

MAGAZINE, NEWSLETTER, WEBSITE FOR
DEMOLITION AND RECYCLING PROFESSIONALS

DEMOLITION &
d&ri
RECYCLING INTERNATIONAL

INTERNATIONAL
MEDIA PARTNER:



MEMBER OF:



AEM 71



www.khl.com

Demolition & Recycling International

@demolitionandrecyclingmag

@KHL_DRI

Demolition and Recycling International (D&Ri)

www.demolitionandrecycling.media

2023
MEDIA INFORMATION



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

MAGAZINE

38,444

CIRCULATION WHEN COMBINED WITH ICON

12,121

D&RI CIRCULATION

41 MINS

SIGNET AVERAGE READ

SIGNET ADSTUDY® REPORT Nov/Dec 2021

4

ISSUES PER YEAR

WEBSITE

7,766

PAGE VIEWS/MONTH

4,119

UNIQUE VISITORS

01:44

SESSION TIME

NEWSLETTER

10,425

WEEKLY DISTRIBUTION

25.68%

OPEN RATE

9.05%

CLICK THROUGH RATE

SOURCING GUIDE

5,423

PAGE VIEWS/MONTH

EVENT



17-18 OCTOBER, 2023
TORONTO, CANADA

SOCIAL MEDIA

Demolition & Recycling International

@demolitionandrecyclingmag

@KHL_DRI

Demolition and Recycling International (D&RI)



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

BY BUSINESS TYPE

66.7%	Specialist Demolition Contractor, Contractor and Consultant
14.5%	Rental, Distributor, Manufacturer and Supplier
3.9%	Demolition Recycling Waste Specialist
2.9%	Association - NDA, EDA, DA (Deutscher Abbruchverband) etc
12.0%	Utilities, Government, Offshore & Decommissioning and Others

BY COUNTRY/REGION

51.0%	Europe
35.2%	North America
6.5%	Asia
3.3%	Asia Pacific
1.7%	Middle East
1.4%	South & Central America
0.9%	Africa

READER PROFILE*

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

55%	Demolition & Recycling	18%	Asbestos removal equipment
50%	Excavators	23%	Dust suppression machines
30%	High reach excavators	32%	Concrete Crushers
42%	Equipment attachments	23%	Skidsteers
15%	Machine Control/BIM/Telematics	17%	Low loaders (transporting large excavators and crushers from site to site)
20%	After Market Parts/Components	18%	Explosive demolition
38%	Earthmoving Equipment	6%	Other
85%	Involved In One or More: <i>Multiple responses permitted</i>		

*SIGNET ADSTUDY® REPORT November/December 2021

1ST QUARTER

SHOW GUIDES



MAIN FEATURE **What will the demolition site of the future look like?**

PROBLEM SOLVER **How can quick couplers and attachments help increase safety on site?**

PRODUCT FEATURE **Hydraulic breakers**

BONUS CIRCULATION:

- ✔ ConExpo-Con/Agg
- ✔ NDA Convention
- ✔ RecyclingAKTIV

3RD QUARTER

SHOW GUIDE



MAIN FEATURE **Greener approaches to dust suppression in recycling**

PROBLEM SOLVER **When should you use high reach demolition equipment?**

PRODUCT FEATURE **Attachments**

BONUS CIRCULATION:

- ✔ World Demolition Summit

2ND QUARTER

SHOW GUIDE



MAIN FEATURE **Material passports - how will they impact demolition?**

PROBLEM SOLVER **Developing excavators and loaders for a rapidly changing industry**

PRODUCT FEATURE **Crushers**

BONUS CIRCULATION:

- ✔ Plantworx
- ✔ EDA Convention
- ✔ Steinexpo

4TH QUARTER

ANNUAL LISTING



REVIEW



PROBLEM SOLVER **Deciding on the best crushing and screening equipment for the job?**

PRODUCT FEATURE **Dust control and suppression**

NEW FOR 2023

DEMOLITION & RECYCLING MAGAZINE will be printed as a supplement inside the January-February, May-June, and November-December issues of our sister publication International Construction, giving a combined circulation of **38,444**. The 3rd quarter magazine will be published separately and be exclusively available to D&RI subscribers.

For further information download the International Construction Media Pack



EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than 5 April for issue 2, 5 August for issue 3 and 5 November for issue 4

For further details, or to submit material suitable for publication, please contact

Steve Ducker:
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+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 of 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.



