



PHOTO COURTESY: FORMTEK

# Metal Builder<sup>®</sup>

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

## Advertising

Gary Reichert 715-252-6360  
[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)

## Editorial

Dan Brownell  
[dan@shieldwallmedia.com](mailto:dan@shieldwallmedia.com)



# 2025 MEDIA KIT

# ABOUT US

**Metal Builder** is the newest title in our family of business-to-business publications, covering industry news, best practices, cutting-edge innovations, ideas, and resources for the metal building professional. Covering everything from metal framing to panels to roofing, and buildings made of metal from the ground up, **Metal Builder** magazine provides practical information and inspiration. Sources include industry experts, suppliers, builders, and engineers, so builders know they are getting the best advice on topics from pre-construction planning to adding the final touches plus every step in between.



## ABOUT OUR READERS:

- 63%+ of our readers are involved in metal frame, post-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.
- Our readers are decision makers.

## HOW METAL BUILDER IS UNIQUE:

- The *Metal Builder* provides you all the contacts you need to conduct and grow your business.
- Focused on niches that otherwise don't get a lot of coverage.
- Our articles and information come directly from the source: industry professionals. You can trust that you are getting expert advice.



## IN EVERY ISSUE:

- Project Metal
- Business Profile
- Supplier News
- Industry News



# EDITORIAL SCHEDULE

*Metal Builder* will be a supplement to four different magazines in 2025. If you subscribe, you will receive four magazines with a **Metal Builder** section inside:

**Rollforming** (April/May issue), **Rural Builder** (July issue),  
**Rollforming** (Oct/Nov issue), **Rural Builder** (December issue).

## Spring 2025

- **Product Feature:** Sealants
- Transpired Solar Collectors
- Selling Metal as the Solution
- **Advertising Deadline:** February 13, 2025

## Summer 2025

- **Product Feature:** Structural Insulated Panels
- Thermal Bridging: Causes & Mitigation
- Connecting Metal Framing to Non-Metal Structural Materials
- **Advertising Deadline:** May 22, 2025

## Fall 2025

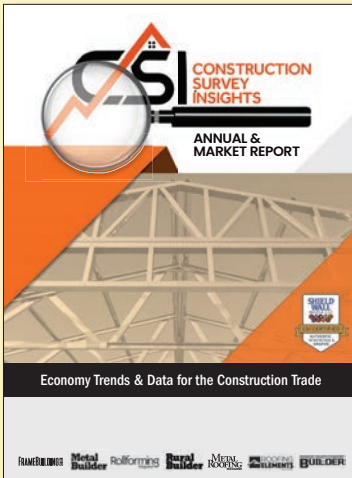
- **Product Feature:** Cutting Metal - Tools & Tips
- Cold-Formed Steel in Single-Family Residential
- Galvanic Action
- **Advertising Deadline:** August 14, 2025

## Winter 2025

- **Product Feature:** Insulating Steel Buildings
- Air Leakage Testing
- Ag Buildings - Changes in Building Trends
- **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.

## 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**

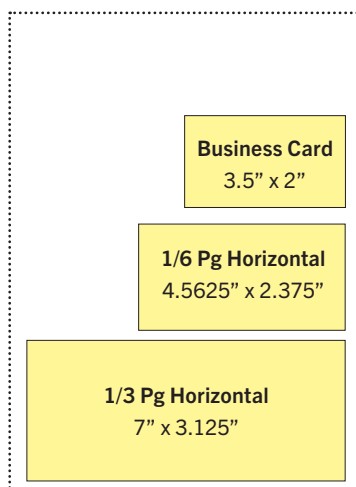
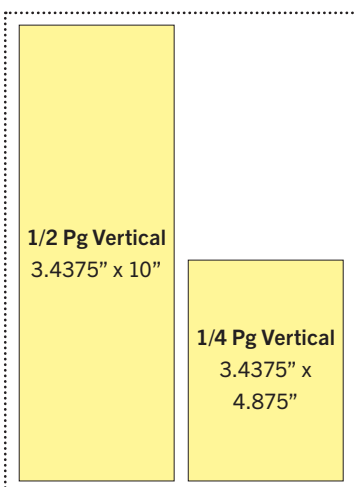
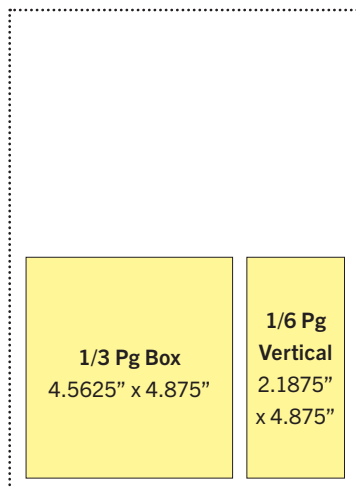
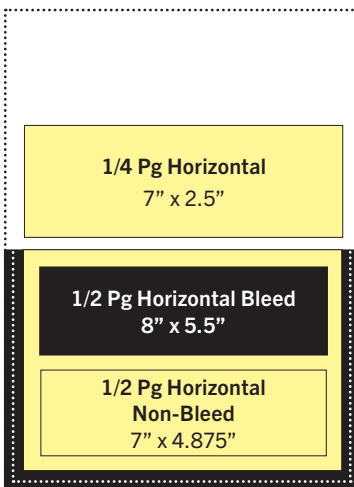
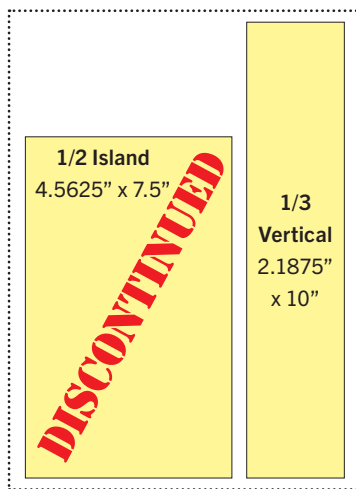
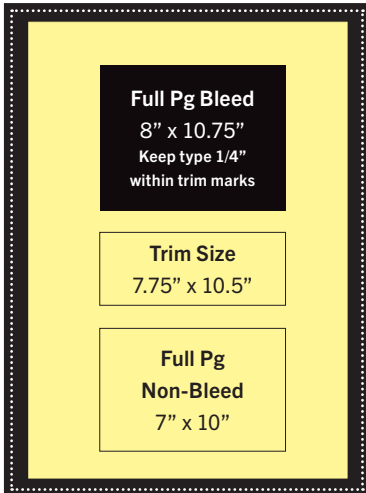
The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carports or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or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



P.O. BOX 255  
Iola, WI 54945  
715-252-6360

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

# Metal Builder

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

## Contact Information

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

**Editorial**  
Dan Brownell  
dan@shieldwallmedia.com