



PHOTO COURTESY: ORCHARD CONSTRUCTION

*THE ONLY PUBLICATION SERVING THE POST-FRAME INDUSTRY FOR OVER 35 YEARS*

# FRAMEBUILDING NEWS

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

**Advertising**

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

**Editorial**

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



# 2025 MEDIA KIT

# ABOUT US

**Frame Building News** is part of a growing network of magazines and trade shows owned by Shield Wall Media.

**F**rame Building News is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building need. Originally launched in 1989, *Frame Building News* is the longest-running publication dedicated to post-frame building. It provides readers with constructive help through five issues each year, including a Buildings of Distinction edition, plus a free sixth issue, the annual Company Directory issue. In these issues, you will find technical information, practical tips and tricks, and ideas and solutions to your building problems.

Like all Shield Wall Media magazines, *Frame Building News* is free to construction trade professionals and free to those associated with the construction industry. It is available in both printed and digital formats.



## ABOUT OUR SUBSCRIBERS:

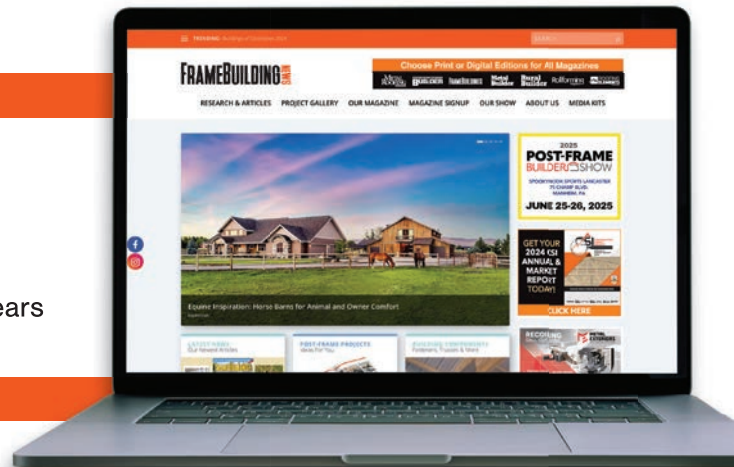
- 60%+ of our readers are involved specifically in post-frame construction
- 63% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

## HOW IS FRAME BUILDING NEWS UNIQUE?

- *Frame Building News* is the longest running and largest subscription base post-frame publication in existence.
- 63%+ of 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, and we have grown approximately 20% in the last 3 years. Our subscribers are interested in, and value the content of, our magazine.
- We actively seek your input. What topics in the industry need more coverage?

## IN EVERY ISSUE:

- Business Profile
- Project of the Month
- Looking Back



# EDITORIAL SCHEDULE

## April 2025

- **Product Feature:** Metal In Disguise
- Buildings of Distinction
- Framing For Doors & Windows
- **Advertising Deadline:** February 6, 2025

## CSI 2nd Annual-SPECIAL ISSUE

- Economy Trends & Data for the Construction Trade
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** February 20, 2025

## June 2025

- **Product Feature:** Door System Installation Tips
- Building to Last
- Frost-Protected Shallow Foundations
- **Advertising Deadline:** April 10, 2025

## August 2025

- **Product Feature:** Equine Essentials
- Laminated Structural Components
- High Winds vs. Post-Frame Design
- **Advertising Deadline:** June 19, 2025

## November 2025

- **Product Feature:** Design Software
- Improving Fire Resistance in Post-Frame Buildings
- Natural Lighting
- **Advertising Deadline:** September 11, 2025

## 2026 SWM Directory - SPECIAL ISSUE

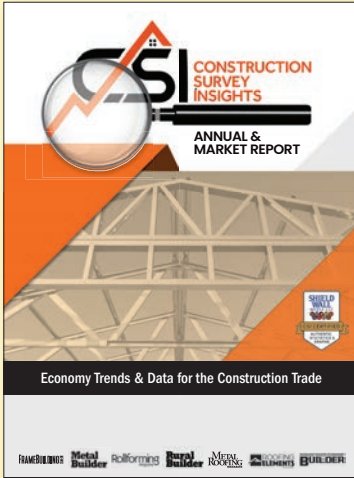
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 25, 2025

## January 2026

- **Product Feature:** Windows For Post-Frame Construction
- Suburban Garages
- Insulating a Metal Building Envelope
- **Advertising Deadline:** November 13, 2025



# SPECIAL ISSUES & EVENTS



## Construction Survey Insights – Annual & Market Report

Shield Wall Media surveys thousands of subscribers in post frame, general construction, roofing, metal roofing, sheds and metal forming to generate the metrics you and our readers need to prosper. Individual chapters on: The Economy; General Construction; Agricultural, Residential & Light Commercial; Post-frame; Metal Roofing; Metal Forming and Roll Forming; Sheds and Portable Buildings; and Cold-formed Metal Buildings.

