

PROFESSIONAL DEMOLITION AMERICAS

Your Gateway to North Central and South America

MEDIAKIT 2017

Your New Gateway to the North, Central and South American Concrete Cutting and Demolition Markets

PDa, Professional Demolition Americas is a young 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. The centerpiece of **PDa** is our quarterly magazine that slowly is building up to become a trilingual magazine and several of the texts are already in English with translations to Portuguese and Spanish. Besides the hardcopy you can always read **PDa** online at www.pdamericas.com. 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 12,000 copies. We expect that nearly 100,000 professionals in North and South America reads 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 \$45 for the hard copy alone, and US \$55 for both the hard copy and digital versions. The digital version will be e-mailed to you on the publishing day. A digital-only subscription is US \$20. You can also follow **PDa** on social media like Facebook, LinkedIn and Twitter. Come see what **PDa** has to offer. The gateway is open, and we're ready to serve you.

www.pdamericas.com

Editorial Information PDa Magazine 2017

- PDa** Issue 1 **Features:** Concrete Floor Grinding and Polishing, Demolition Robots • **Survey:** Chile
• **Shows:** Show Issue Conexpo-Con/Agg and NDA Convention & Expo, USA, Review World of Concrete, USA
- PDa** Issue 2 **Features:** Hydraulic Breakers, Dust Management • **Shows:** Preview Construction Expo, Brazil, Show Issue Concrete Show, Brazil
- PDa** Issue 3 **Features:** Wall and Wire Saws • Latest News on GPR Equipment • **Shows:** Review Concrete Show, Brazil, Construction Expo, Brazil
- PDa** Issue 4 **Features:** Compact Equipment - Loading & Digging, Hydrodemolition • Best tools and machinery for scrap handling • **Shows:** Show Issue World of Concrete 2018 and Intermat 2018

BONUS CIRCULATIONS: World of Concrete, Conexpo-Con/Agg, Construction Expo and Concrete Show.

Advertising Rates in US\$, 4c

NO. OF INSERTIONS:	1X	2X	3X	4X
DPS	8000	7600	7300	6700
Full Page	4100	4000	3800	3500
Half Page	2500	2400	2200	1900
Half Page Island	2800	2700	2500	2200
One Third Page	2000	1900	1700	1500
Quarter Page	1700	1600	1400	1100

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)		500	900	1400	2400
Medium banner (120x180 pxl)		400	700	1100	1700
Small banner (120x120 pxl)		300	500	800	1200

Issues and Deadlines 2017

Issue 1-2017

Editorial: February 26
Adverts: February 26
Distribution: March

Issue 2-2017

Editorial: April 28
Adverts: April 28
Distribution: May

Issue 3-2017

Editorial: September 9
Adverts: September 9
Distribution: October

Issue 4-2017

Editorial: November 18
Adverts: November 18
Distribution: December

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.

PdA Digital Newsletter

PdA Magazine is launching a digital newsletter, sent out free of charge to the readers with the latest news. The newsletter offers online advertising opportunities.

NEWLETTER ADVERTISING RATES - RATES IN US\$

PERIOD, MONTHS:	6	12
1 Large banner (780x90 pxl)	1780	2766
2 Small banner (120x120 pxl)	745	1144



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