



PHOTO COURTESY: ADOBE STOCK / SABREWOLF

# Metal Builder

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

## Advertising

Gary Reichert 715-252-6360  
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## Editorial

Rocky Landsverk 715-513-7288  
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# 2024 MEDIA KIT

# ABOUT US

**Metal Builder** is the newest title in our family of business-to-business publications, covering industry news, best practices, cutting-edge innovations, ideas, and resources for the metal building professional. Covering everything from metal framing to panels to roofing, and buildings made of metal from the ground up, **Metal Builder** magazine provides practical information and inspiration. Sources include industry experts, suppliers, builders, and engineers, so builders know they are getting the best advice on topics from pre-construction planning to adding the final touches plus every step in between.



## ABOUT OUR READERS:

- 63%+ of our readers are involved in metal frame, post-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.
- Our readers are decision makers.

## HOW METAL BUILDER IS UNIQUE:

- The *Metal Builder* provides you all the contacts you need to conduct and grow your business.
- Focused on niches that otherwise don't get a lot of coverage.
- Our articles and information come directly from the source: industry professionals. You can trust that you are getting expert advice.



## IN EVERY ISSUE:

- Project Metal
- Business Profile
- Supplier News
- Industry News



# EDITORIAL SCHEDULE

**Metal Builder** will be a supplement to four different magazines in 2024. If you subscribe, you will receive four magazines with a **Metal Builder** section inside:

**Metal Roofing** (May issue), **Rollforming** (Aug./Sept. issue),  
**Frame Building News** (November issue), **Rural Builder** (December issue).

## Spring 2024

- Curving Metal Panels
- Printed Light Gauge Steel
- **Advertising Deadline:** April 11, 2024

## Summer 2024

- Factory-Built Prefab
- All About Light Gauge Metal
- **Advertising Deadline:** June 20, 2024

## Fall 2024

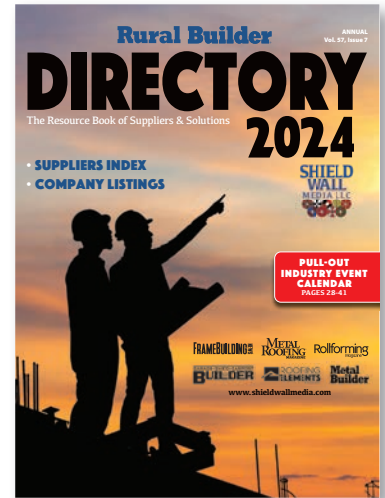
- High-End Metal Barndos
- Product Feature: Fasteners for Metal Buildings
- **Advertising Deadline:** September 19, 2024

## Winter 2024

- Helping Customers Finance Metal Buildings
- Welding Basics
- **Advertising Deadline:** October 17, 2024



# SPECIAL ISSUES & EVENTS



**September:**  
Company Directory

## **GARAGE • SHED • CARPORT BUILDER SHOW**

**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](http://garageshedcarportbuilder.com)

## **POST-FRAME BUILDER SHOW**

**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](http://postframebuildershow.com)

## **Construction Rollforming Show**

**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](http://constructionrollformingshow.com)

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### **Contact Information**

#### **Advertising**

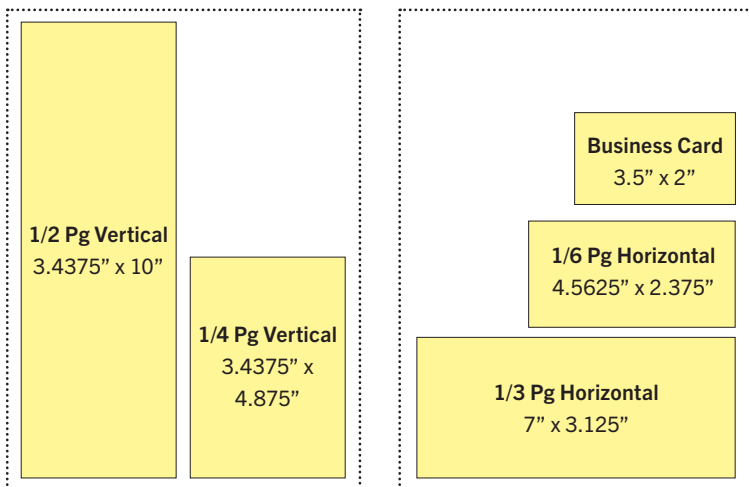
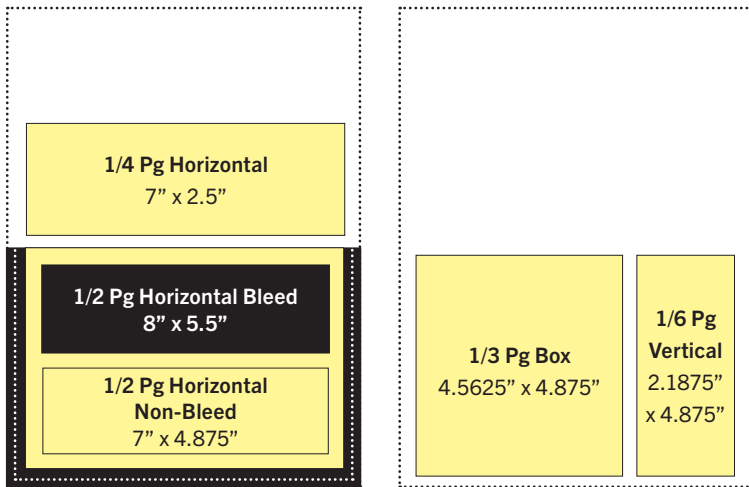
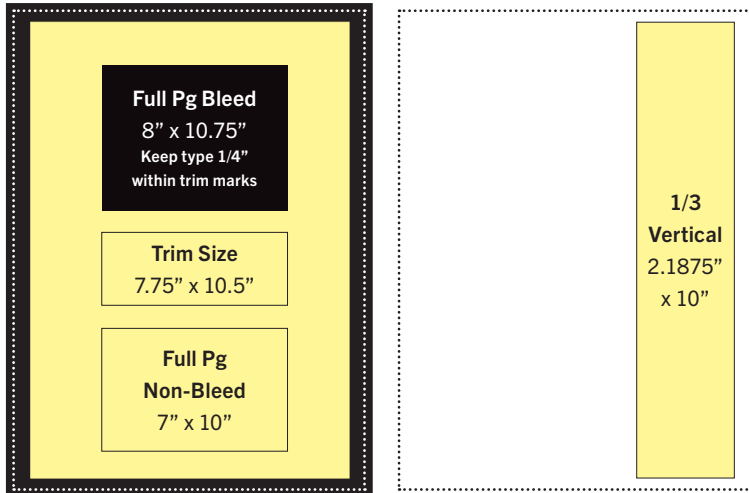
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# PRINT AD SPECS

## 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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