POSTCARD

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



BOOKMARK

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



GATEFOLD: COVER POSITION

Three pages of advertising opening out as a gatefold from either the front cover or back cover.



GATEFOLD: INSIDE POSTION

Four pages of advertising opening out as a gatefold.



SUPPLEMENT

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

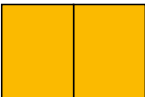









Other options are available



€ EURO

\$ US\$

		NUMBER OF INSERTIONS		NUMBER OF INSERTIONS	
		2	4	2	4
DOUBLE PAGE SPREAD 400mm W x 273mm H (15.75in W x 10.75in H)		€8,900	€8,015	\$10,680	\$9,600
FULL PAGE 200mm W x 273mm H (7.875in W x 10.75in H)		€4,780	€4,400	\$5,740	\$5,300
HALF PAGE ISLAND 118mm W x 168mm H (4.625in W x 6.625in H)		€3,300	€2,940	\$3,970	\$3,460
HALF PAGE VERTICAL 86mm W x 251mm H (3.375in W x 9.875in H)		€2,970	€2,620	\$3,560	\$3,150
HALF PAGE HORIZONTAL 180mm W x 118mm H (7.062in W x 4.625in H)		€2,970	€2,620	\$3,560	\$3,150
THIRD PAGE VERTICAL 57mm W x 251mm H (2.250in W x 9.875in H)		€2,050	€1,820	\$2,460	\$2,180
THIRD PAGE HORIZONTAL 180mm W x 80mm H (7.062in W x 3.125in H)		€2,050	€1,820	\$2,460	\$2,180
QUARTER PAGE 86mm W x 118mm H (3.375in W x 4.625in H)		€1,700	€1,470	\$2,050	\$1,760
OUTSIDE FRONT COVER (DIGITAL ONLY)		€3,830	€3,400	\$4,600	\$4,100

30% surcharge for cover positions (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

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 advertisement, free of charge, when viewed via the Demolition & Recycling International App. Please talk to your local sales contact.

WORLD DEMOLITION SUMMIT
CONFERENCE AND AWARDS

CELEBRATING
BEST DEMOLITION
PRACTICE AND
INNOVATION

The 2023 WDS is planned for 17-18 October in Toronto, Canada. In its fifteenth year the summit continues to adapt for the audience, sponsors and market in general. Industry professionals attend to discuss best 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 famous World Demolition Awards ceremony, offering opportunities to socialise, network and find out who the winners are.

