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SERVING THE CONSTRUCTION TRADE SINCE 1967

Rural Builder

www.ruralbuildermagazine.com

Advertising

Missy Beyer 920-216-3007
missy@shieldwallmedia.com

Editorial

Rocky Landsverk 715-513-7288
rocky@shieldwallmedia.com



2023 MEDIA KIT

ABOUT US

Rural Builder magazine is part of a growing network of magazines and trade shows owned by Shield Wall Media.

R*ural Builder* is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building, metal frame building, and other types of rural construction need. Originally launched as *Farm Building News* in 1967, *Rural Builder* works hard to provide constructive help with eight issues per year. You will find tips and tricks, ideas and solutions for projects, and information about industry education and trade shows.



ABOUT OUR SUBSCRIBERS:

- 63%+ of our readers are involved in post frame, metal frame or modular buildings
- 62%+ of our readers are involved in contracting
- 64% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW IS RURAL BUILDER IS UNIQUE?

- The longest running publication on low rise, rural construction. 50+ years.
- Emphasizes agricultural, commercial and residential construction receiving limited coverage in competing publications.
- 62%+ of Rural Builder subscribers are builders or contractors. Primarily in post frame and metal frame construction. Our readers are the people and companies who use and need your products and services.
- 63% of *Rural Builder* 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.
- We actively seek your input. What topics in the industry need more coverage?

IN EVERY ISSUE:

- Project of the Month
- 50 Years Ago
- Business Profile
- Industry & Supplier News
- Construction Survey Insights



EDITORIAL SCHEDULE

February 2023

- Frame Building Expo Preview
- **Product Feature:** Reflective Insulation
- State of the Industry
- **Ag Feature:** Dairy Buildings
- **Advertising Deadline:** December 13, 2022

March 2023

- Highway Storage Buildings
- **Product Feature:** Daylighting and Polycarbonate
- **Ag Feature:** Livestock Waste Handling
- **Advertising Deadline:** January 24, 2023

May 2023

- Moving a Building
- **Product Feature:** Work Trucks
- **Ag Feature:** High Tech Rural
- **Advertising Deadline:** March 7, 2023

July 2023

- Gold Key Edition
- **Product Feature (Ag):** Grain Handling
- Mid Year State of the Industry
- **Advertising Deadline:** May 18, 2023

August 2023

- **Source Book Edition**
- Projects
- **Advertising Deadline:** June 22, 2023

September 2023

- **Ag Feature:** Farm Stores (projects)
- **Product Feature (Ag):** Livestock Flooring
- METALCON Preview
- Mid-Year State of the Industry
- **Advertising Deadline:** July 6, 2023

October 2023

- **Ag Feature:** Clean Products for Livestock
- **Product Feature (Ag):** Doors for Critters
- Big Clear Spans
- **Advertising Deadline:** August 29, 2023

December 2023

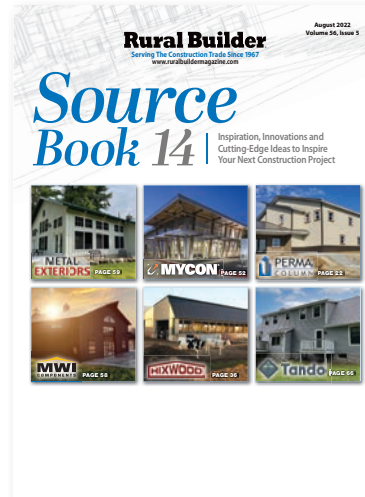
- Gravel Flooring
- **Product Feature:** Polycarbonate
- **Ag Feature:** Ventilation for Livestock
- **Advertising Deadline:** October 10, 2023



SPECIAL ISSUES & EVENTS



July:
Gold Key Awards



August:
Source Book

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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