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PLAIN BUILDER

www.plainbuilder.com

Advertising

Gary Reichert 715-952-1657
gary@shieldwallmedia.com

Editorial

Karen Knapstein 715-952-1633
karen@shieldwallmedia.com

Show and Events

Missy Beyer 715-350-6658
missy@shieldwallmedia.com

Company fax: 715-227-8686



2025/26 MEDIA KIT

ABOUT US

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

Plain Builder is a business-to-business publication that covers the news, companies, products, and information for construction professionals in or doing business with the Plain Communities.

This includes post-frame, cold-formed steel, roofing, roll forming as well as other types of construction and construction-related manufacturing.

Plain Builder recognizes the vital and increasing contribution the Plain Community makes to the construction industry.



ABOUT OUR SUBSCRIBERS:

- 73% are directly involved in making purchasing decisions
- Nationwide coverage. East 17%, South 26%, Midwest 33%, West 17%, National 6%, Outside US 1%
- Represent all categories and types of construction, including but not limited to: post-frame, CFS, red iron, stick built, portable, masonry, roofing, manufacturing, residential, agricultural, commercial and municipal
- The influence of Amish construction is on the rise. The growth is driven by the increasing Amish population. For instance, New York's Amish population has more than quadrupled since 2000.

HOW PLAIN BUILDER IS UNIQUE:

- We are the only magazine exclusively focused on the Plain Community as it pertains to construction and the trades.

IN EVERY ISSUE:

- The Voice of Experience: Tips and advice on business from successful Plain Community business people
- The Voice of Enthusiasm: Thoughts and adventures of young Plain Community entrepreneurs
- What Do You Build?: Snapshots of buildings, roofs, homes, additions or anything our readers would like to share
- 10 Tips: Tips and tricks on everything from framing a building to safely using tools, from our readers
- Step by Step: Breaking down the process of common construction practices
- Supplier Directory: 6 pages of contact information and phone numbers from our—and your—favorite manufacturers, dealers, and distributors of building products and equipment.

EDITORIAL SCHEDULE

Fall 2025

- Working With Family
 - Managing family relationships on and away from the jobsite
- Adapting Roll Formers and Machines for the Plain Communities
- Tips and Tricks
 - Jobsite tools
- Step by Step
 - Framing a door or window
- **Advertising Deadline:** August 28, 2025

Winter 2025

- Rural Builder Show
 - Plain Communities-friendly adaptations in the show
- How to Work a Show
- Tips and Tricks
 - Asphalt shingles
- Step by Step
 - Forming and pouring a concrete slab
- **Advertising Deadline:** November 26, 2025

Spring 2026

- Word of Mouth Marketing
 - Branding through behavior
- Interaction Between Plain Communities and Conventional Businesses
- Tips and Tricks
 - Metal siding
- Step by Step
 - Recoating a flat roof
- **Advertising Deadline:** March 5, 2026

Summer 2026

- Preparing Your Business for Succession
 - What to look for when you pass your business to the next generation
- Working With Manufacturers, Dealers and Distributors
- Tips and Tricks
 - Ladder safety
- Step by Step
 - Replacing a Garage Door
- **Advertising Deadline:** May 7, 2026

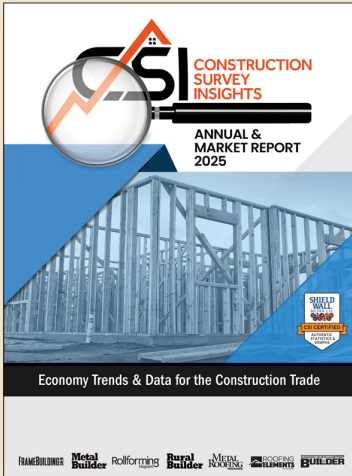
Fall 2026

- How To Keep Crews Busy Over the Winter
 - Creative ideas to keep employees and stay profitable during a traditionally slow time of year
- Construction Rollforming Show
- Tips and Tricks
 - Reflective insulation
- Step by Step
 - Installing gutters
- **Advertising Deadline:** August 20, 2026

Winter 2026

- Rural Builder Show
 - A show for the Plain Community
- Cold Weather Safety
- Tips and Tricks
 - Cupolas
- Step by Step
 - Installing large sliding track doors
- **Advertising Deadline:** December 2, 2026

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.

