLITION**  
*Today*



# About PDi Magazine



*other types of building materials. PDi monitors contracting activities and manufacturing within the following areas:*

- *Light Demolition*
- *Heavy Duty Demolition*
- *Controlled 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\$ 55 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 more than 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 80,000 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\$ 35 Billions, 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 current editorial calendar and circulation figures. 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.***

## **PDi Magazine Key Figures**

Frequency:

**6 ISSUES PER YEAR**

Circulation:

**9,466 HARD COPIES PER ISSUE**

**6,000 SHOW COPIES**

**18,300 DIGITAL ISSUES MAILED**

**120,000 NEWSLETTERS**

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***

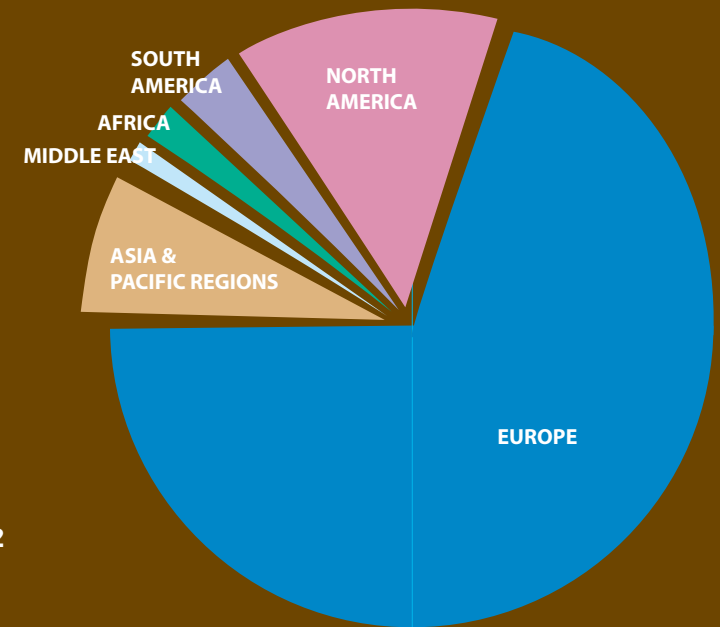
## Circulation and Geographical Breakdown 2021

### Breakdown per industry

Demolition contractors	3386
Concrete sawing & drilling contractors	2999
Waste and recycling specialists	773
Floor grinding/renovation	793
Manufacturers, agents and distributors	131
Others	1510
<b>Total</b>	<b>9592</b>

### Breakdown per region

Europe	6656
North America	1199
South and Central America	489
Africa	191
Middle East	101
Asia & Pacific regions	956
<b>Total</b>	<b>9592</b>



## Additional Products from S.C.O.P. Publishing

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 web portals [professionelldemolering.se](http://professionelldemolering.se) and [svenskrental.se](http://svenskrental.se) as well as being organiser of the international demolition show DEMCON and the Nordic Access Equipment show, ExpoLift. In joint venture with the US company Riverbends Publishing LLC, SCOP is publishing 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. Latest novelty, DemolitionToday, is a new digital news channel on internet that you can read more about on the following page.





# DEMOLITION Today

## DemolitionToday – The New Digital News Channel for the Global Demolition Industry

PDi and PDa Magazines are taking a new step in the publishing industry by launching the online news channel DemolitionToday. The Covid-19 pandemic hits very hard but it also brings some good side effects with it. The pandemic has made people and companies find new ways to communicate. We have since March this year seen tonnes of digital examples of that like Webinar, Video conferences, Teams and Google Meets, Go To Meeting to name a few. It has also made PDi and PDa Magazines take a completely new step in widening its channels to reach its globally audience.



