



**THE ONLY MAGAZINE DEDICATED TO THE EFFECTS OF WEATHER AND CLIMATE ON ROOFING**



**Advertising**

Missy Beyer 920-216-3007  
[missy@shieldwallmedia.com](mailto:missy@shieldwallmedia.com)

**Editorial**

Karen Knapstein 715-513-6767  
[karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)



**2023  
MEDIA KIT**

# ABOUT US

**Roofing Elements** is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Simply put, *Roofing Elements* investigates how weather, heat, cold, wind, and other physical elements impact roofing and roofers. If you've dealt with wildfires, serious snowfall, ice dams, or severe winds, among others, you know there's a lot of power behind these natural and even man-made situations. *Roofing Elements* is a source for better understanding how these factors affect roofs and installers.

Launched in 2021, this business-to-business publication discusses the impact these instances can have on roofs of varying material, explore options for avoiding damage, preserving roof work and saving money, examine technical tips and best practices for installation and maintenance of roofs in light of these conditions, and review requirements and regulations influenced by the impact of varying elements.



## ABOUT OUR READERS:

- All readers of *Roofing Elements* have activated their subscriptions within the last 2 years.
- 60% of readers are contractors or roofing contractors.
- 55% of readers are owner/president/partner of their company.
- Your advertising, be it in print or online, puts you in front of the decision makers.

## HOW ROOFING ELEMENTS MAGAZINE IS UNIQUE:

- *Roofing Elements* is the only publication addressing the impact natural and man-man elements can have on roofs and those handling roof installation.
- The articles and information in *Roofing Elements Magazine* come directly from the source: industry professionals. You can trust that you are gaining expert advice and insight.
- *Roofing Elements* helps you to uncover applicable data and details you can use to advance your business and knowledge.

## IN EVERY ISSUE:

- Project of the Month
- Business Profile
- Technology Tips



# EDITORIAL SCHEDULE

## Spring 2023

- Lightning Protection
- Drones
- Wind Mitigation
- **Product Feature:** Asphalt Shingles
- **Advertising Deadline:** March 23, 2023

## Summer 2023

- Snow Loads
- Satellite/Ariel Imagery
- Fire Resistant Roofing
- **Product Feature:** Ventilation
- **Advertising Deadline:** June 6, 2023

## Fall 2023

- Insulation/Roof R Values
- NIR/Thermal
- Effects of Ponding
- **Product Feature:** Mounting Solutions
- **Advertising Deadline:** August 1, 2023

## Winter 2023

- Natural Metals
- Radar/Weather Modeling
- Ice Dam Prevention
- **Product Feature:** Sealants
- **Advertising Deadline:** November 9, 2023

# EVENTS



**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.



**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.



## Contact Information

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

**Editorial**  
Karen Knapstein 715-513-6767  
karen@shieldwallmedia.com