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

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 informational 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

Rural Builder Show

February 4-5, 2026

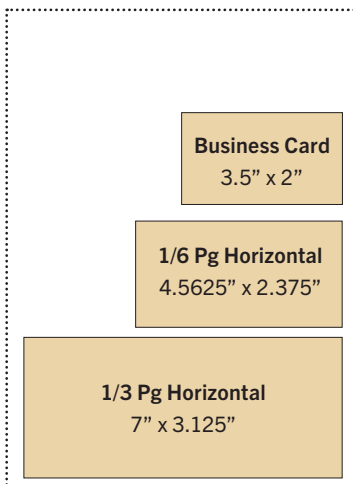
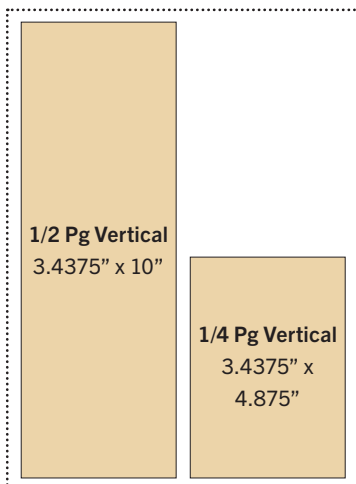
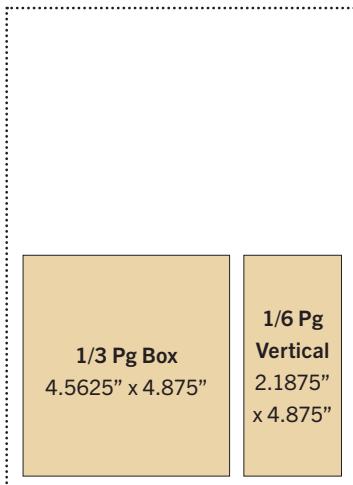
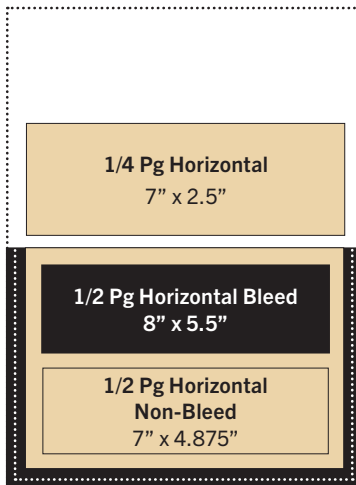
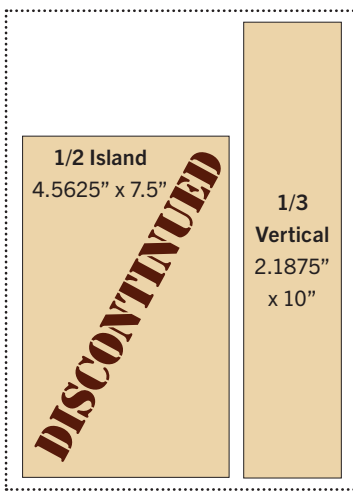
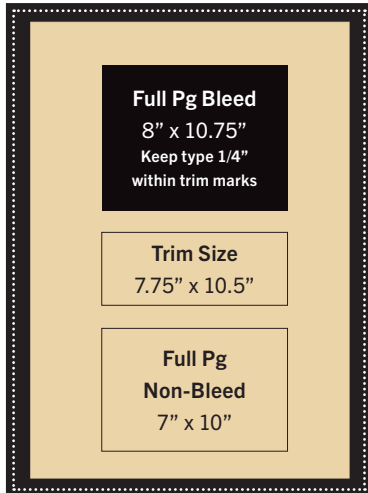
Since we publish magazines that have been around for decades, Shield Wall Media has long-standing relationships with suppliers and manufacturers. The Rural Builder Show brings many of them together so builders of low rise construction can find the materials and services they need all in one place. In addition to a robust exhibit hall, the show includes informational sessions and other networking opportunities for manufacturers and builders.

ruralbuildershow.com

**FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:
missy@shieldwallmedia.com • 715-350-6658 • FAX 1-715-227-8680**

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.

- Advertising material archived for one year from publishing date unless shipping instructions are given.



P.O. BOX 255
Iola, WI 54945
715-952-1654

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Karen Knapstein
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