

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



You Can Find Us In North, Central and South America

MAGAZINES

23,000 + copies

**ONLINE
MAGAZINE**

EASY BROWSING

**BI-MONTHLY
NEWSLETTERS**

**120,000 +
RECIPIENTS**

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:

23,006 HARD COPIES PER ISSUE

6,000 SHOW COPIES

80,000 DIGITAL ISSUES MAILED

Formats:

PRINT, DIGITAL, WEB & FACEBOOK

Editorials:

**REGULAR COLUMNS FROM
INDUSTRY PROFESSIONALS**

News:

**DEMOLITIONTODAY YOUTUBE
NEWS CHANNEL**

**DEMCON GLOBAL VIRTUAL
ROAD TRIP 2021**

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.pdamerica.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, di-

rect 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 pdamerica.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.pdamerica.com

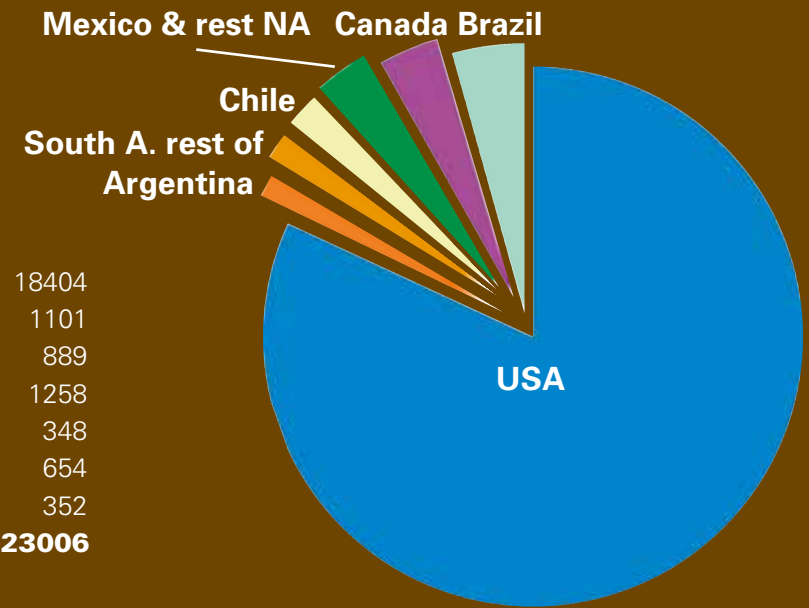
Circulation and Geographical Breakdown 2021

Breakdown per industry

Demolition contractors	11987
Concrete sawing & drilling contractors	8740
Waste and recycling specialists	773
Surface preparation	1293
Manufacturers, agents and distributors	118
Others	95
Total	23006

Breakdown per region

USA	18404
Canada	1101
Mexico and rest of North America	889
Brazil	1258
Argentina	348
Chile	654
South America, rest of	352
Total	23006



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.





DEMOLITION Today

DemolitionToday – The New Digital News Channel for the Global Demolition Industry

PDi and PDa Magazines are taking a new step in the publishing industry by launching the online news channel DemolitionToday. The Covid-19 pandemic hits very hard but it also brings some good side effects with it. The pandemic has made people and companies find new ways to communicate. We have since March this year seen tonnes of digital examples of that like Webinar, Video conferences, Teams and Google Meets, Go To Meeting to name a few. It has also made PDi and PDa Magazines take a completely new step in widening its channels to reach its globally audience.



The world's first demolition channel online
PDi and PDa Magazines are jointly launching a Youtube based news channel called DemolitionToday. The idea is to broadcast short news shots on a regular basis. The information is collected from the content published in the magazines. Initially the idea was to broadcast weekly but due to that a special recording studio is in the process of being set up the target is to broadcast two times per month to start with. Each episode of DemolitionToday is between 5 to 8 minutes loaded with the latest news from the industry. There are also commercial slots in between the



news section. The plan in the future is also to make longer documentaries about manufacturer and contractors in the industry. The longer documentaries will be called DemolitionToday Special.

The DemolitionToday episodes can be found on the website www.demolitiontoday.tv or directly on the Youtube channel DemolitionToday. Of course all episodes can be watched on Facebook, Instagram and LinkedIn and will be shared on a large amount of groups on Social Media. In order to get notified before each episode is broadcasted it is recommended to become a subscriber to the DemolitionToday YouTube channel.

