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**GARAGE • SHED • CARPORT**  
**BUILDER**  
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**Advertising**  
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# 2025 MEDIA KIT

# ABOUT US

***Garage, Shed & Carport Builder*** magazine and the ***Garage, Shed & Carport Builder Show*** are part of a growing network of magazines and trade shows owned by Shield Wall Media.

Launched in January 2020, *Garage, Shed & Carport Builder Magazine* is the newest and most comprehensive industry resource for ideas, information, and best business practices for professionals who build, renovate, or sell small special-use residential spaces.

This is the **only** industry publication focused exclusively on this unique segment of residential construction and renovation. From tips and tricks to material insights and updates, readers will find information in every edition that will help make their business more profitable.

The readers of *Garage, Shed & Carport Builder Magazine* are industry professionals and decision makers. Like all Shield Wall Media magazines, *Garage, Shed & Carport Builder* is free to construction trade professionals and associates in the construction industry. It is available in both printed and digital formats.

*Garage, Shed & Carport Builder Magazine* teams with the yearly *Garage Shed and Carport Builder Show* where builders and renovators of special-use spaces can find the materials and services they need all in one place. In addition, the show includes educational sessions and other networking opportunities for manufacturers, builders, and renovators.



## ABOUT OUR SUBSCRIBERS:

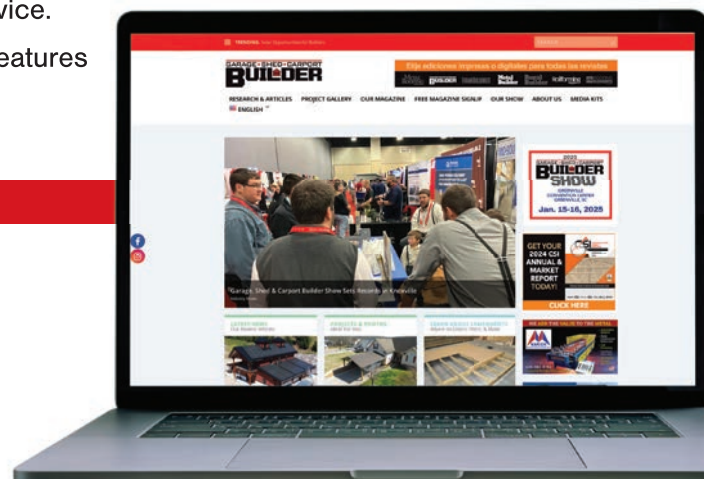
- 60% of our readers are contractors or associated with shed sales lots.
- 55% of our readers are owner/president/partner – our readers are decision makers.
- All of our subscribers have sought out the publication within the last 3 years.

## HOW GARAGE, SHED & CARPORT BUILDER MAGAZINE IS UNIQUE:

- *Garage, Shed & Carport Builder* provides all the contacts you need to conduct and grow your business.
- Our editorial focuses on niches that don't get a lot of coverage elsewhere.
- Our articles and information come directly from the source: industry professionals. You can trust that you are getting expert advice.
- The Business Building in *Garage, Shed & Carport Builder* features provide guidance for a competitive edge.

## IN EVERY ISSUE:

- Project of the Month
- Business Profiles
- Business Building Features





# EDITORIAL SCHEDULE

## February/March 2025

- **Product Feature:** Paint Color Trends and 2025 Forecast
- Rent to Own Best Practices for Shed Dealers
- Foundation/Site Prep for Portable Sheds
- **Advertising Deadline:** January 23, 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

## April/May 2025

- Annual Building Showcase
- **Product Feature:** Ventilation for Portable Sheds
- Shed Delivery Best Practices
- Opportunities for “Shed-ucation”
- Product Profiles:  
Products for Garages, Sheds & Carports
- **Advertising Deadline:** March 13, 2025

## June/July 2025

- **Product Feature:**  
Reflective Insulation for Carports
- Anchoring Carports and Sheds
- Working with HoAs
- **Advertising Deadline:** April 24, 2025

## August/September 2025

- **Product Feature:**  
Shed Dealer CMS Sales Software
- Selling Shed Upgrades and Options
- Dealing with Difficult Customers
- **Advertising Deadline:** July 3, 2025

## October/November 2025

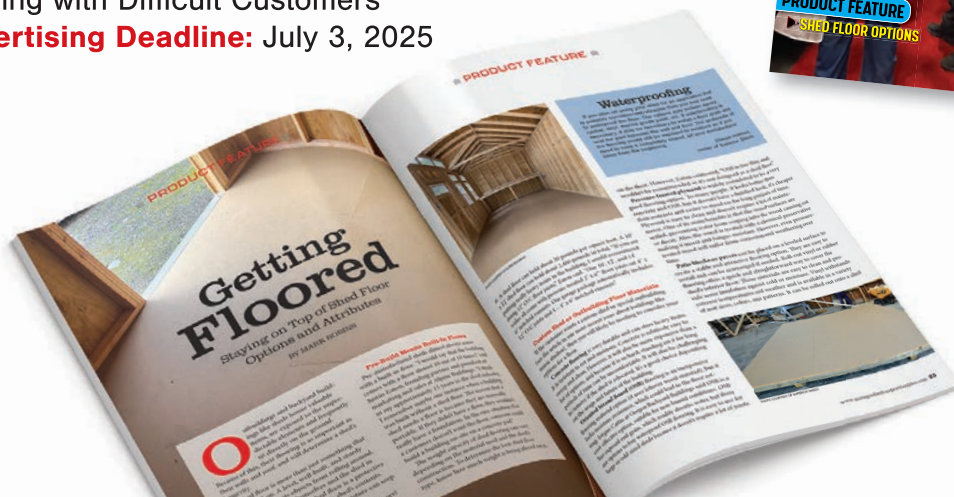
- **Product Feature:** Shed Siding Options
- Diversifying Your Business with Backyard Structures: Pergolas, Gazebos, Pavilions, etc.
- Building a Great Dealer / Manufacturer Relationship
- **Advertising Deadline:** September 4, 2025

