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THE ONLY PUBLICATION SERVING THE POST-FRAME INDUSTRY FOR OVER 35 YEARS

FRAMEBUILDING NEWS

www.framebuildingnews.com

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2026 MEDIA KIT

ABOUT US

Frame Building News is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Frame Building News is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building need. Originally launched in 1989, *Frame Building News* is the longest-running publication dedicated to post-frame building. It provides readers with constructive help through five issues each year, including a Buildings of Distinction edition, plus a free sixth issue, the annual Company Directory issue. In these issues, you will find technical information, practical tips and tricks, and ideas and solutions to your building problems.

Like all Shield Wall Media magazines, *Frame Building News* is free to construction trade professionals and free to those associated with the construction industry. It is available in both printed and digital formats.



ABOUT OUR SUBSCRIBERS:

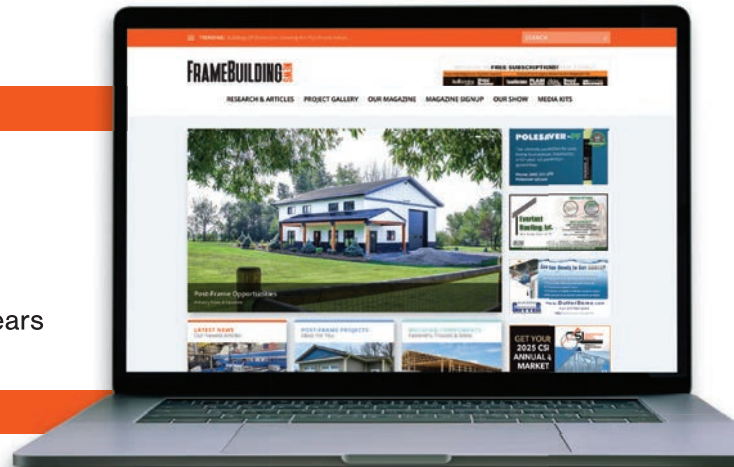
- 60%+ of our readers are involved specifically in post-frame construction
- 63% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW IS FRAME BUILDING NEWS UNIQUE?

- *Frame Building News* is the longest running and largest subscription base post-frame publication in existence.
- 63%+ of 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 have grown approximately 20% in the last 3 years. 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
- Industry & Supplier News
- New Products
- Flashback: We know post-frame construction has changed a lot over the years. To show just how far the industry has come—and how technology and processes have evolved—we include a “Flashback” feature in every issue, where we re-publish a classic article from the past.



EDITORIAL SCHEDULE

April 2026

- Buildings of Distinction
- **Product Feature:** Sealants, Closures & Moisture Barriers
- Product Profiles
- **Advertising Deadline:** February 19, 2026

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:** March 10, 2026

June 2026

- Acoustics in Post-Frame Buildings
- **Product Feature:** Residential Post-Frame Products
- Post-Frame Builder Show Preview
- **Advertising Deadline:** April 23, 2026

August 2026

- Protecting Wood Components
- **Product Feature:** Animal-Waste/Corrosion-Resistant Materials
- Wood to Concrete Connections
- **Advertising Deadline:** June 18, 2026

November 2026

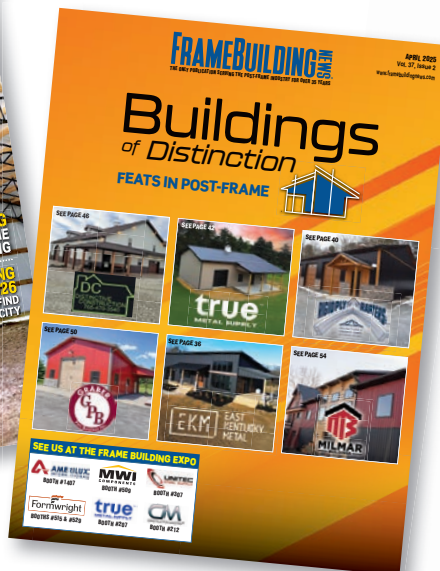
- Fire-Rated Products in Post-Frame Construction
- **Product Feature:** Big Door Retrofits
- Understanding Insulation R-Values
- **Advertising Deadline:** September 24, 2026

2027 SWM Directory - SPECIAL ISSUE

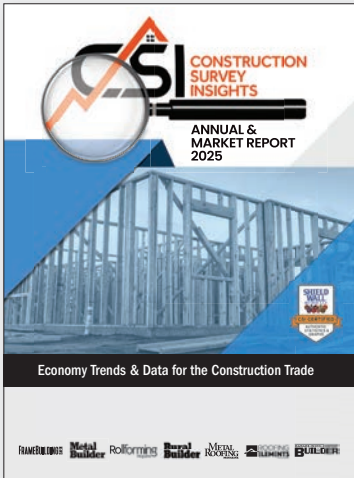
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 29, 2026

January 2027

- Truss Types
- **Product Feature:** Products at Frame Building Expo
- Vapor Barriers for Concrete Slabs on Grade
- **Advertising Deadline:** November 12, 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.



