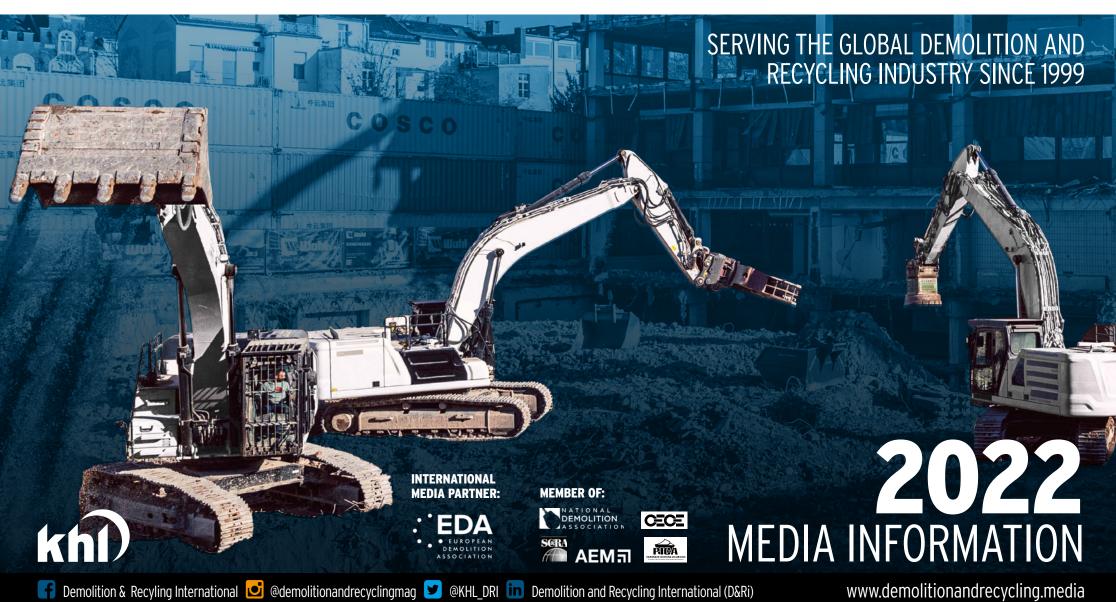
# MAGAZINE, NEWSLETTER, WEBSITE FOR DEMOLITION AND RECYCLING PROFESSIONALS









### Welcome to the D&Ri media pack for 2022.

The world's demolition and recycling markets are looking forward to 2022 like few years ever before.

Having shown admirable resilience in the past 18 months, companies in our sector can now build on the Covid experience, implement the changes identified during it and take the industry forward in a decade full of challenges.

At D&Ri our editorial programme for this significant year will feature the big subjects in demolition and recycling not just from the industry's point of view but from a global perspective as well, reflecting and representing the 150-plus countries where the magazine circulates.

Our online presence encompasses the digital version of the magazine, our weekly e-newsletter, and the user-friendly and regularly updated D&Ri Sourcing Guide that puts and keeps you the reader in touch with manufacturers without needing to leave your desk.

Once again, we are delighted that the European Demolition Association and the National Demolition Association of the USA continue to work with and support D&Ri and the wider KHL Group. You can read the thoughts of the presidents of both associations on this page.

Finally, I am writing this as D&Ri gets ready to go out on the road and visit in-person events for the first time since spring 2020. It has been too long, and we can't wait to meet up with you again.



**Steve Ducker** Editor Tel: +44 (0)1892 786210 e-mail: steve.ducker@khl.com



D&Ri is one of the European Demolition Association's international media partners and the EDA is a regular contributor to this magazine. As an association working on behalf of European DDR industries (Demolition, Decontamination and Recycling), it is always good to see our members featured in your pages, or as speakers or awards entrants at the annual World Demolition Summit. We look forward to a continuing successful relationship during 2022.