### The world's first demolition channel online

PDi and PDa Magazines are jointly launching a Youtube based news channel called DemolitionToday. The idea is to broadcast short news shots on a regular basis. The information is collected from the content published in the magazines. Initially the idea was to broadcast weekly but due to that a special recording studio is in the process of being set up the target is to broadcast two times per month to start with. Each episode of DemolitionToday is between 5 to 8 minutes loaded with the latest news from the industry. There are also commercial



slots in between the news section. The plan in the future is also to make longer documentaries about manufacturer and contractors in the industry. The longer documentaries will be called DemolitionToday Special.

The DemolitionToday episodes can be found on the website [www.demolitiontoday.tv](http://www.demolitiontoday.tv) or directly on the Youtube channel DemolitionToday. Of course all episodes can be watched on Facebook, Instagram and LinkedIn and will be shared on a large amount of groups on Social Media. In order to get notified before each episode is broadcasted it is recommended to become a subscriber to the DemolitionToday YouTube channel.

### Advertising Rates DemolitionToday

**Sponsorship:** Logo appears in the beginning and end of each news broadcast: **US\$1200**

**Commercial slots:** Max. 30 seconds: **US\$1800**

**Commercial slots:** Max. 50 seconds: **US\$2400**



## The Successful Swedish Virtual Roadtrip Comes to the Rest of the World in 2021

We can all agree on that we are living in strange times nowadays. And everything is caused by the Corona pandemic. We have to re-think and think New.

### When will there be a proper trade show again?

We all know that the majority of the 2020 tradeshows in our sector has been postponed to 2021. But at this stage with the uncertainty of the Corona pandemic some shows that was postponed in 2020 are risking to be postponed even more as no one for certain can say how the pandemic will develop. Therefore the publisher S.C.O.P. has decided to expand the DEMCON Virtual Roadtrip to the rest of the world during 2021.

### What's the DEMCON WorldWide Virtual Roadtrip 2021?

The Roadtrip became very successful when it was held in Sweden during the autumn of 2020 as an alternative to the DEMCON 2020 trade show that should have been held in Stockholm, September 2020. In short the DEMCON WorldWide Virtual Roadtrip 2021 means that a film team from PDi Magazine will visit your facilities during 2021 if you are located in Europe. If you are located outside

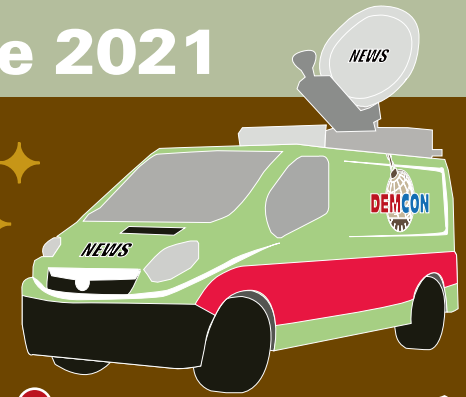
Europe you can provide your video presentation made with a local film team and it will be broadcasted by DEMCON WorldWide Virtual Roadtrip 2021.

The video can be a short presentation of your company and your latest news. The films will be hosted by staff from PDi Magazine and will be broadcasted on [pd-world.com](http://pd-world.com), [demolitiontoday.tv](http://demolitiontoday.tv) and [www.demcon.se](http://www.demcon.se) as well as on the PDi YouTube channel according to a set schedule. After each news movie has been broadcasted a virtual live meeting will be held via Mi-

crosoft Teams. In the live meeting you as participant in the Virtual Roadtrip can meet live online with your clients. Participation is quite easy. You only give us your idea about what your movie should contain in terms of company presentation and presentation of new products and maybe also product demonstrations. The film team works out a synopsis that is approved by you before filming. The finished filmed material is your property after it has been broadcasted. To fit your own marketing the filmed material can be amended.

To simplify the cost procedure you only pay per finished edited movie minute and no extra cost will appear. The rate per finished edited movie minute is set to EUR800. Remember that no one has patience to watch long presentations anyway. Optimal length of such a movie is between 5 to 10 minutes. If you are providing your own movie the broadcasting rate will then be set according to the length of the movie. If you are interested in participating please contact PDi editorial or sales staff.

