

PHOTO COURTESY ASC MACHINE TOOLS

*EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS*

# Rollforming Magazine

[www.rollformingmagazine.com](http://www.rollformingmagazine.com)

## **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

**Rollforming Magazine** and the Construction Rollforming Show are part of a growing network of magazines and trade shows owned by Shield Wall Media.

**R**ollforming Magazine is a business-to-business publication that specifically targets rollformers serving the construction industry. Launched in 2018, Rollforming has 6 issues per year. If you want to know more about stationary and portable machines; panels, gutter or trim; coil, coatings, accessories, roll-former controls and software, this is your magazine.



## ABOUT OUR SUBSCRIBERS:

- 15,000+ subscribers
- 80% subscribed within the last 2 years
- 100% subscribed within the last 3 years
- Our readers buy in pallet, container and truckload lots
- 55% of readers are owner/president/partner—our readers are decision makers.

## HOW ROLLFORMING MAGAZINE IS UNIQUE:

- The ONLY metal forming magazine specifically targeted at construction.
- In 4 years Rollforming went from 0 to 16,000+ subscribers.
- Roll forming and metal forming machinery require a significant capital investment. Companies with this machinery are typically manufacturers or large builders. These companies can buy your products in pallet, container and truck loads.
- We actively seek your input. What topics in the industry need more coverage?

## IN EVERY ISSUE:

- Industry & Supplier News
- Business Connections
- New Products/Resources
- Insider Insights
- Construction Survey Insights



# EDITORIAL SCHEDULE

## February/March 2023

- State of the Industry
- **Product Feature:** Tube Bending
- Gauges and Variance Within
- **Advertising Deadline:** December 27, 2022

## April/May 2023

- Big Coils
- **Product Feature:** Material Handling
- Seamless Gutters
- **Advertising Deadline:** February 28, 2023

## June/July 2023

- Mid Year State of the Industry
- **Product Feature:** OEM Software
- Metallurgy and Metal Forming
- **Advertising Deadline:** April 27, 2023

## August/September 2023

- Portable Rollformers
- **Product Feature:** Rolling Textured Coatings
- Safety Inspections
- Mid-Year State of the Industry
- **Advertising Deadline:** June 8, 2023

## October/November 2023

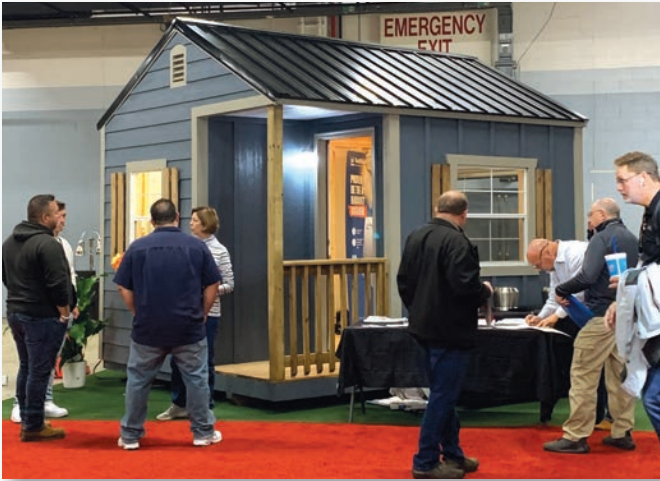
- Construction Rollforming Show 2023
- **Product Feature:** Die Details
- Stamping
- **Advertising Deadline:** August 22, 2023

## December 2023

- The Decision to Start Roll Forming
- **Product Feature:** Seamers
- Shop Tool Box
- **Advertising Deadline:** October 24, 2023



# SPECIAL ISSUES & EVENTS



## 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.

**Rollforming**  
Magazine  
[www.rollformingmagazine.com](http://www.rollformingmagazine.com)

### Contact Information

**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)