## 2026 SWM Directory - SPECIAL ISSUE

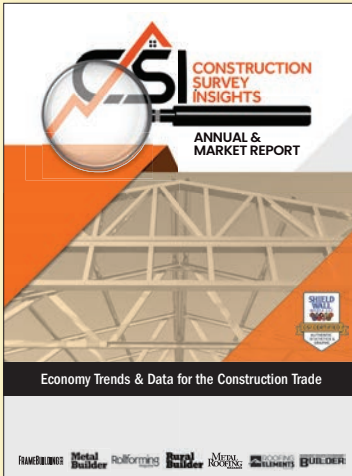
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 25, 2025

## December 2025

- **Product Feature:** 3D Visualizers / Configurators
- Getting the Right Mix of Sheds on Your Dealer Lot
- Concession Stand Design Considerations
- **Advertising Deadline:** October 30, 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 for the Post Frame Builder Show, like all of our shows, are the company decision makers and look forward two days of networking, ordering, and learning at our informational sessions.

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

## Construction Rollforming Show

**OCTOBER 1-2, 2025**

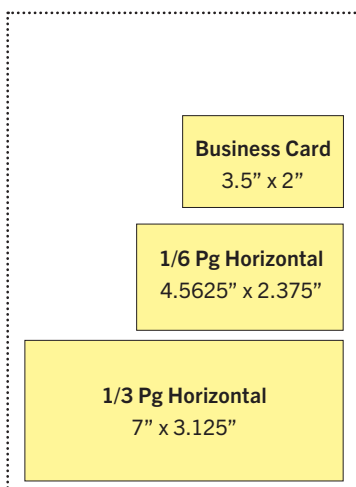
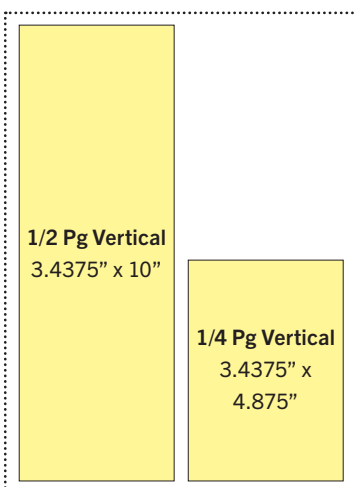
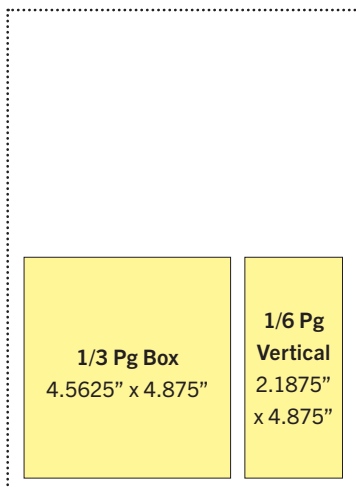
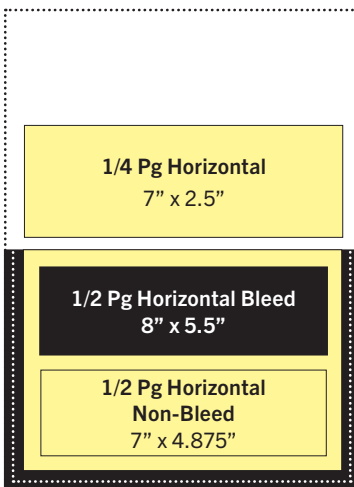
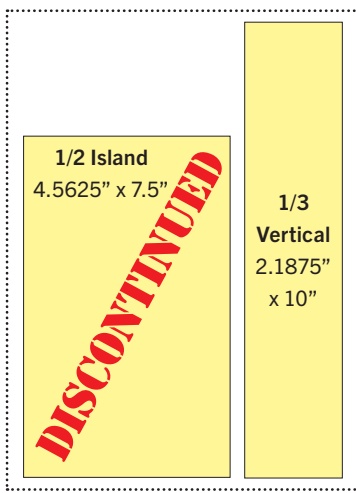
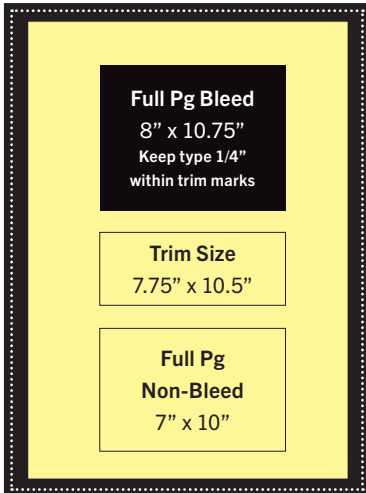
The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or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



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## Contact Information

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