

The #1 Independent American Construction Trade Magazine for:

Demolition

Hydrodemolition

Remediation

Recycling

Concrete Sawing & Drilling

Surface Preparation

Concrete Dust & Slurry Extraction

Decontamination

Waste handling

...and a Lot More

PROFESSIONAL DEMOLITION AMERICAS

Your Gateway to North, Central and South America

MAGAZINES



23,000 + copies

ONLINE MAGAZINE



EASY BROWSING

BI-MONTHLY NEWSLETTERS



120,000 +
RECEIPTS

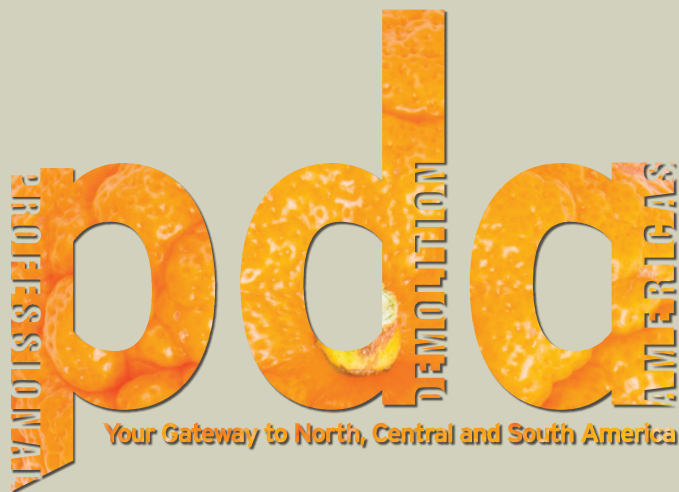
SOCIAL



MEDIA


DEMOLITION
Today

About PDa Magazine



Your Quarterly Gateway to the North, Central and South American Concrete Cutting, Concrete Floor Grinding & Polishing, Demolition, Remediation and Recycling Markets

PDa Magazine Key Figures

Frequency: 4 ISSUES PER YEAR

Circulation: 23,000 HARD COPIES PER ISSUE
Over 6,000 SHOW COPIES
80,000 DIGITAL ISSUES MAILED

Formats: PRINT, DIGITAL, WEB & SOCIAL MEDIA

Editorials: REGULAR COLUMNS FROM
INDUSTRY PROFESSIONALS

News: DEMOLITIONTODAY YOUTUBE
NEWS CHANNEL

PDa, Professional Demolition Americas is a well established quarterly magazine and a perfect choice for reaching the entire North, Central, and South American demolition, concrete cutting, surface preparation 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, surface preparation; 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 quarterly, 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

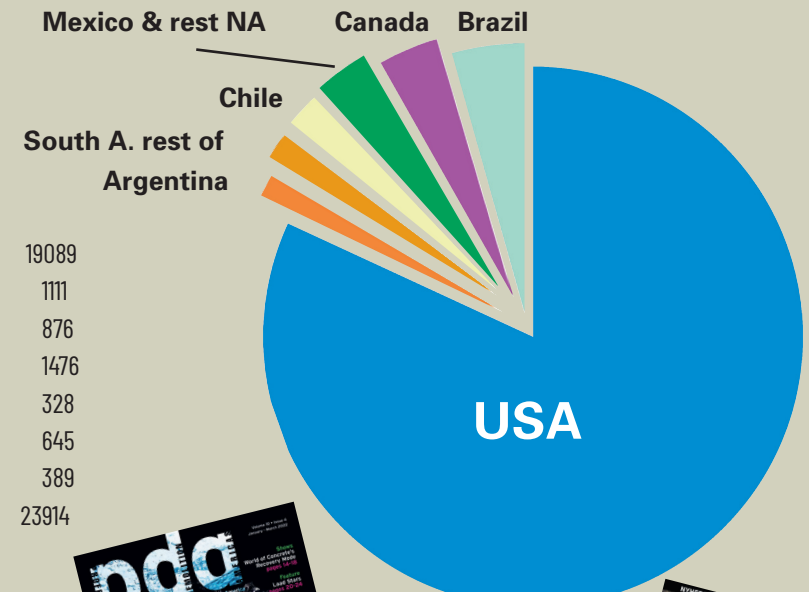
Circulation and Geographical Breakdown 2023

Breakdown per industry

Demolition contractors	12145
Concrete sawing & drilling contractors	8797
Waste and recycling specialists	778
Surface preparation	2022
Manufacturers, agents and distributors	118
Others	54
Total	23914

Breakdown per region

USA	19089
Canada	1111
Mexico and rest of North America	876
Brazil	1476
Argentina	328
Chile	645
South America, rest of	389
Total	23914



Additional Media Products

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, Professionell Demolering, since 1995, and Svensk Rental Tidning, since 2003, the rental portal www.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). 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.




Editorial Programme 2023

PDa Issue 1-2023 February - April

Special Features:

Demolition Robots

Remotely controlled demolition robots! The latest news from this sector.

Handheld Equipment

Focus on light and handheld machinery like power cutters, jack hammers, chain saws, etc.

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.

Crushing and Screening Buckets

The latest in rig-mounted crushing and screening equipment for recycling purposes.

Core Drilling Equipment

Drill stands, automatic feeding devices, gyros and other types of equipment for core drilling besides core drilling machines.

PDa Issue 2-2023 May - July

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.