## THE MOST COST EFFECTIVE WAY TO REACH OUR SUBSCRIBERS!

### Construction Survey Insights and the Shield Wall Media Annual Directory

go to EVERY SUBSCRIBER of EVERY MAGAZINE we publish, as well as all of the trade shows we own and the ones we attend or partner with. With rates approximately equal to a single issue, you will reach all the subscribers of 7 magazines.



## 2026 Annual Directory

The Shield Wall Media Annual Directory is the most comprehensive resource for finding suppliers in the areas we serve. Depending on the specific magazine 15-25% of the readership does not use the internet. This is where they look to find vendors and resources in our target markets.

## 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](http://garageshedcarportbuilder.com/show)

## POST-FRAME BUILDER SHOW

**JUNE 25-26, 2025**

The Post-Frame Builder Show brings together an exclusive audience of frame-building decision-makers and the manufacturers of the best post-frame products. Attendees of the Post-Frame Builder Show, like all our shows, are the company decision makers and look forward to, two days of networking with industry professionals, writing orders and learning at our informational sessions.

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

## Construction Rollforming Show

**OCTOBER 1-2, 2025**

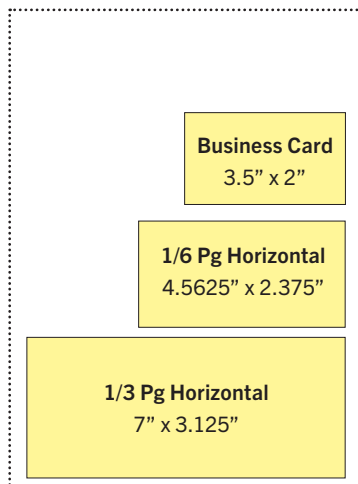
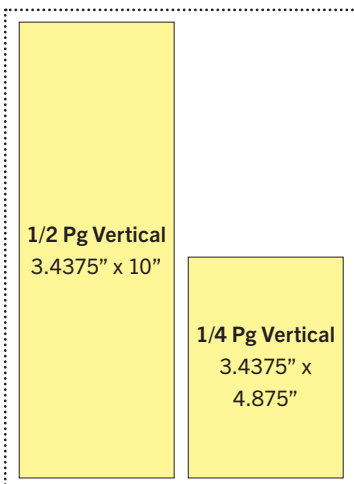
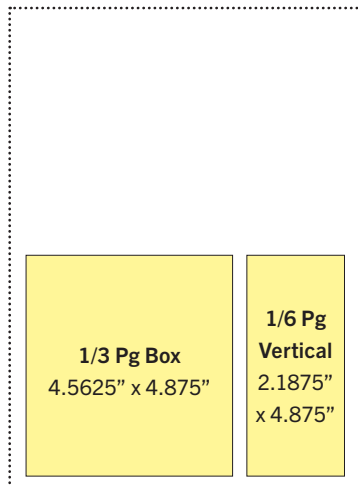
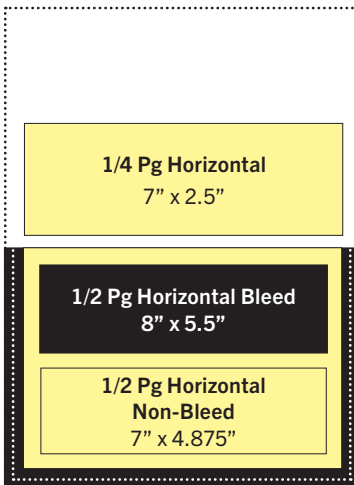
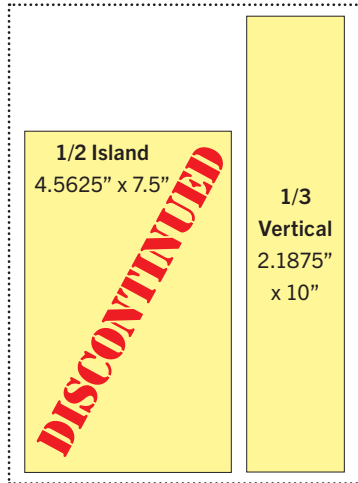
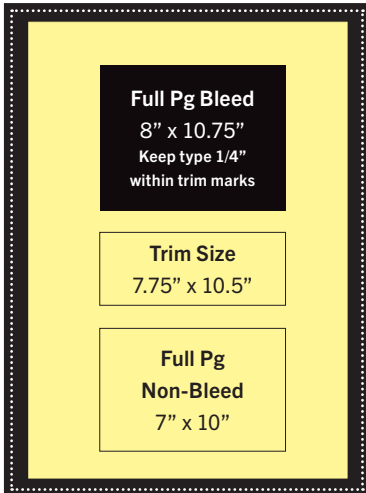
The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or 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)

**FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:  
missy@shieldwallmedia.com • 920-216-3007 • FAX 1-715-277-8680**

# PRINT AD SPECS

## AD DIMENSIONS



## MECHANICAL INFORMATION:

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

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## Contact Information

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