



PHOTO COURTESY: SHARON THATCHER

ADVANCING THE METAL ROOFING INDUSTRY SINCE 2001

METAL ROOFING

MAGAZINE

www.readmetalroofing.com

Advertising

Missy Beyer 920-216-3007
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Editorial

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2023 MEDIA KIT

ABOUT US

Metal Roofing Magazine is part of a growing network of magazines and trade shows owned by Shield Wall Media. Since its launch in 2001, it has grown to a circulation of more than 25,000.

This business-to-business magazine is the only publication specifically serving the needs of the metal roofing industry. The world of metal roofing is unique at every stage of the process, and *Metal Roofing Magazine* is there for it all, from coil and coating to manufacturing, installation and maintenance. *Metal Roofing Magazine* delivers valuable insight from the experts in the field, the latest in technical and technological advancements and how best to utilize the information, and details about the latest components and best practices surrounding metal roof construction, repair, and replacement. Whether print or online, when your advertising message appears in *Metal Roofing Magazine*, it will reach an audience of people seeking assistance and expertise about metal roofing from a source they trust.



ABOUT OUR SUBSCRIBERS:

- 60%+ of our readers are roofing, metal roofing or general contractors
- 65% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW METAL ROOFING MAGAZINE IS UNIQUE:

- The ONLY metal roofing specific publication in existence.
- 60%+ of *Metal Roofing* subscribers are metal roofing contractors or general contractors. Our readers are the people and companies who use and need your products and services.
- 65% of *Metal Roofing* 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 organically at approximately 5% per year. 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:

- Project of the Month
- 20 Years Ago
- Business Profile
- Product Feature
- Construction Survey Insights



EDITORIAL SCHEDULE

February/March 2023

- State of the Industry
- Handling Metal Panels
- IRE Preview
- **Advertising Deadline:** December 20, 2022

April 2023

- Metal of Honor
- Colors of the Year
- **Advertising Deadline:** February 21, 2023

May 2023

- The Idea Book – Annual Metal Building Design Resource
- Outstanding Metal Projects
- **Advertising Deadline:** March 14, 2023

June/July 2023

- Falling Down
- Hand Shears
- Scraps and Recycling
- Mid Year State of the Industry
- Portable Roll Formers
- Steel vs. Aluminum
- **Advertising Deadline:** April 18, 2023

August/September 2023

- Through-Fastened
- Underlayment
- Managing Inventory and Lead Times
- Mid-Year State of the Industry
- **Advertising Deadline:** June 6, 2023

October/November 2023

- METALCON Preview
- Rain Handling
- Trailering Panels/Shipping
- **Advertising Deadline:** August 1, 2023

December 2023

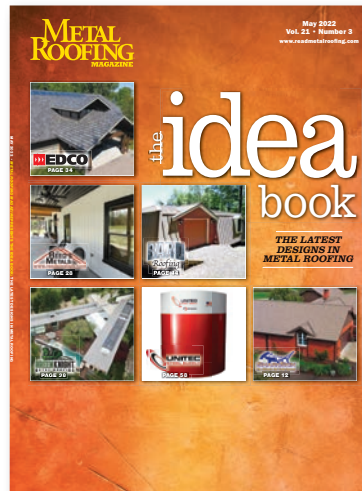
- Metal Market Share
- Snow & Ice Management
- Matching Older Colors/Styles
- **Advertising Deadline:** November 7, 2023



SPECIAL ISSUES & EVENTS



April:
Metal of Honor Awards



May:
The Idea Book

GARAGE • SHED • CARPORT **BUILDER SHOW**

JANUARY 18-19, 2023
GREENVILLE, SC

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

OCTOBER 26-27, 2022
NEW ORLEANS, LA

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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