Francisco Cobo **EDA President** www.europeandemolition.org/contact



The strength of the relationship between the NDA and D&Ri is evident from the coverage of US demolition in the magazine, as well as the two well attended World Demolition Summit events held in North America during the past four years. D&Ri has attended our own conventions for many years now and is a regular exhibitor at our expo events across the US.



**Scott Homrich NDA President** www.demolitionassociation.com



# D&RI PROVIDES OUR AUDIENCE WITH UNLIMITED ACCESS FOR INDUSTRY INFORMATION ACROSS PRINT AND DIGITAL OUTLETS

# MAGAZINE



10,633

### **CIRCULATION**

PUBLISHER'S OWN DATA

6

**ISSUES PER YEAR** 

# WEBSITE



11,169

**PAGE VIEWS/MONTH** 

6,256

**UNIQUE VISTORS/MONTH** 

6,619

### **SESSIONS/MONTH**

AVERAGE (OCT 2020-JAN 2021)



### Google Analytics

SOURCE: GOOGLE ANALYTICS Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

# NEWSLETTER



10,832

### WEEKLY **DISTRIBUTION**

**AVERAGE (SEPT 2021)** PUBLISHER'S OWN DATA

# **EVENTS**

(Click here for more information)



415

**IN-PERSON AVERAGE ATTENDANCE (2017-2019)** 

737

**VIRTUAL ATTENDANCE** (2020)

# **SOURCING GUIDE**

(Click here for more information)



6,206

**MONTHLY PAGE VIEWS** 

AVERAGE (AUG 2021)









PRINT MARKETING CONTINUES TO HAVE SIGNIFICANT ADVANTAGES DUE TO READERS ENGAGEMENT AND EMOTIONAL CONNECTION.





# JANUARY/FEBRUARY

### **ANNUAL LISTING**



#### **Excavators**

Maximising the safety of your employees on the iob site - is it easier said than done?

#### HOW TO

Adapt from demolition to DDR (demolition, deconstruction, recycling)

### **BONUS DISTRIBUTION**

NDA Convention

# JULY/AUGUST

**ANNUAL LISTING** 

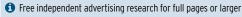
**PREVIEW** 





Coal-fired and nuclear power station decommissioning

#### FREE MARKET RESEARCH:



#### **HOW TO**

Develop new and lucrative recycling methods and markets while maintaining safe demolition

### **BONUS DISTRIBUTION**





# MARCH/APRIL

### SHOW GUIDE



#### **Attachments**

Identifying areas of opportunity to gain competitive advantage through demolition planning

#### **HOW TO**

Work out total cost of equipment ownership and end-of-life financials

### **BONUS DISTRIBUTION**

Recycling Aktiv

# SEPTEMBER/OCTOBER

**SHOW GUIDE** 

**PREVIEW** 





**Construction and demolition waste** and the recycling process

#### **HOW TO**

Work closer with construction and involve demolition knowledge in BIM

### **BONUS DISTRIBUTION**





# MAY/JUNE

### **SHOW GUIDE**



### **Crushers and screeners**

Demolition companies as principal contractors key points to consider

#### HOW TO

Address people and skills shortages

### **BONUS DISTRIBUTION**

Hillhead Show DEDA Convention

# NOVEMBER/DECEMBER

**AWARDS** 

**REVIEW** 





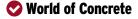
### Mini excavators

Demolition equipment of the future electrification, digitalisation, automation

#### **HOW TO**

Meet the challenges of urban demolition in a changing landscape

### **BONUS DISTRIBUTION**



# PRINT REMAINS **NUMBER 1**



Our audience, your current and prospective clients, tell us that print remains their number one source of information. Read these independent reports for more information:

Format Preference

Ad Performance: Print v Digital

# SUBMITTING EDITORIAL & EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

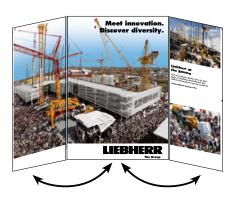
For further details, or to submit material suitable for publication, please contact: **Steve Ducker:** steve.ducker@khl.com \ +44 (0)1892 786210



UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING.

