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 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 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 2018

PDa Issue 1  Features: Concrete Floor Grinding and Polishing, Demolition Robots  Survey: USA  Shows: Show Issue Internat, 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

<table>
<thead>
<tr>
<th>No. of insertions:</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>8100</td>
<td>7700</td>
<td>7400</td>
<td>6800</td>
</tr>
<tr>
<td>Full Page</td>
<td>4200</td>
<td>4100</td>
<td>3900</td>
<td>3600</td>
</tr>
<tr>
<td>Half Page</td>
<td>2600</td>
<td>2500</td>
<td>2300</td>
<td>2000</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>2900</td>
<td>2800</td>
<td>2600</td>
<td>2300</td>
</tr>
<tr>
<td>One Third Page</td>
<td>2100</td>
<td>2000</td>
<td>1800</td>
<td>1600</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>1800</td>
<td>1700</td>
<td>1500</td>
<td>1200</td>
</tr>
</tbody>
</table>

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$

<table>
<thead>
<tr>
<th>Period, months:</th>
<th>1</th>
<th>3</th>
<th>6</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large banner</td>
<td>(780x90 pxl)</td>
<td>600</td>
<td>1000</td>
<td>1500</td>
</tr>
<tr>
<td>Medium banner</td>
<td>(120x180 pxl)</td>
<td>500</td>
<td>800</td>
<td>1200</td>
</tr>
<tr>
<td>Small banner</td>
<td>(120x120 pxl)</td>
<td>400</td>
<td>600</td>
<td>900</td>
</tr>
</tbody>
</table>

Issues and Deadlines 2018

**Issue 1-2018**
Editorial: February 23
Adverts: February 23
Distribution: March

**Issue 3-2018**
Editorial: September 7
Adverts: September 7
Distribution: October

**Issue 2-2018**
Editorial: April 27
Adverts: April 27
Distribution: May

**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):** 99x190mm (3.88in x 7.48in)

- **1/3 PAGE (V):** 60x250mm (2.36in 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):** 190x49mm (7.48in x 1.92in)

- **1/4 PAGE (V):** 92x122mm (3.62in x 4.80in)

**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.

Riverbends Publishing, LLC
PDa Magazine

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

**US West Coast Office**
3612 Barham Blvd #W313, Los Angeles, CA 90068
Phone: #818 294 6901
Senior Editor
Jim Parsons
jim.parsons@pdamericas.com

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

Editor Global
Andrei Bushmarin
andrei.bushmarin@pdamericas.com

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

Sales Office North America
Darren Dunay
216 Cambridge Court, Clifton, NJ 07014, USA
Phone: #973 301 949 2781
darren.dunay@pdamericas.com

Andrei Bushmarin
Phone: #973 301 949 2781
andrei.bushmarin@pdamericas.com

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

www.pdamericas.com