

PHOTO COURTESY COURTNEY CHRISTINE PHOTOGRAPHY

*EXCLUSIVELY DEVOTED TO CONSTRUCTION METAL FORMING PROFESSIONALS*

# Rollforming Magazine

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

## **Advertising**

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

Karen Knapstein 715-513-6767  
[karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)



# 2025 MEDIA KIT

# ABOUT US

**Rollforming Magazine** and the Construction Rollforming Show are part of a growing network of magazines and trade shows owned by Shield Wall Media.

**R**ollforming Magazine is a business-to-business publication that specifically targets rollformers serving the construction industry. Launched in 2018, Rollforming has 6 issues per year. If you want to know more about stationary and portable machines; panels, gutter or trim; coil, coatings, accessories, roll-former controls and software, this is your magazine.



## ABOUT OUR SUBSCRIBERS:

- 15,000+ subscribers
- 75% subscribed within the last 3 years
- Our readers buy in pallet, container and truckload lots
- 55% of readers are owner/president/partner—our readers are decision makers.

## HOW ROLLFORMING MAGAZINE IS UNIQUE:

- The ONLY metal forming magazine specifically targeted at construction.
- In 6 years Rollforming went from an idea to the industry’s go-to publication.
- Roll forming and metal forming machinery require a significant capital investment. Companies with this machinery are typically manufacturers or large builders. These companies can buy your products in pallet, container and truck loads.
- We actively seek your input. What topics in the industry need more coverage?

## IN EVERY ISSUE:

- Industry & Supplier News
- Business Connections
- New Products/Resources
- How We Roll



# EDITORIAL SCHEDULE

## February/March 2025

- **Product Feature:** Coil Farms
- Forming Structural Components
- State of the Industry
- **Advertising Deadline:** December 19, 2024

## April/May 2025

- **Product Feature:** Perforating Trims & Panels
- Troubleshooting Quality Issues
- Prepping Components for Shipping
- **Advertising Deadline:** February 13, 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/July 2025

- **Product Feature:** Folder Features
- Roll Former Maintenance
- Coil Storage Strategies
- **Advertising Deadline:** April 17, 2025

## August/September 2025

- **Product Feature:** Products at the Construction Rollforming Show
- Metal Shop Safety
- Determining Coil Inventory
- **Advertising Deadline:** June 12, 2025

## October/November 2025

- **Product Feature:** Moving Coils
- Trim Roll Formers
- Material Handling & Safety
- **Advertising Deadline:** August 14, 2025

## 2026 SWM Directory - SPECIAL ISSUE

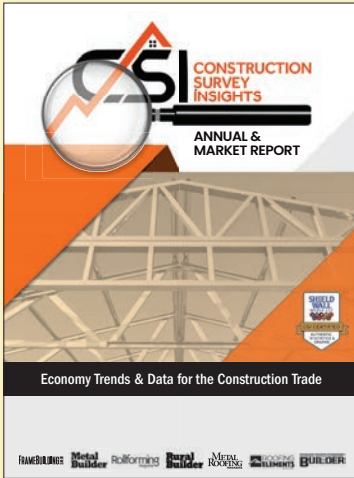
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 25, 2025

## December 2025

- **Product Feature:** Production Controls
- Metal Shop Security
- Industry Challenges & Opportunities
- **Advertising Deadline:** October 16, 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**

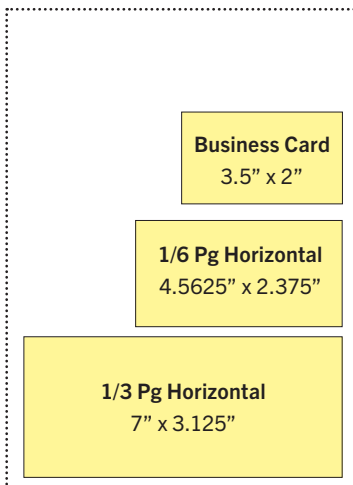
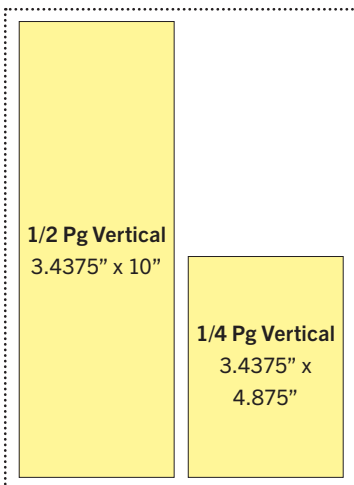
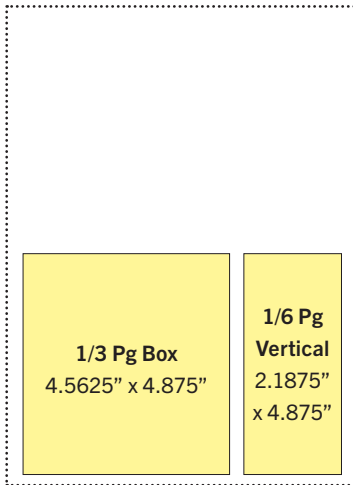
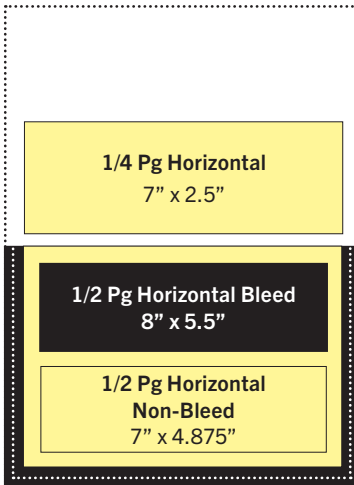
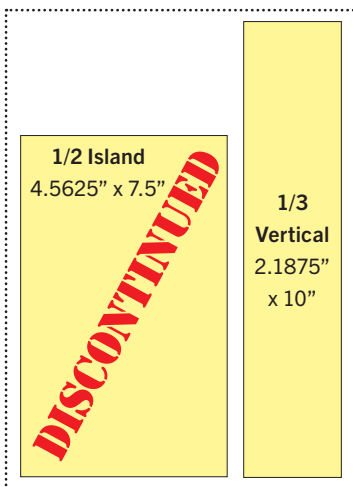
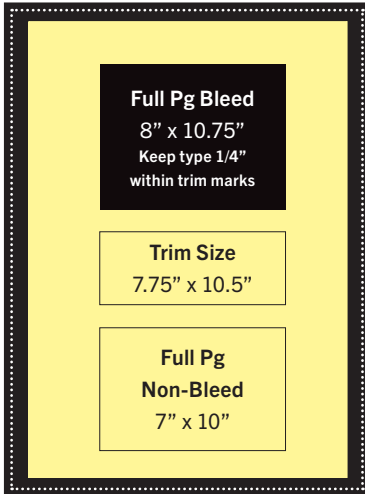
The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or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



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## Contact Information

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