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



www.roofingelementsmagazine.com

Advertising

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Editorial

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**2024
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-made 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 2024

- Liquid-applied Restorations
- **Product Feature:** Insulation Installation Best Practices
- Thermography: Do it yourself or bid it out?
- Mistakes to Avoid with Insurance
- **Advertising Deadline:** February 26, 2024

Summer 2024

- Cool Roofing
- **Product Feature:** Water & Ice Protection (WIP)
- Estimation Software
- Replace or re-cover?
- **Advertising Deadline:** April 29, 2024

Fall 2024

- Clay & Concrete Roof Tile
- **Product Feature:** Synthetic Slate, Shake, & Shingles
- Roofing Material Innovations
- Preparing for an OSHA Visit
- **Advertising Deadline:** August 26, 2024

Winter 2024

- Equipment Solutions
- **Product Feature:** Sealing Roof Penetrations
- AI-aided Roofing
- Roof Cleaning
- **Advertising Deadline:** November 4, 2024

EVENTS



JANUARY 24-25, 2024

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.

garageshedcarportbuilder.com



JUNE 19-20, 2014

The Post-Frame Builder Show will be held for the first time in June 2024 and bring together an exclusive audience of frame-building decision-makers and the manufacturers of the best post-frame products. The educational programming will also be worth the trip and be worth the price of admission on its own. Throw in the fact that this new show is in Branson, Missouri, and you can make this a working vacation for your family and staff.

postframebuildershow.com



SEPTEMBER 18-19, 2024

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.

constructionrollformingshow.com



Contact Information

Advertising

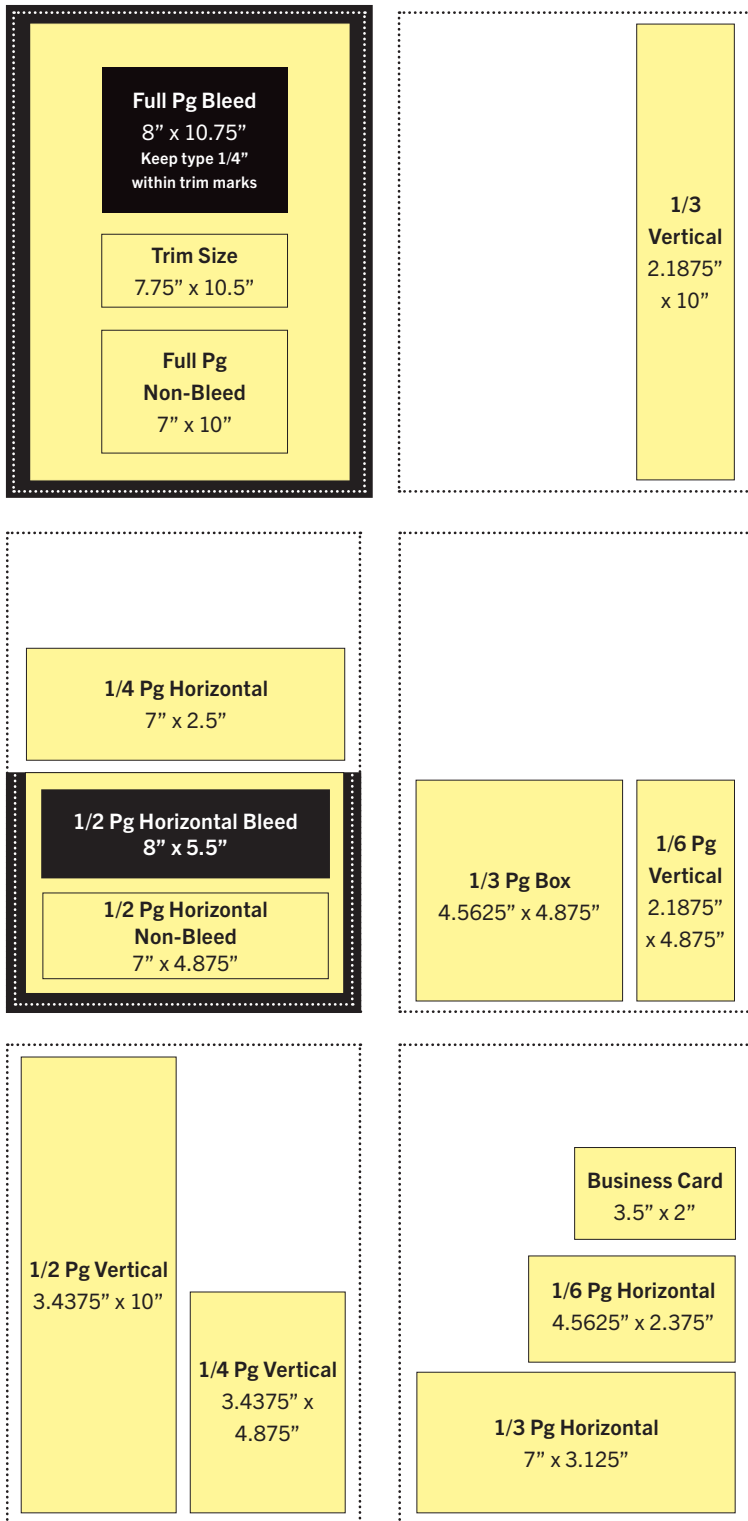
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PRINT AD SPECS

AD DIMENSIONS



MECHANICAL INFORMATION:

- A. Publication trim size: 7.75" x 10.5"
- B. Printed 4-color process CMYK.
- C. Publication printed web offset.
- D. Line screen: 133-line.
- E. Trim: No live matter within 1/4" of the trim edges.
- F. **PLEASE LEAVE TRIM/CROP MARKS OFF OF PDF.**
- G. **NO SPOT COLORS.**

We are not responsible for live material in bleed area.

BLEED SIZES:

2-page spread: 15.75" x 10.75"

Full page: 8" x 10.75"

1/2 page horizontal: 8" x 5.5"

1/2 page spread: 15.75" x 5.5"

ELECTRONIC MATERIAL PREFERRED:

Acceptable File Formats: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

NOTE: All Black text should be one-color. No spot colors.

Proofs: Critical color advertising should be accompanied with a SWOP certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser supplied SWOP Certified Proof.

Artwork: Minimum resolution requirements; 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

Please contact your sales representative for formats, applications and versions other than those outlined.

- For advertisers without agencies, ad design and makeup are available at non-commissionable rates.
- Advertising material archived for one year from publishing date unless shipping instructions are given.



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