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



Contact **Peter Collinson**: peter.collinson@khl.com | +44 (0)7957 870982

www.demolitionsummit.com

WEBSITE

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UNIQUE VISITORS

01:44
SESSION TIME

 Google Analytics
SOURCE: GOOGLE ANALYTICS

WALLPAPER

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

€ 2,400 \$ 2,890

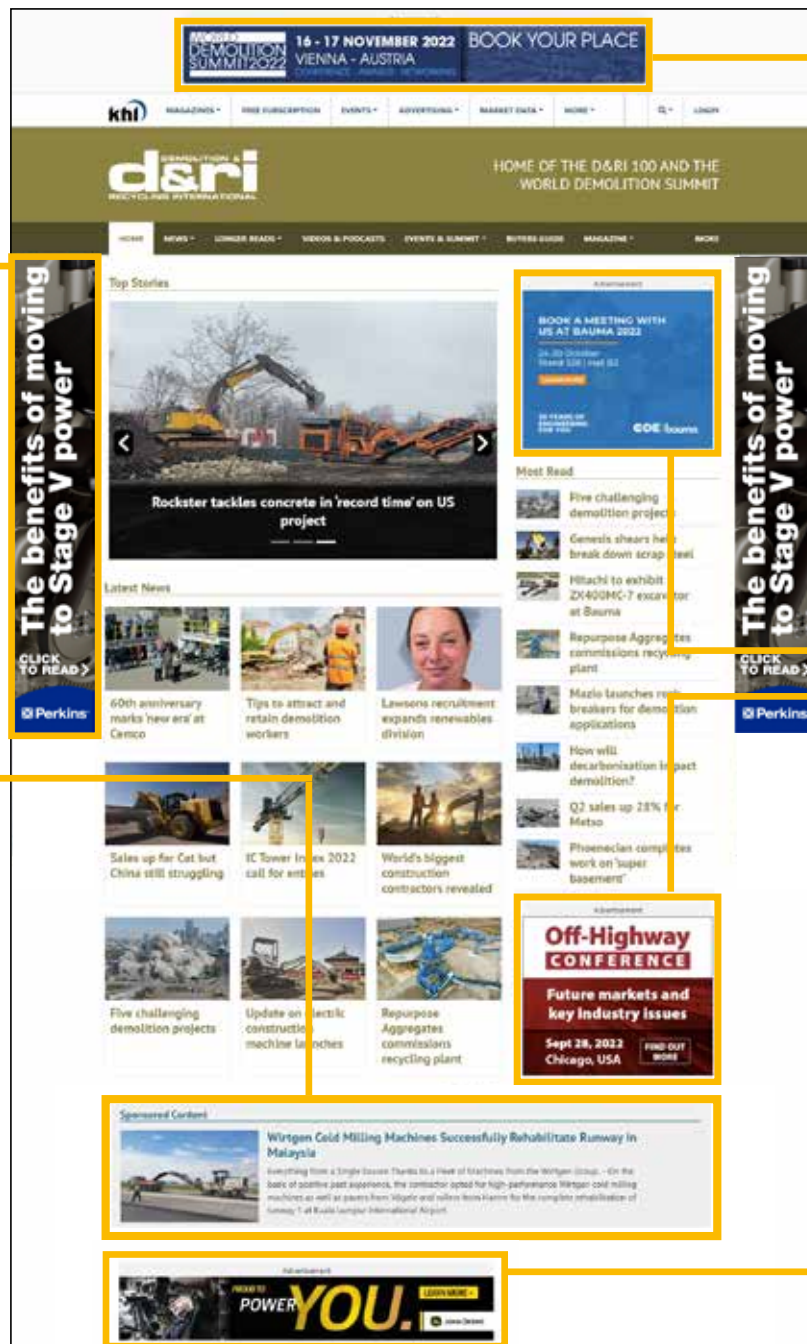
SPONSORED CONTENT

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.

€ 1,870 \$ 2,250

TOP 10 LOCATIONS

- | | |
|------------------|----------------|
| 1 UNITED KINGDOM | 6 CANADA |
| 2 UNITED STATES | 7 ITALY |
| 3 GERMANY | 8 JAPAN |
| 4 AUSTRALIA | 9 SOUTH KOREA |
| 5 INDONESIA | 10 NETHERLANDS |



TOP BILLBOARD

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

€ 1,870 \$ 2,430

MPUs

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

MPU1 € 1,340 \$ 1,600

MPU2 € 1,070 \$ 1,280

MPU3 € 800 \$ 950

MPU4 € 530 \$ 630

IN-CONTENT LEADERBOARD

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

€ 1,770 \$ 2,250

NEWSLETTER

10,425
WEEKLY DISTRIBUTION

25.68%
OPEN RATE

9.05%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 1.21%

SPONSORED CONTENT: 1.27%

BANNER: 1.17%

BUTTON: 0.62%

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

TOP 10 LOCATIONS

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 GERMANY
- 4 INDIA
- 5 AUSTRALIA

- 6 FRANCE
- 7 ITALY
- 8 NETHERLANDS
- 9 CANADA
- 10 TURKEY

TOP BANNER SOLD MONTHLY

Guaranteed top position for entire month.

Limited to 1 advertiser per month

€ 1,340 \$ 1,600

SPONSOR BANNERS SOLD MONTHLY

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

€ 1,070 \$ 1,290

The screenshot shows the D&RI newsletter interface. At the top is the logo 'd&ri newsletter' with 'DEMOLITION & RECYCLING INTERNATIONAL' and '21 July 2022 Edition'. Below the logo is a 'Top Story' section with a headline 'Hitachi to exhibit ZX400MC-7 excavator at Bauma 40: demolition machine developed with KTEG...'. A yellow box highlights a Perkins advertisement with the text 'An engine for all your needs' and the Perkins logo. Below this is another article 'Australia budgets US\$4.3 billion for Metro NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...'. A second yellow box highlights a KTR advertisement for 'EVOLASTIC' couplings, featuring a product image and the text 'First development by KTR think tank'. Below that is an article 'Vinci focuses on 3D printing A subsidiary of Vinci has launched a 3D printing company...'. A third yellow box highlights a Leica advertisement for the 'Leica ICON ICR80'. Below this is an 'Industry Focus' section with the headline 'How can decommissioning safety be improved?' and a sub-headline 'Doug Thomas, VP of project management at Independence Excavating, talks to D&RI...'. A fourth yellow box highlights another KTR advertisement for 'EVOLASTIC' couplings. At the bottom of the newsletter are three small promotional banners: 'WIPACON', 'Your visions succeed', and 'D&RI 2022 PREMIER EVENT CONFERENCE AND AWARDS SEPTEMBER 28, 2019 LOUISVILLE, USA'.

