

The #1 American Trade Magazine for:



- Demolition*
- Concrete Floor Polishing*
- Hydrodemolition*
- Concrete Dust Extraction*
- Remediation*
- Slurry Extraction*
- Recycling*
- Decontamination*
- Concrete Sawing & Drilling*
- Waste handling*
- Surface Preparation*
- ...and a Lot More*



MAGAZINES

23,000 + copies

ONLINE MAGAZINE

EASY BROWSING

BI-MONTHLY NEWSLETTERS

120,000 + RECEIPTS

SOCIAL

MEDIA

DEMOLITION Today



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: 17,000 HARD COPIES PER ISSUE
Over 6,000 SHOW COPIES
25,000 + 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 17,000 (14,500 to USA, 3,500 rest of North and South America) copies during 2024. 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

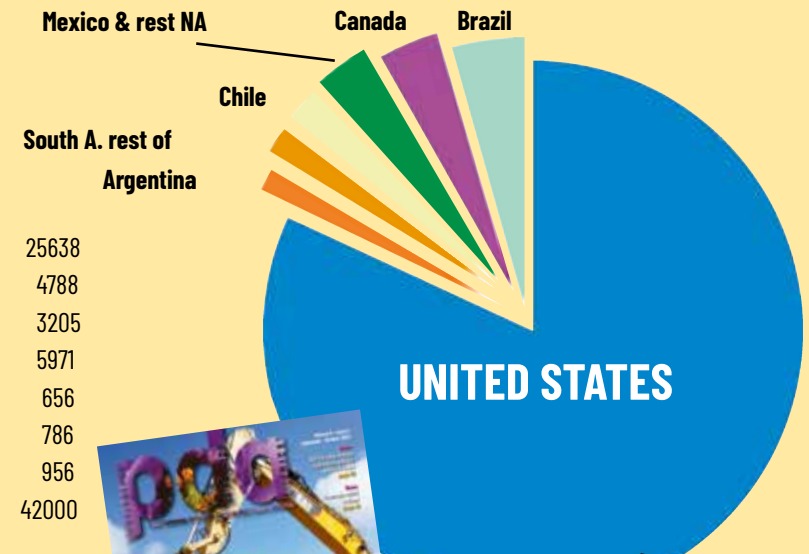
Circulation and Geographical Breakdown Print & Digital 2024

Breakdown per industry

Demolition contractors	17780
Concrete sawing & drilling contractors	15675
Waste and recycling specialists	1803
Surface preparation	6532
Manufacturers, agents and distributors	132
Others	78
Total	42000

Breakdown per region

USA	25638
Canada	4788
Mexico and rest of North America	3205
Brazil	5971
Argentina	656
Chile	786
South America, rest of	956
Total	42000



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.



PDA Issue 1-2024 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.

Waste Handling Equipment

These are the machines and tools needed for efficient and profitable waste handling.

PDA Issue 2-2024 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 3-2024 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 4-2024 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: ISRI 202, CSDA & NDA Conventions 2024
- Show Issue: ARA 2024, FEICON São Paulo, Brazil
- Review: WOC 2024, Canadian Concrete Show 2024

Shows & Conventions with Bonus Circulations:

- Show Issue: Concrete Show 2024, São Paulo, Brazil
- Review: ARA 2024, ISRI 2024. FEICON 2024
- Review: CSDA & NDA Conventions 2024

Shows & Conventions with Bonus Circulations:

- Review: Concrete Show, São Paulo, Brazil

Shows & Conventions with Bonus Circulations:

- Show Issue: World of Concrete 2024
- Pre Issue: Bauma 2025

Deadline & Distribution:

Material deadline: February 16

Distribution: February

Deadline & Distribution:

Material deadline: April 24

Distribution: May

Deadline & Distribution:

Material deadline: September 11

Distribution: October

Deadline & Distribution:

Material deadline: November 27

Distribution: December 24/January 25

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.

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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
1 Large banner (780x90 pxl)	1780	2766	3555
2 Small banner (120x120 pxl)	745	1144	1545



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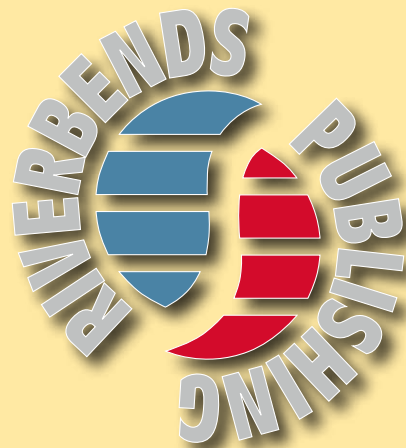
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