Wall and Wire Saws

Latest news in terms of high cycle driven and hydraulic.

High Level Dust & Slurry Management

New dust extractors, air cleaners and wet vacs.

PDa Issue 3-2023 Aug - Oct

Special Features:

Wheel and Rock Saws

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

Excavator attachments for demolition and recycling applications

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

Surface Preparation 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.

Drum Cutters

Versatile excavator attachments for demolition, quarrying, tunneling, landscaping, underwater cutting and profiling applications.

PDa Issue 4-2023 Dec 23 - Jan 24

Special Features:

Hydrodemolition

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

Scrap Shears

Scrap shears, important tools for demolition and recycling contractors. PDI takes a look at the market.

Dust Suppression Cannons

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

Diamond Tools in Construction

What are the new trends in diamond tools?

Mini and Compact Excavators, Loaders and Skidsteers

Increasingly common machines for demolition work.

Shows & Conventions with Bonus Circulations:

- Show Issue: CONEXPO-CON/AGG 2023, ISRI 2023
- Show Issue: CSDA & NDA Conventions 2023
- Review: World of Concrete 2023

Shows & Conventions with Bonus Circulations:

- Show Issue: Concrete Show, São Paulo, Brazil
- Review: CONEXPO-CON/AGG 2023, ISRI 2023
- Review: CSDA & NDA Conventions 2023

Shows & Conventions with Bonus Circulations:

- Review: Concrete Show, São Paulo, Brazil

Shows & Conventions with Bonus Circulations:

- Show Issue: World of Concrete 2024
- Show Issue: ARA Show 2024

Deadline & Distribution:

Material deadline: February 10

Distribution: February

Deadline & Distribution:

Material deadline: April 28

Distribution: May

Deadline & Distribution:

Material deadline: September 22

Distribution: October

Deadline & Distribution:

Material deadline: November 10

Distribution: December 23/January 24

Advertising Rates 2023 US\$ 4C

No. OF INSERTIONS:	1X	2X	3X	4X
DPS	8100	7700	7200	6600
Full Page	4200	4100	3900	3600
Half Page	2600	2500	2400	2300
Half Page Island	2900	2800	2700	2500
One Third Page	2100	2000	1900	1600
Quarter Page	1800	1700	1600	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.

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



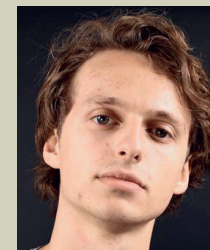
Andrei Bushmarin



Luiz Carlos Beraldo



Vitor Hermansson



André Hermansson



Eduardo Kubric

PDa Digital Newsletter

PDa digital newsletter is sent out free of charge to the readers six times per year. The news-letter offers online advertising opportunities.

NEWSLETTER ADVERTISING RATES IN US\$

PERIOD, MONTHS:	2	4	6
Large banner (780x90 pxl)	1780	2766	3555
Small banner (120x120 pxl)	745	1144	1545

pdNewsLetter
Your Gateway To the North, Central and South American Demolition, Recycling and Concrete Cutting Industries.

Global Concrete Cutting Nitters 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 Nitters Association. The founders of the group are now set for forming a global association.

Breaker Maintenance
Chicago Pneumatic Construction Equipment hydraulic attachments representative Raffi Magliacchi reports on the importance of avoiding bad habits when maintaining breakers. Meticulous maintenance of a ring mounted hydraulic breaker is extremely important in guaranteeing its longevity, which will positively impact a company's bottom line. After all, a ring mounted breaker is a small investment and in today's cost conscious climate, it makes sense to protect that investment by ensuring the equipment operates effectively and.

Introducing our new light equipment for heavy jobs.

True Attachment
This year attachment manufacturers have been busy expanding their portfolios with new tools. Core products have not been neglected, but the maintenance has been to offer users an ample choice of demolition and recycling attachments. Andrei Bushmarin 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 F Series range of compact wheel loaders. The four model line ranges from the 46, 53F and 62, 53F and features a new hydraulic system and ether XT parallel linkage or Z bar linkage to maintain buckets and pallet forks remain parallel to the ground when lifting. They also have a new low sub profile design and also meet Tier 4 Final exhaust emissions standards.



Riverbends Publishing, LLC

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

Editorial Staff

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

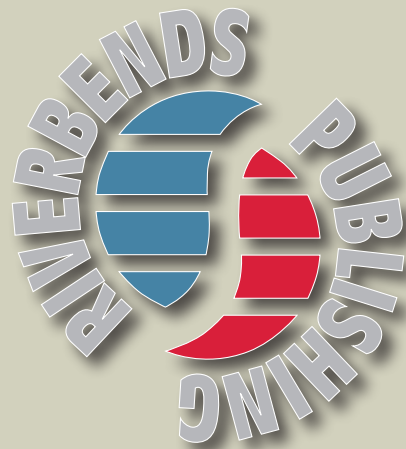
Sales Office North America: **André Hermansson**
P.O. Box 552, Nokesville, VA 20182 • USA
Phone: +46 709 790 403
andre.hermansson@pdamericas.com

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



Riverbends Publishing, LLC

Editorial Head Quarter

P.O. Box 552, Nokesville, VA 20182 USA • Phone: +1 703 392 0150

editorial@pdamericas.com

sales@pdamericas.com

www.pdamericas.com