### **BARN DOOR**





A split cover revealing your advert comprising a full page and two half page verticals.

# **BELLY BAND/WRAPAROUND**







Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.

# SUPPLEMENT





A supplement bound in the magazine consisting of four, eight, 12 or 16 pages.









# MAGAZINES GIVE YOU THE SPACE TO TURN YOUR ADVERTISEMENT INTO A VISUAL STORY, NOT JUST A ONE-LINE PRODUCT PITCH.

# GATEFOLD: COVER OR INSIDE POSITION







Three pages of advertising opening out as a gatefold from either the front cover or back cover. Or, opening out as a four- or six-page gatefold inside the magazine.





### POSTCARD

Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.



# **BOOKMARK OR TABBED AD**





You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.



**Direct traffic** from D&Ri's website to yours

**Promote** your message for at least 1 month

Measure success via the KHL dashboard

# your campaigns

### WEBSITE



11,169 **PAGE VIEWS/MONTH** 

6,256 **UNIQUE VISTORS/MONTH** 

> 6,619 **SESSIONS/MONTH**

AVERAGE (OCT 2020-JAN 2021)



SOURCE: GOOGLE ANALYTICS Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

### **SOLUS WALLPAPER**

**BRAND NEW for 2022** 

wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

Desktop: 1260 x 1500 pixels 1024px centre gap not visible

### **SPONSORED CONTENT**

Demonstrate that you are a market leader and expert in your field by expanding on a key subject via a longer article or video. Run of site.

Learn more here

Headline: Max 40 characters including spaces

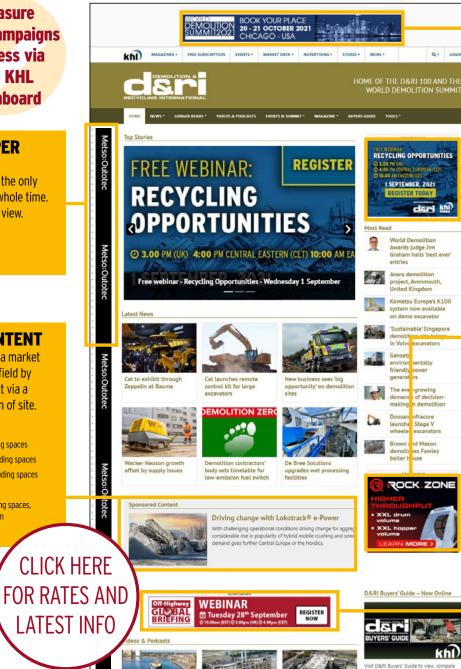
**Standfirst:** Max 250 characters including spaces

**Button Text:** Max 20 characters including spaces

Image: 3:2 ratio image

Article: Max 3000 characters including spaces.

five JPEG or PNG images or a link to an article hosted on your website.



### **TOP BILLBOARD**

High profile position to promote, brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels Tablet: 468 x 60 pixels Mobile: 300 x 75 pixels

Q . LOGIN

dari khi

### MPU 1 & MPU2

High profile position to promote, brand, exhibition or product lines. Run of site.

MPU3 and MPU4 slots also available.

Desktop, Tablet & Mobile: 300 x 250 pixels

# **LEADERBOARD**

Prominent position within the main news stories. Promote your brand, new product or special offer. Run of site.

# **IN-CONTENT**

Desktop: 598 x 100 pixels Tablet: 468 x 60 pixels Mobile: 300 x 75 pixels









**Reach your** audience direct to their inbox 4+ times a month\*

**Direct buyers** straight to your chosen landing page

Align your brand with the latest news for our industry

### NEWSLETTER



10,832 **WEEKLY DISTRIBUTION** 

AVERAGE (SEPT 2021) PUBLISHER'S OWN DATA

Materials are due one week prior to mail date. Send all materials and links to: production@khl.com

> LIMITED TO **6** ADVERTISERS PER ISSUE

\*With the exception of the sponsored content positions which are sold on a weekly basis

### **SPONSORED CONTENT 1**

#### **SOLD WEEKLY**

Highly prominent position to dominate newsletter with space to expand your message.