2027 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 ■ RURAL ■ PLAIN
BUILDER SHOW

JUNE 10-11, 2026

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

Construction
Rollforming
Show

SEPTEMBER 16-17, 2026

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.

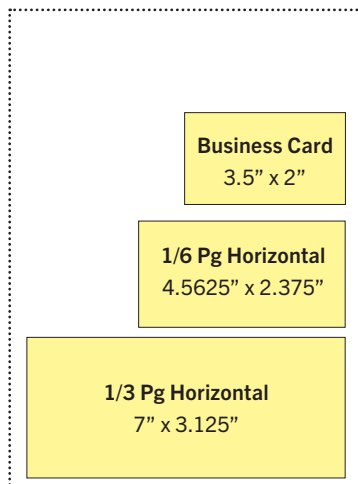
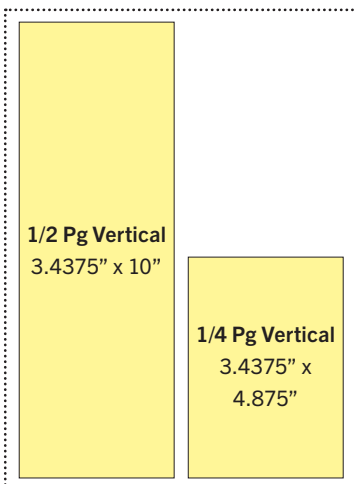
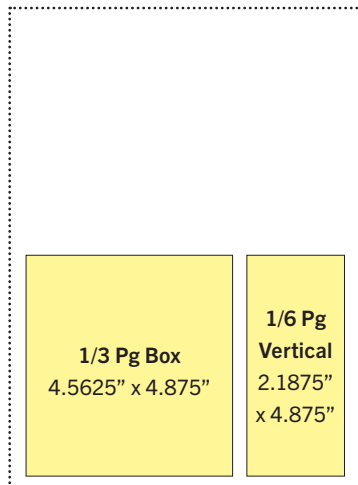
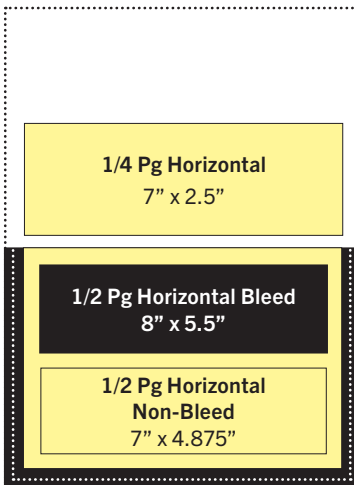
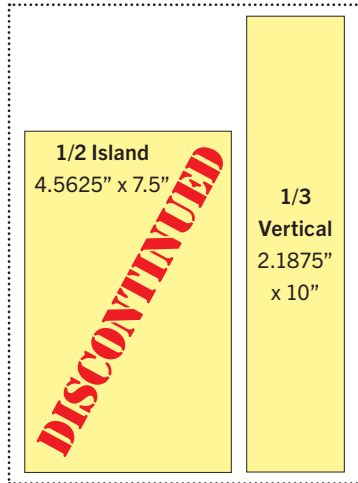
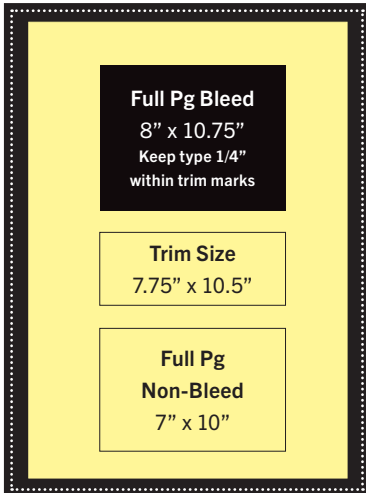
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

constructionrollformingshow.com

**FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:
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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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