# DEMCON WorldWide Virtual Roadtrip 2021



# Editorial Programme 2021

## PDi Issue 1-2021 February - March

### 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 without leaving the cab. Here are the systems that can help you.*

### Shows & Conventions with Bonus Circulations:

- Show Issue: Intermat 2021
- Show Issue: Bebossa 2021
- Show Issue: Samoter 2021
- Show Issue: Steinexpo 2021
- Show Issue: ISRI 2021

### Deadline & Distribution:

Material deadline: Feb 12

Distribution: February

## PDi Issue 2-2021 April - May

### Special Features:

#### Demolition Excavators

*Latest news about medium and heavy duty and high reach demolition excavators.*

#### Mobile Recycling Equipment

*New 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.*

#### Drum Cutters

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

#### Railway Cutters and Pile Breakers

*New cutting and recycling equipment railways and piles.*

### Shows & Conventions with Bonus Circulations:

- Show Issue: World of Concrete 2021
- Show Issue: Hillhead 2021, UK
- Reviews: Samoter, CSDA, NDA, German Demolition Convention 2021 (Fachtagung Abbruch), Bebossa 2021

### Deadline & Distribution:

Material deadline: March 26

Distribution: April

## PDi Issue 3-2021 June - July

### Special Features:

#### New feature! Wheel and Rock Saws

*A wheel saw is the ideal tool for high-performance trench cutting on asphalt, reinforced concrete, etc.*

#### Mini and Compact Excavators

*A common equipment for demolition work.*

#### Wall and Wire Saws

*Latest news in terms of high cycle driven and hydraulic.*

#### Dust Suppression Cannons

*Dust cannons, the saviors on the demolition, recycling and waste job sites. New trends and products.*

#### Shotblasting and Sandblasting

*Concrete grinding is not everything.*

#### Plate compactors

*Plate compactors find use in the construction, recycling and agricultural industries.*

### Shows & Conventions with Bonus Circulations:

- Show Issue: DEMCON 2021, Sweden
- Review: World of Concrete 2021

### Deadline & Distribution:

Material deadline: June 4

Distribution: July

## PDi Issue 4-2021 August - September

### Special Features:

#### New Wheel Loaders and Trucks

*Efficient loading of debris on demolition or recycling sites is important to make the work move forward properly.*

#### Excavator attachments for demolition and recycling applications

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

#### Nuclear and Off Shore Demolition Techniques

*Big jobs, big tasks with high demands on competence.*

#### **New feature!** Mini Dumpers

*Small, compact and efficient mini dumpers are an important asset. What's new in this sector?*

#### **Shows & Conventions with Bonus Circulations:**

- Show Issue: NordBau 2021, Germany
- Review: Hillhead 2021

### Deadline & Distribution:

**Material deadline:** September 10

**Distribution:** September

## PDi Issue 5-2021 October - November

### 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.*

#### Floor and Road Saws

*Latest news about floor and road saws.*

#### Powertools

*A special feature about very light processing equipment like rotary hammers, drills, wall chasers, etc.*

#### **Shows & Conventions with Bonus Circulations:**

- Show Issue Ecomondo 2021, Italy
- Review: DEMCON 2021
- Preview 1: Bauma 2022

### Deadline & Distribution:

**Material deadline:** November 5

**Distribution:** November

## PDi Issue 6-2021 December 21 - January 22

### 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

*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?*

#### High Level Dust & Slurry Management

*New dust extractors, air cleaners and wet vacs.*

#### **Shows & Conventions with Bonus Circulations:**

- Show Issue World of Concrete 2022
- Preview 2: Bauma 2022

### Deadline & Distribution:

**Material deadline:** Dec 10

**Distribution:** Dec 21/Jan 22

# Rates Printed Advertisement 2021

## Advertising Rates in Euro

Number of insertion:	1X	3X	6X
Double Page Spread	6800	6200	5800
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
Double Page Spread	4700	4200	3900
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.

