

PROFESSIONAL

PDa

DEMOLITION

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Your Gateway to North, Central and South America

MEDIA KIT 2018

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.pdamerica.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 20,000 (16,600 to USA, 3,400 rest of North and South America) copies during 2018. We expect that well over 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 pdamerica.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.pdamerica.com

Editorial Information PDa Magazine 2018

- PDa** Issue 1 **Features:** Concrete Floor Grinding and Polishing, Demolition Robots • **Survey:** USA
• **Shows:** Show Issue Intermat, France, Pre-view MT Expo, Brazil, NDA Convention & Expo, USA, CSDA Convention, USA, Review World of Concrete, USA
- PDa** Issue 2 **Features:** Hydraulic Breakers, Dust Management, Demolition Attachments, Core Drilling Equipment
• **Shows:** Show Issue MT Expo, 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 2019

BONUS CIRCULATIONS: World of Concrete, MT Expo and Intermat.

Advertising Rates in US\$, 4c

NO. OF INSERTIONS:	1X	2X	3X	4X
DPS	8100	7700	7400	6800
Full Page	4200	4100	3900	3600
Half Page	2600	2500	2300	2000
Half Page Island	2900	2800	2600	2300
One Third Page	2100	2000	1800	1600
Quarter Page	1800	1700	1500	1200

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

Issues and Deadlines 2018

Issue 1-2018

Editorial: February 23
Adverts: February 23
Distribution: March

Issue 2-2018

Editorial: April 27
Adverts: April 27
Distribution: May

Issue 3-2018

Editorial: September 7
Adverts: September 7
Distribution: October

Issue 4-2018

Editorial: November 16
Adverts: November 16
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

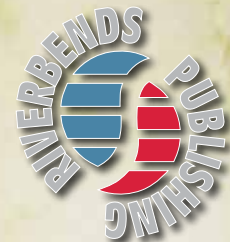
Digital material as ready advertisements, texts and pictures should be sent by e-mail or posted on a CD, DVD or USB. If using e-mail send to info@pdamericas.com. We handle Mac or PC formats. Progressive proofs or chromaline for best printing quality should be posted separately. Resolution should be 300 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 digital newsletter is sent out free of charge to the readers four times per year. The newsletter offers online advertising opportunities.

NEWLETTER ADVERTISING RATES A0- RATES IN US\$

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



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