



PHOTO COURTESY: HIXWOOD

**SERVING THE CONSTRUCTION TRADE SINCE 1967**

# Rural Builder®

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

## Advertising

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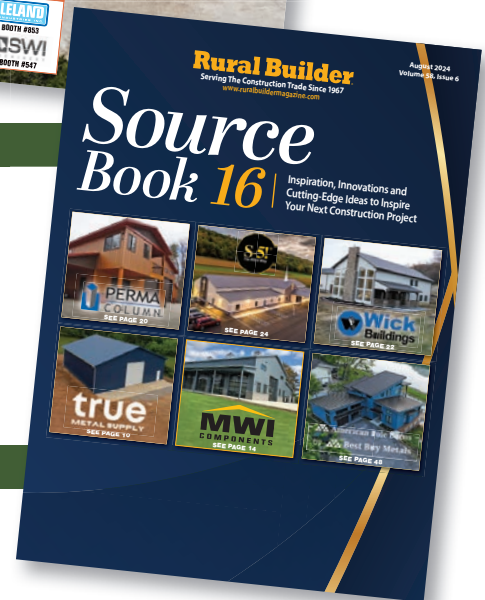


# 2025 MEDIA KIT

# ABOUT US

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

**R***ural 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
- Looking Back



# EDITORIAL SCHEDULE

## February 2025

- **Product Feature:** Understanding Insulation R-Values
- Agricultural Construction Trends
- Research Survey Benchmarking
- **Advertising Deadline:** December 12, 2024

## March 2025

- **Product Feature:** Animal Waste Corrosion-Resistant Materials
- Features of Animal Confinement Structures That Protect Animal Health
- Reducing Construction Callbacks
- **Advertising Deadline:** January 16, 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

## May 2025

- **Product Feature:** Metal Panel Faux Finishes and Textures
- Soil Testing for Building Foundations
- Insulation for Agricultural Buildings
- **Advertising Deadline:** March 27, 2025

## July 2025 (Gold Key)

- **Product Feature:** Sealants for Windows
- Proper Fertilizer Storage
- Building Quonset Huts
- **Advertising Deadline:** May 22, 2025

## August 2025 (Source Book)

- Building Projects of the Year
- **Product Profiles:** Products for Rural Buildings
- **Advertising Deadline:** May 29, 2025

## September 2025

- **Product Feature:** Self-Storage Security
- Grain Storage
- Using AI in Construction
- **Advertising Deadline:** July 17, 2025

## October 2025

- **Product Feature:** Design Features of Horse Barns
- Commercial Greenhouse Ventilation
- Renting vs. Buying Construction Equipment
- **Advertising Deadline:** August 21, 2025

## 2026 SWM Directory - SPECIAL ISSUE

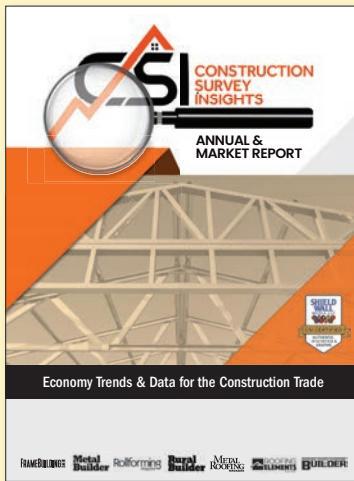
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 25, 2025

## December 2025

- **Product Feature:** Structural Engineered Wood Trends
- Managing Worker Downtime
- Design of Robotic Milking Barns
- **Advertising Deadline:** October 9, 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.



**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)



**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)



**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

**Full Pg Bleed**  
8" x 10.75"  
Keep type 1/4"  
within trim marks

**Trim Size**  
7.75" x 10.5"

**Full Pg Non-Bleed**  
7" x 10"

**1/2 Island**  
4.5625" x 7.5"

**1/3 Vertical**  
2.1875" x 10"

**DISCONTINUED**

**1/4 Pg Horizontal**  
7" x 2.5"

**1/2 Pg Horizontal Bleed**  
8" x 5.5"

**1/2 Pg Horizontal Non-Bleed**  
7" x 4.875"

**1/3 Pg Box**  
4.5625" x 4.875"

**1/6 Pg Vertical**  
2.1875" x 4.875"

**1/2 Pg Vertical**  
3.4375" x 10"

**1/4 Pg Vertical**  
3.4375" x 4.875"

**Business Card**  
3.5" x 2"

**1/6 Pg Horizontal**  
4.5625" x 2.375"

**1/3 Pg Horizontal**  
7" x 3.125"

## 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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