## Mechanical 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 (Isl.):</b>	125x170mm	(4.92in x 6.69in)
<b>Half Page (H):</b>	190x122mm	(7.48in x 4.80in)
<b>Third Page (V):</b>	59x260mm	(2.32in x 10.23in)
<b>Third Page (H):</b>	190x80mm	(7.48in x 3.14in)
<b>Quarter Page (V):</b>	44x250mm	(1.73in x 9.84in)
<b>Quarter Page (H):</b>	190x60mm	(7.48in x 2.36in)
<b>Quarter 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@pd-world.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.



## PDi Magazine 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 considerably by launching a new website continuously updated with the latest news. The new website gives you as reader and advertiser a lot more options to promote your products online. See our rates below.

## PDi Magazine 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 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 (640x60 pxl)	400	1000	1700
5 Small banner (120x120 pxl)	300	700	1000

### Online Advertising Rates 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 (640x60 pxl)	450	1100	2000
5 Small banner (120x120 pxl)	350	800	1100

### Newsletter Advertising Rates Euro

Period (months)	6	12
6 Large banner (760x90 pxl)	1800	2800
7 Small banner (120x120 pxl)	800	1200

### Newsletter Advertising Rates 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 to the right.



# Editorial Staff and Contributors

*Publisher & Editor-in-Chief*

**Jan A. Hermansson**

**Tel: +46 8 631 90 70**

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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 almost 30 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 Europe*

**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**

**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 Global*

**Andrei Bushmarin**

**Tel: +7 921 949 27 81**

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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.



*Editor Asia*

**Shinichiro Nakaba**

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**snakaba@gmail.com**

Shinichiro Nakaba is a Japanese journalist raised in Brazil and has been working for leading South American and European media corporations for more than 20 years as a reporter, correspondent and editor. Based in Tokyo, he has covered the major Asian events reporting many breaking news especially in the fields of finance and sports. Was also responsible for the legendary Brazilian football players' Zico newspaper column. Is also specialized in trademark and image proprieties rights in Japan.



*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 United Kingdom*

**Roger Murrow**

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Roger Murrow has been involved in the demolition, quarrying and recycling industries for over twenty five years,

fulfilling various senior marketing, PR and media positions. His commercial background gives him unprecedented insight into the pressures and opportunities facing companies of all sizes in today's challenging business environment.



*PDi Magazine Columnists*

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

**Michael Findeis, 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*

**Francisco Cobo**

**EDA President**

**Tel: +32 280 827 60**

**info@europeandemolition.org**

**www.europeandemolition.org**

Francisco Cobo, known as "Paco Cobo", owns a degree in Journalism and in Law. Since the end of 1970's, he has been involved in the building and real estate sectors. He has worked in the legal and international relationships departments of the companies DETECSA and DELTAPUNT. Cobo was the first general secretary of the Spanish Demolition Association, AEDED from 1981 until 1990. He is present in EDA since many years and has held several different positions.



*Editor, Photographer & Videographer*

**Vito Hermansson**

**Tel: +46 8 585 700 46**

**vitor@pdworld.com**

Vito is a young vibrant writer and filmmaker that is, together with his brother André, taking care of PDi's increasing focus on producing short films and video clips from industries covered in the magazine. Vito is also writing articles and taking photos for the magazine. Despite Vito's young age he has already produced several films and documentaries. He graduated as a journalist at Stockholm University and has a Masters degree in film production at New Your Film Academy in Los Angeles.



*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 and South America. He shares the North American market with André Hermansson.



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**andrei.bushmarin@pdworld.com**

*North and South America*

*Executive Sales Director, Web Master & Videographer*

André has a bachelors degree in market communication at Stockholm University and a master in film production at New York Film Academy in Los Angeles. Besides handling sales at PDi Magazine he is also, together with his brother Vito a videographer for PDi Magazine.

**André Hermansson**

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*Scandinavia*

**André Hermansson**

André serves as Executive Sales Director for Scandinavia.



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