### Limited to 1 advertiser per week.

Headline: Max 60 characters including spaces Standfirst: Max 400 characters including spaces

**Button Text:** Max 20 characters including spaces

Image: 570px width by 190px height high res image

Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

### **SPONSORED CONTENT 2**

### **SOLD WEEKLY**

Build brand awareness, promote a new product/service or drive downloads of a white paper.

### Limited to 1 advertiser per week.

**Text:** Max 308 characters including spaces

**Button Text:** Max 20 characters including spaces Image: 3:2 ratio image high resolution image

Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

**CLICK HERE** FOR RATES AND LATEST INFO

an average of 1.2 robots per 10,000 workers... The EVOLASTIC expands KTR's coupling range by a backlash-free and torsionally soft all-rounder for Enter The Dragon

Leica iCON iCR80

applications in frequency-controlled or I. C .- engine drives. The new oupling will be available in ten sizes and each ten basic versions for ominal torques from 100 to 5,600 Nm

Construction companies in Europe lead the world with

**der** newsletter

Jacobs Mace is official programme delivery management

Construction at Expo 2020 Dubai

provider for six month-long show.

all your needs

Australia budgets US\$4.3 billion for Metro

The EVOLASTIC expands KTR's coupling range by a backlash-free and torsionally soft all-rounder for applications in frequency-controlled or I. C-engine drives. The new coupling will be available in ten sizes and each ten basic versions for nominal torques from 100 to 5,600 Nm.

Enter The Dragor

A subsidiary of Vinci has launched a 3D printing

Vinci focuses on 3D printing

Europe the leader in robot tech

NSW Government says it will keep promise to deliver

ark construction of Sydney Metro West.

Top story

An engine for

12 August 2021 Edition

8 Perkins

Allseas lifts 25,000 tonne platform 25,000 tonne Brent Bravo oil and gas field platform

topside lifted by Allseas Pioneering Spirit.





### **TOP BANNER**

**SOLD MONTHLY** 

Guaranteed top position for entire month.

Limited to 1 advertiser per month.

Desktop, Tablet & Mobile: 570 x 200 pixels

### **SPONSOR BANNERS**

#### **SOLD MONTHLY**

Branding opportunity, drive leads to your website. All sponsor banners rotated during the month.

Limited to 5 sponsors per month.

Desktop, Tablet & Mobile: 570 x 100 pixels

### **BUTTON BANNERS**

**SOLD MONTHLY** 

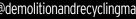
Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

















# THE COMPREHENSIVE GUIDE FOR BUYERS AND USERS OF DEMOLITION AND RECYCLING EQUIPMENT

# demolitionsourcingguide.media

### SOURCING GUIDE



6,206

**PAGE VIEWS/MONTH** 

AVERAGE (AUG 2021)

### Visitors can search for equipment by:

- Brand
- Application
- Specifications



Following many years of a successful print publication, the Buyers' Guide moved to digital in September 2020. This ensures the guide is freely accessible in an easy to use format. Advertisers in the digital format receive prime visibility as an industry leader to the demolition community.

### COMPANY BRANDING AVAILABLE:

### **TOP BILLBOARD**

Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

ADVERTISE FROM (\$) 900 (4) 750 PER MONTH

Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels | Mobile: 300 x 75 pixels

### **BECOME A SOURCING GUIDE SPONSOR**

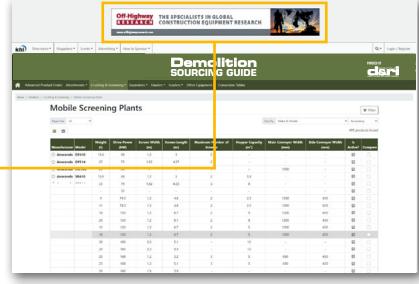
Benefit from your logo on every page of the site driving brand recognition

SPONSOR FROM (\$) 1,200 (£) 1,000 PER MONTH

Minimum width: 600 pixels. File type: PNG or JPG or EPS (transparent background). GIF's are not supported Logos are optimised during the upload process and will not display at full size.

