



PHOTO COURTESY: MCELROY METAL

**ADVANCING THE METAL ROOFING INDUSTRY SINCE 2001**

# METAL ROOFING

**MAGAZINE**

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

**Advertising**

David Beckler 469-766-8842  
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**Editorial**

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



# 2025 MEDIA KIT

# ABOUT US

**Metal Roofing Magazine** is part of a growing network of magazines and trade shows owned by Shield Wall Media. Since its launch in 2001, it has grown to a circulation of more than 25,000.

This business-to-business magazine is the only publication specifically serving the needs of the metal roofing industry. The world of metal roofing is unique at every stage of the process, and *Metal Roofing Magazine* is there for it all, from coil and coating to manufacturing, installation and maintenance. *Metal Roofing Magazine* delivers valuable insight from the experts in the field, the latest in technical and technological advancements and how best to utilize the information, and details about the latest components and best practices surrounding metal roof construction, repair, and replacement. Whether print or online, when your advertising message appears in *Metal Roofing Magazine*, it will reach an audience of people seeking assistance and expertise about metal roofing from a source they trust.



## ABOUT OUR SUBSCRIBERS:

- 60%+ of our readers are roofing, metal roofing or general contractors
- 65% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

## HOW METAL ROOFING MAGAZINE IS UNIQUE:

- The ONLY metal roofing specific publication in existence.
- 60%+ of *Metal Roofing* subscribers are metal roofing contractors or general contractors. Our readers are the people and companies who use and need your products and services.
- 65% of *Metal Roofing* 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 are growing organically at approximately 5% per year. 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:

- Project of the Month
- Business Profile
- Product Feature
- Looking Back



# EDITORIAL SCHEDULE

## February/March 2025

- **Product Feature:** Residential Mechanical Seaming
- Panel Thicknesses
- How To Check Your Metal Order
- **Advertising Deadline:** December 26, 2024

## 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 2025

- **Annual Metal of Honor Awards**
- **Product Feature:** Sealing Standing Seam
- Metal Roof Design Considerations
- Labor Savers
- **Advertising Deadline:** February 27, 2025

## May Idea Book 2025

- Outstanding Metal Roofing Projects
- Product Profiles: Products for Metal Roofs
- **Advertising Deadline:** April 3, 2025

## June/July 2025

- **Product Feature:** Snow & Ice Mitigation
- Handling Material Safely
- Installation Checklist for Project Managers
- **Advertising Deadline:** May 8, 2025

## August/September 2025

- **Product Feature:** Ventilation & Moisture Control
- Deck Substrates
- Residential Metal Roofing Trends
- **Advertising Deadline:** June 26, 2025

## October/November 2025

- **Product Feature:** Products at METALCON
- Architectural Preservation with Metal
- Installing In Windy Conditions
- **Advertising Deadline:** August 28, 2025

## 2026 SWM Directory - SPECIAL ISSUE

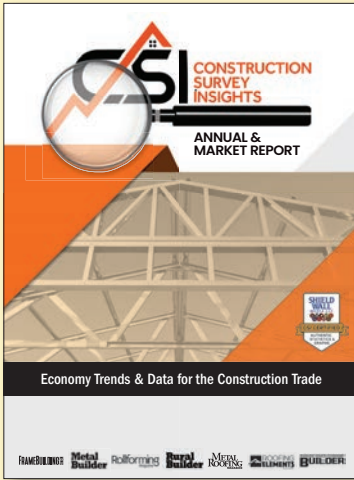
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 25, 2025

## December 2025

- **Product Feature:** Understanding Underlayment
- Do's & Don'ts of Reflective Insulation
- Industry Challenges & Opportunities
- **Advertising Deadline:** November 5, 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**

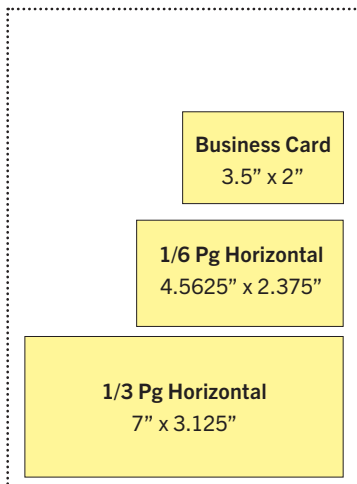
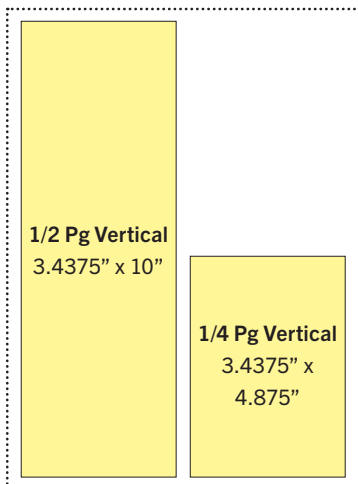
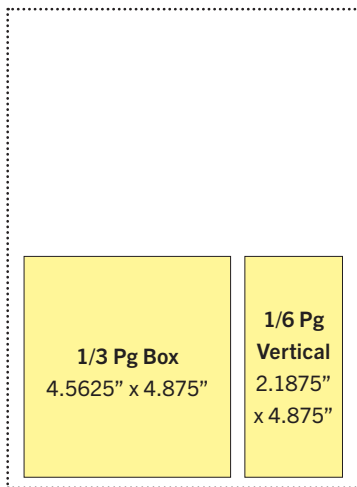
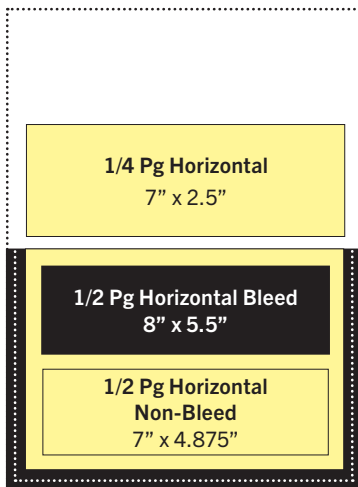
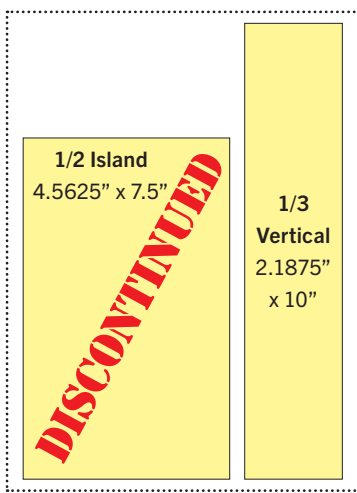
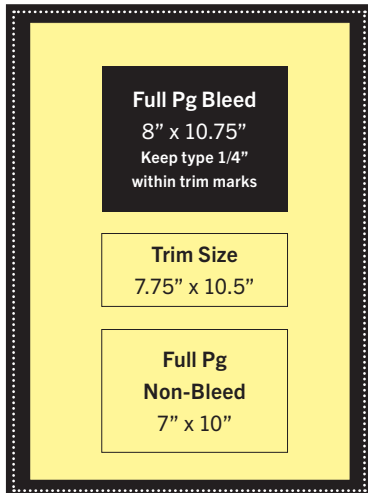
The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or 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 • 920-216-3007 • FAX 1-715-277-8680**

# 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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## Contact Information

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