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THE ONLY PUBLICATION SERVING THE POST-FRAME INDUSTRY FOR OVER 30 YEARS

FRAMEBUILDING NEWS[®]
www.framebuildingnews.com

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**2023
MEDIA KIT**

ABOUT US

Frame Building News is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Frame Building News is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building need. Originally launched in 1989, *Frame Building News* is the longest-running publication dedicated to post-frame building. It provides readers with constructive help through five issues each year, including an annual Post-Frame Directory and a Buildings of the Year edition. You will find technical information, practical tips and tricks, ideas and solutions to problems.

Like all Shield Wall Media magazines, *Frame Building News* is free to construction trade professionals and free to those associated with the construction industry. It is available in both printed and digital formats.



ABOUT OUR SUBSCRIBERS:

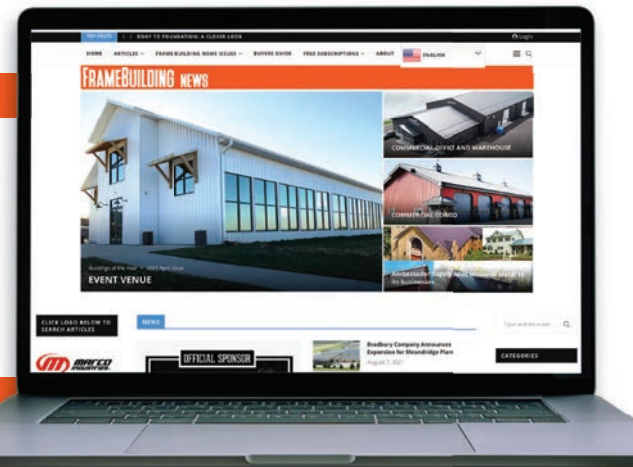
- 60%+ of our readers are involved specifically in post frame construction
- 63% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW IS FRAME BUILDING NEWS UNIQUE?

- *Frame Building News* is the longest running and largest subscription base post frame publication in existence.
- 63%+ of subscribers are management or senior management at their companies. Our readers are the decision makers who can buy, or authorize the purchase of, your product.
- Our subscriptions have been constantly renewed and deduped for the last 3 years, and we are growing approximately 20% in the last 3 years. Our subscribers are interested in, and value the content of our magazine.
- We actively seek your input. What topics in the industry need more coverage?

IN EVERY ISSUE:

- Post-Frame Building 30 Years Ago
- Business Profile
- Project of the Month
- Construction Survey Insights



EDITORIAL SCHEDULE

April 2023

- Buildings of the Year
- **Product Feature:** Foundation Products
- Frame Building Expo Review
- **Advertising Deadline:** February 14, 2023

June 2023

- Dirt and Gravel Floors
- **Product Feature:** Engineered Connectors
- Framing Windows in Post Frame
- **Advertising Deadline:** April 11, 2023

August 2023

- High-End Post Frame
- **Product Feature:** Glue vs. Nail-Lam
- Mid-Year State of the Industry
- Hammers & Ergonomics
- **Advertising Deadline:** July 11, 2023

November 2023

- Future of Post Frame
- **Product Feature:** Insulation Products
- Wall Panels for Post Frame
- **Advertising Deadline:** September 12, 2023

January 2024

- Frame Building Expo Preview
- **Product Feature:** Wood Treatments
- Working with Plain Communities
- **Advertising Deadline:** November 14, 2023



SPECIAL ISSUES & EVENTS



April:
Frame Building News
Buildings of the Year



January:
Frame Building Expo Preview
– Exhibitors & Products

GARAGE • SHED • CARPORT BUILDER SHOW

**JANUARY 24-25, 2024
KNOXVILLE, TN**

Since we publish magazines that have been around for decades, Shield Wall Media has long-standing relationships with suppliers and manufacturers. The Garage, Shed & Carport Builder Show brings many of them together so builders of special-use residential structures can find the materials and services they need all in one place. In addition to a robust exhibit hall, the show includes educational sessions and other networking opportunities for manufacturers and shed builders.

Construction Rollforming Show

**SEPTEMBER 27-28, 2023
CINCINNATI, OH**

The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or metal form for the construction industry. This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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