AN INVALUABLE TOOL FOR INDUSTRY PROFESSIONALS. **CONTAINING PRODUCT INFORMATION ON OVER** 11.000 PRODUCTS FROM 282 EQUIPMENT PRODUCERS AND PROVIDERS.

For more information, or to advertise, please contact **Simon Kelly**: simon.kelly@khl.com | T: +44 (0)1892 786223







### DIGITAL ISSUE SPONSORSHIP



**NEW for 2022.** Solus position available on the download email sent to all Demolition & Recycling International's digital readers for every issue (6 in 2022). Total digital readership is **8,595**. **Learn more here** 

### **OUTSIDE FRONT COVER**



**NEW for 2022**. The Outside Front Cover is the first page of the digital issue of D&Ri, opposite the front cover. Dominate the digital issue and benefit from the circulation of **8,595**. Learn more here

### PRODUCT LAUNCH PACKAGES



Use Demolition & Recycling International to promote your new products and services. D&Ri can offer a blended marketing approach including:

- Remarketing
- Digital banners
- Social media campaigns
- eCasts
- Fully hosted webinar

...to drive awareness and more importantly sales.

With uncertainty surrounding live shows, more and more clients are finding this method a good cost effective alternative. And we have the audience to make it work

for you. Learn more here



### **EBLASTS**



Demolition & Recycling International has a global database of approx. **7,000** active decision makers. Rent this list to drive leads, promote your event, increase sales. Prices start at **U\$\$450/€380** per **1,000**. **Learn more here** 

### WHITE PAPERS



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Learn more here





**CELEBRATING BEST DEMOLITION** PRACTICE AND INNOVATION

The 2022 WDS is planned for November in Europe. In its fourteenth year the summit continues to adapt for the audience, sponsors and market in general. Industry professionals attend to discuss best industry practice, the challenges faced across jobsites and complexities of demolition work.

In addition to the conference, equipment experts are on hand to offer support and update on product launches. The day ends with a dinner and the world famous World Demolition Awards ceremony, offering opportunities to socialise and network and find out who the winners are.

### **2022 WORLD DEMOLITION AWARDS**

Date and European destination to be announced at WDS 2021 Chicago event on 21st October.

Contact **Bridget Leary**, WDS Commercial Manager: bridget.leary@khl.com | +44 (0)1892 786220

### **SPONSORSHIP OPPORTUNITY**

- Promote your company, brand and expertise to a key group of equipment buyers
- Demonstrate your industry leadership and involvement in the industry
- Brand alignment exposure from May - November
- Alignment with an established, leading demolition event

### **Event pre-marketing** commences in May with:

- Dedicated WDS Newsletter
- Magazine advertisements promoted across KHL titles
- Digital banners promoted across KHL digital media
- Editorial coverage
- Exposure at relevant exhibitions and conferences KHL attends
- Social media coverage













THE FIRST EVER D&RI VIRTUAL CONFERENCE WILL BE HELD IN APRIL BRINGING TOGETHER EXPERT SPEAKERS TO PRESENT SPECIFIC DEMOLITION PROJECTS.

Designed as a 2-3 hour event, aligned sponsorship offers you an opportunity to build your brand and position yourself as a leader in your industry to senior managers in the demolition world.

People want to listen to industry experts and have access to ask them questions, this summit platform provides a means to do that.

