



PHOTO COURTESY: CLASSIC EQUINE EQUIPMENT

SERVING THE CONSTRUCTION TRADE SINCE 1967

Rural Builder®

www.ruralbuildermagazine.com

Advertising

Gary Reichert 715-252-6360
gary@shieldwallmedia.com

Editorial

Dan Brownell 920-264-0787
dan@shieldwallmedia.com



2024 MEDIA KIT

ABOUT US

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

Rural 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 that receives 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
- Business Profile
- Industry & Supplier News
- Construction Survey Insights
- Looking Back



EDITORIAL SCHEDULE

February 2024

- Frame Building Expo Preview
- **Product Feature:** Printed Metal Siding
- State of the Industry
- **Advertising Deadline:** December 21, 2023

March 2024

- Truss Installation New Product
- **Product Feature:** Structural Fasteners
- Print Advertising
- **Advertising Deadline:** January 18, 2024

May 2024

- Ventilation With HVLS Fans
- **Product Feature:** Non-corrosive Panels
- PFBS Preview
- **Advertising Deadline:** March 21, 2024

July 2024

- Gold Key Awards (winners announced)
- **Product Feature:** Radiant Floor Heating
- Mid Year State of the Industry
- **Advertising Deadline:** May 16, 2024

August 2024

- **Source Book**
- Annual Projects of the Year Issue
- **Advertising Deadline:** June 13, 2024

September 2024

- Online Marketing/SEO
- **Advertising Deadline:** July 25, 2024

2025 Directory - Special Issue

- Suppliers Index
- Company Listings
- **Advertising Deadline:** August 13, 2024

October 2024

- METALCON Preview
- **Product Feature:** METALCON New Products
- Barndos
- **Product Feature:** Grain Handling
- Wind-Resistant Panels
- **Advertising Deadline:** August 22, 2024

December 2024

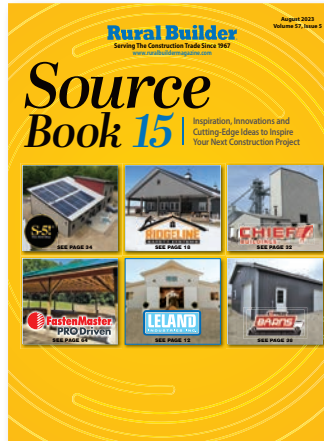
- Solving Labor Issues
- **Product Feature:** Polycarbonate
- Structural Insulated Sheathing
- **Metal Builder Special Section (Winter)**
- **Advertising Deadline:** October 17, 2024



SPECIAL ISSUES & EVENTS



July:
Gold Key Awards



August:
Source Book



September:
Directory

POST-FRAME BUILDER SHOW

JUNE 19-20, 2024

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

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

GARAGE • SHED • CARPORT BUILDER SHOW

JANUARY 15-16, 2025

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/show-registration

**Rural
Builder**
www.ruralbuildermagazine.com

Contact Information

Advertising

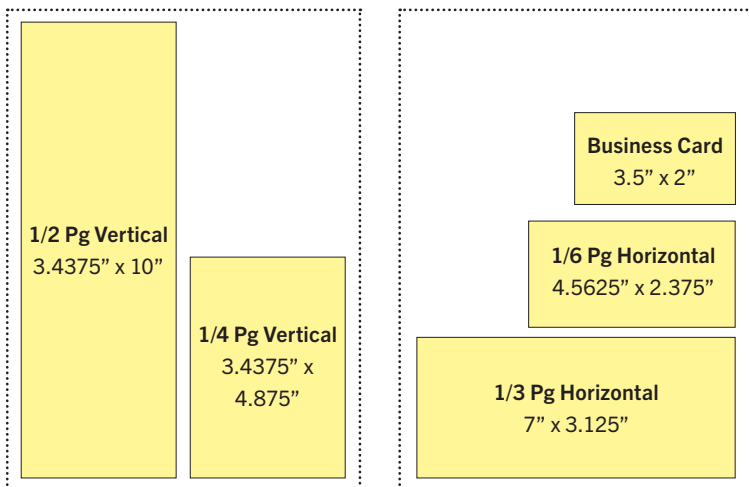
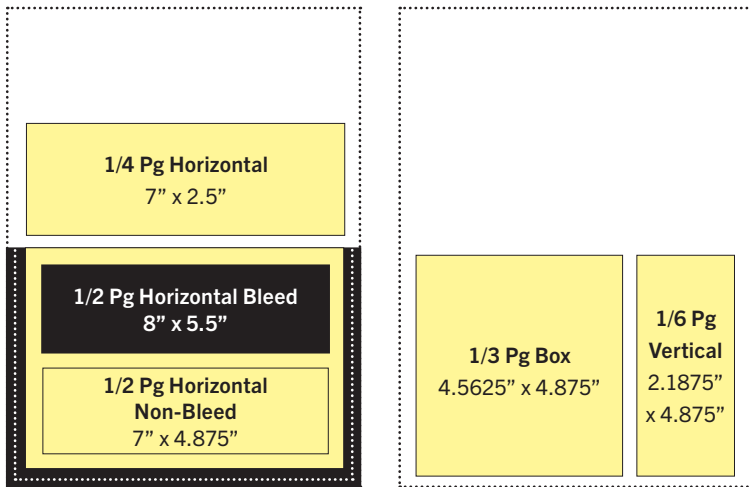
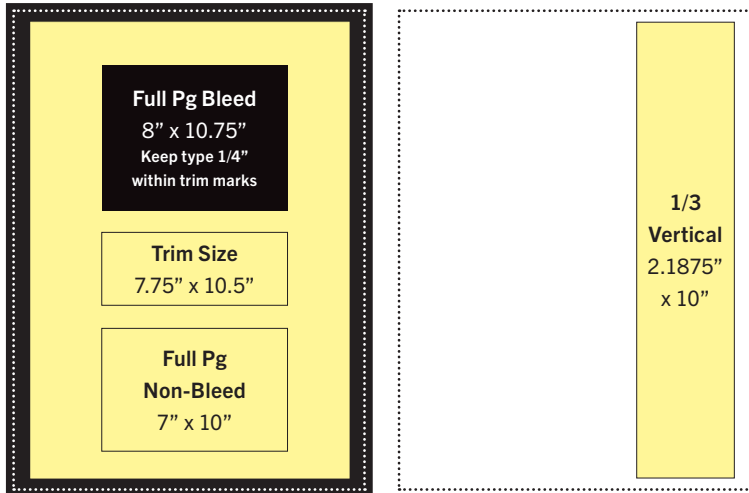
Gary Reichert 715-252-6360
gary@shieldwallmedia.com

Editorial

Dan Brownell 920-264-0787
dan@shieldwallmedia.com

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.



P.O. BOX 255
Iola, WI 54945
715-252-6360

www.ruralbuildermagazine.com

**Rural
Builder**
www.ruralbuildermagazine.com

Contact Information

Advertising
Gary Reichert 715-252-6360
gary@shieldwallmedia.com

Editorial
Dan Brownell 920-264-0787
dan@shieldwallmedia.com