SPONSORED CONTENT 1 SOLD WEEKLY

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

Limited to 1 advertiser per week

€ 1,020 \$ 1,220

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

€ 640 \$ 800

BUTTON BANNERS SOLD MONTHLY

Cost effective digital branding.

€ 540 \$ 640

DIGITAL ISSUE SPONSORSHIP



Solus position available on the download email sent to all Demolition & Recycling International's digital readers for every issue (4 in 2023).

\$ 2,100 € 1,750

RESEARCH PROJECTS & WHITE PAPERS



Promote your solutions to our audience covering topics such as technical issues, sustainability, health & safety, and other best practices advising on how best to efficiently run their business.

Price on application

OUTSIDE FRONT COVER



A great opportunity for you to dominate the digital issues of D&RI by being the first page of the digital issue, opposite the front cover.

\$ 3,100 € 2,550

WEBINARS, ONLINE EVENTS & PRODUCT LAUNCHES



A great way to engage with a global audience to promote brand awareness, new products, technical topics and so much more. We can offer a full package including hosting, moderating, promotion, recording and all other elements.

Price on application

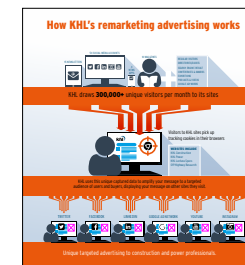
EBLASTS, SPONSORED EMAILS & NEWSLETTER TAKEOVERS



Demolition & Recycling International has a global database of approx. **10,425** active decision makers. Rent this list to drive leads, promote your event, increase sales. Please allow a 15% reduction to accommodate data permissions.

Prices start at **\$ 490 € 420** per 1,000

REMARKETING & PROGRAMMATIC



Amplify your message and engage with a targeted audience that is interested in your products and services. Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

BASE COST € 6,500 \$ 7,500

Includes project setup, brand safety, 250,000 impressions and optimization.

ADDITIONAL IMPRESSIONS € 2,600 \$ 3,000

Per 250,000 impressions.

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

www.demolitionsourcingguide.media

SOURCING GUIDE



5,423

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 € 1,000 \$ 1,200 PER MONTH

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

BECOME A SOURCING GUIDE SPONSOR

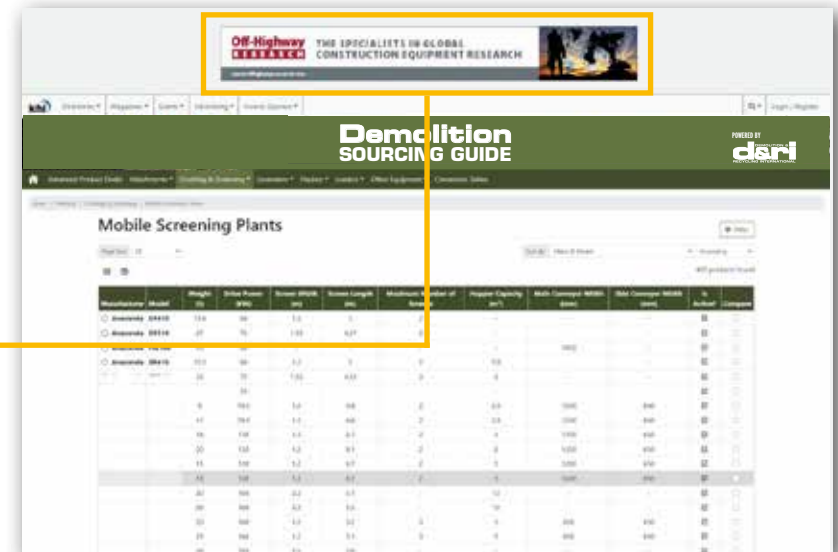
- ✓ Benefit from your logo on every page of the site driving brand recognition

SPONSOR FROM € 750 \$ 900 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 **Peter Collinson**: peter.collinson@khl.com | +44 (0)7957 870982



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