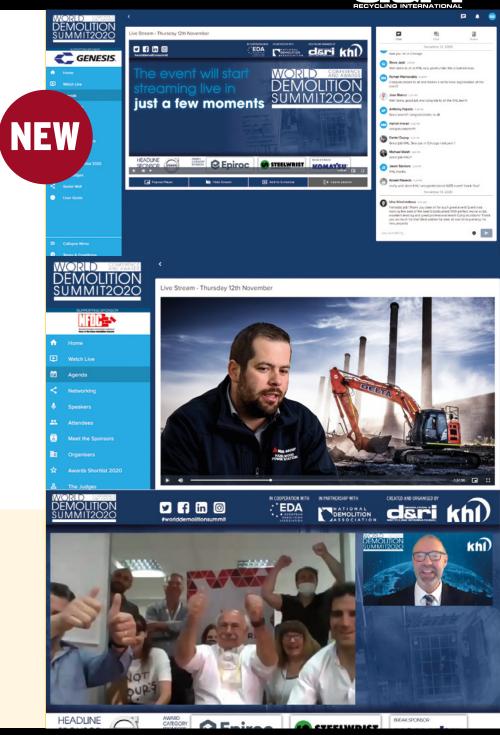
The conference is **FREE** to attend live, the recording will become paid-for content.

SPONSORSHIP OPPORTUNITIES RANGE FROM SUPPORTER TO HEADLINE. ALL INCLUSIVE OF A VIRTUAL STAND IN THE EXHIBITOR HUB AREA.

Contact **Simon Kelly** for more information and packages available: simon.kelly@khl.com | +44 (0)1892 786223

### **KEY BENEFITS**

- We are offering a virtual event for free without costs of travel and time out of office ensuring wide registration and attendees
- Lead generator
- New client prospecting opportunities
- Great way for attendees to connect with industry leaders
- Opportunity for sponsors to position yourself as an authority within this industry







### **MAGAZINE**



#### **BLEED SIZE**

 Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

### **COLOUR**

 CMYK only - do not use RGB or spot colour.

#### **BONUS DIGITAL ISSUE**

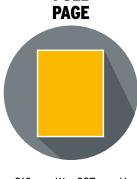
 All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

#### **RICH MEDIA**

 Link additional video, audio or images to your digital advertisment, free of charge, when viewed via the Demolition & Recycling International App. Please talk to your local sales contact.



420mm W x 297mm H (16.5in W x 11.75in H)



**FULL** 

210mm W x 297mm H (8.25in W x 11.75in H)

**THIRD PAGE** 



117mm W x 184mm H (4.625in W x 7.25in H)

**THIRD PAGE** 



86mm W x 268mm H (3.375in W x 10.5in H)





184mm W x 124mm H (7.25in W x 4.875in H)



57mm W x 268mm H (2.25in W x 10.5in H)



184mm W x 85mm H (7.25in W x 3.35in H)



86mm W x 124mm H (3.375in W x 4.875in H)

For more information contact: production@khl.com \ +44 (0)1892 786262





Your digital marketing route to North American construction contractors and rental companies.

https://news.conexpoconagg.com/



Browse safety training courses offered by the best U.S. training providers, held in top venues throughout North America.

www.easybooktraining.com



Management consultancy specialising in the research and analysis of international construction, and agricultural equipment markets.

www.offhighway.co.uk



Your digital marketing route to UK construction contractors.

See an example of the newsletter here



Lawsons is an international recruitment agency specialising in the construction and power sectors throughout the UK and worldwide.

www.lawsons.com



High-impact creative services for the world's hardest-working industries.

www.thrivecs.com



THE INTERNATIONAL GROUP, WITH OFFICES IN NORTH AND SOUTH AMERICA, CHINA, INDIA, UK, GERMANY AND ITALY WITH SUPPORTING OFFICES ACROSS THE GLOBE, OFFERS THE FOLLOWING PRODUCTS AND SERVICES:

- **MAGAZINES**
- **NEWSLETTERS**
- **WEBSITES**
- **E-COMMERCE STORES**

- **DIGITAL MARKETING**
- **CONTRACT PUBLISHING**
- **MOBILE APPS**
- **EVENTS/EXHIBITIONS**

- **SOCIAL MEDIA**
- **DIGITAL MAGAZINES**
- **BENCHMARK STUDIES**
- SPECIAL REPORTS





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