

PROFESSIONAL

DEMOLITION

AMERICAS

Your Gateway to North, Central and South America

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

Demolition

Hydrodemolition

Remediation

Recycling

Concrete Sawing & Drilling

Concrete Floor Grinding & Polishing

Concrete Dust & Slurry Extraction

Decontamination

Waste handling

...and a Lot More



**Well over
23,000
printed copies
distributed six
times per year.**

**Continuous
online
publishing
with easy
browsing.**



**Bi-monthly
newsletters
e-mailed to more
the 80,000
recipients.**

**PDa Magazine
frequently
covered on all
social media.
Stay tuned.**



MEDIA KIT 2020

Your Bi-Monthly Gateway to Central and South America Cutting, Concrete Floor Grinding Demolition and Recycling M

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 issues 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 bi-monthly, with an estimated distribution of more than 22,000 (18,500 to USA, 3,500 rest of North and South America) copies during 2020. 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, Linked-In and Twitter. Come see what **PDa** has to offer. The gateway is open, and we're ready to serve you.

www.pdamericas.com

Editor

PDa Issue 1-2020

Special Features:

- Demolition Robots
- Quick Coupling Systems
- Mini & Compact Excavators

Shows: Show Issue Conexpo-Con/Agg, NDA Demolition in Austin. Review WOC 2020.

Material Deadline: Feb 7

Distribution: February

PDa Issue 2-2020

Special Features:

- Crushing & Screening Buckets
- Core Drilling Equipment
- Compact Loaders & Skidsteers

Survey:

Brazil

Shows: Show Issue: ISRI Review: Conexpo, NDA, ARA

Material Deadline: April 8

Distribution: April

PDa Issue 3-2020

Special Features:

- Demolition Excavators
- Hydraulic Breakers
- Mobile Recycling Equipment

Shows: Show Issue: Concrete Show São Paulo, Brazil Review: NDA USA, ISRI USA,

Material Deadline: May 29

Distribution: June

to the North, an Concrete inding & Polishing, Markets



Material Information PDA Magazine 2020

PDA Issue 4-2020

Special Features:

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

Shows:

Show Issue: ISSA North America
Review: Concrete Show, Brazil

Material Deadline: August 28

Distribution: September

PDA Issue 5-2020

Special Features:

- Demolition Attachments
- Concrete Floor Grinding & Polishing

Shows:

Review: ISSA North America

Material Deadline: Oct 18

Distribution: November

PDA Issue 6-2020

Special Features:

- Hydrodemolition,
- Dust Suppression Canons
- Scrap Shears

Shows:

Show Issue
World of Concrete 2021

Material Deadline: December 11

Distribution: December/Jan 2021

PROFESSIONAL PDA DEMOLITION AMERICAS

Your Gateway to North, Central and South America

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)

1/4 PAGE (V): 92x122mm (3.62in x 4.80in) TYPE PAGE SIZE: 190x250mm (7.48in x 9.84in)

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



Jim Parsons Jan Hermansson Andrei Bushmarin Luiz Carlos Beraldo Vitor Hermansson Eduardo Kubric André Hermansson

PROFESSIONAL **DEMOLITION** **AMERICAS**
Your Gateway to North, Central and South America

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.

NEWSLETTER ADVERTISING RATES IN US\$

PERIOD, MONTHS: 2 4 6

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



Riverbends Publishing, LLC PDa Magazine

Editorial Head Quarter

P.O. Box 552, Nokesville, VA 20182 • USA
Phone: +1 703 392 0150
editorial@pdamericas.com
sales@pdamericas.com

Senior Editor: Jim Parsons
jim.parsons@pdamericas.com

Editor-in-Chief: Jan Hermansson
jan.hermansson@pdamericas.com

Editor Global: Andrei Bushmarin
Phone: +7 921 949 2781
andrei.bushmarin@pdamericas.com

Editor South America: Luiz Carlos Beraldo
luizcarlos.beraldo@pdamericas.com

Editor Europe: Vitor Hermansson
vitor.hermansson@pdamericas.com

Sales Office North America: André Hermansson
P.O. Box 552, Nokesville, VA 20182 • USA
Phone: +46 709 790 403
andre.hermansson@pdamericas.com

Andrei Bushmarin
Phone: +7 921 949 2781
andrei.bushmarin@pdamericas.com

Sales Office South America: Eduardo Kubric
Rua Traipú 1023 Pacaembú
São Paulo, SP 01235-000, Brazil
Phone: + 55 11 99949 4544
eduardo.kubric@pdamericas.com

Sales Rest of the World
André Hermansson
Phone: +46 709 790 403
andre.hermansson@pdamericas.com
www.pdamericas.com