Advertising Rates DemolitionToday

Sponsorship: Logo appears in the beginning and end of each news broadcast: **US\$1200**

Commercial slots: Max. 30 seconds: **US\$1800**

Commercial slots: Max. 50 seconds: **US\$2400**

The Successful Swedish Virtual Roadtrip Comes to the Rest of the World in 2021

We can all agree on that we are living in strange times nowadays. And everything is caused by the Corona pandemic. We have to re-think and think New.

When will there be a proper trade show again?

We all know that the majority of the 2020 tradeshow in our sector has been postponed to 2021. But at this stage with the uncertainty of the Corona pandemic some shows that was postponed in 2020 are risking to be postponed even more as no one for certain can say how the pandemic will develop. Therefore the publisher S.C.O.P. has decided to expand the DEMCON Virtual Roadtrip to the rest of the world during 2021.

What's the DEMCON WorldWide Virtual Roadtrip 2021?

The Roadtrip became very successful when it was held in Sweden during the autumn of 2020 as an alternative to the DEMCON 2020 trade show that should have been held in Stockholm, September 2020. In short the DEMCON WorldWide Virtual Roadtrip 2021 means that a film team from PDi Magazine will visit your facilities during 2021 if you are located in Europe. If you are located

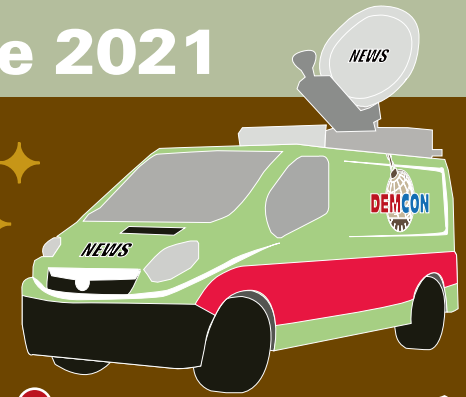
outside Europe you can provide your video presentation made with a local film team and it will be broadcasted by DEMCON WorldWide Virtual Roadtrip 2021.

The video can be a short presentation of your company and your latest news. The films will be hosted by staff from PDi Magazine and will be broadcasted on pdi-world.com, demolitiontoday.tv and www.demcon.se as well as on the PDi YouTube channel according to a set schedule. After each news movie has been broadcasted a virtual live meeting will be held via Micro-

soft Teams. In the live meeting you as participant in the Virtual Roadtrip can meet live online with your clients. Participation is quite easy. You only give us your idea about what your movie should contain in terms of company presentation and presentation of new products and maybe also product demonstrations. The film team works out a synopsis that is approved by you before filming. The finished filmed material is your property after it has been broadcasted. To fit your own marketing the filmed material can be amended.

To simplify the cost procedure you only pay per finished edited movie minute and no extra cost will appear. The rate per finished edited movie minute is set to EUR800. Remember that no one has patience to watch long presentations anyway. Optimal length of such a movie is between 5 to 10 minutes. If you are providing your own movie the broadcasting rate will then be set according to the length of the movie. If you are interested in participating please contact PDi editorial or sales staff.

DEMCON WorldWide Virtual Roadtrip 2021



Editorial Programme 2021

PDa Issue 1-2021 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 2-2021 May - July

Special Features:

Demolition Excavators

*Latest news about medium and heavy
duty and high reach demolition excava-
tors.*

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 3-2021 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 effi-
cient 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, lan-
scaping, underwater cutting and profil-
ing applications.*

PDa Issue 4-2021 Nov - Jan 22

Special Features:

Hydrodemolition

*Latest news in terms of hydrodemoli-
tion and concrete repair with robots,
jetframes, hand lances and related
equipment.*

Scrap Shears

*Scrap shears, important tools for dem-
olition and recycling contractors. PDi
takes a look at the market.*

Dust Suppression Cannons

*Dust cannons, the saviors on the dem-
olition, 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: Intermat 2021
- Show Issue: CSDA & NDA Convent.
- Show Issue: ISRI 2021

Shows & Conventions with Bonus Circulations:

- Show Issue: World of Concrete 2021

Shows & Conventions with Bonus Circulations:

- Review: World of Concrete 2021

Shows & Conventions with Bonus Circulations:

- Show Issue: World of Concrete 2022
- Pre-view 1: bauma 2022

Deadline & Distribution:

Material deadline: Feb 19
Distribution: February

Deadline & Distribution:

Material deadline: April 30
Distribution: April

Deadline & Distribution:

Material deadline: Aug 6
Distribution: Aug

Deadline & Distribution:

Material deadline: Nov 12
Distribution: Nov/Jan 22

Advertising Rates 2021 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	1600
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 chroma-line 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



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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 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



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