



PHOTO COURTESY: MARIE DELGAVIO

# Metal Builder®

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

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# 2026 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 of the Month
- Industry & Supplier News
- New Products



# EDITORIAL SCHEDULE

*Metal Builder* will be a supplement to four different magazines in 2026. 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 2026

- Metal Buildings as Barndominiums and Single Family Residential
- **Product Feature:** Metal to Metal Fasteners
- Adaptations in Engineering to Meet Snow & Wind Loads
- **Advertising Deadline:** February 26, 2026

## Summer 2026

- CFS Design Options for Multi-Family Residential
- **Product Feature:** Insulation & Thermal Breaks
- Big Doors On Metal Frames
- **Advertising Deadline:** May 28 2026

## Fall 2026

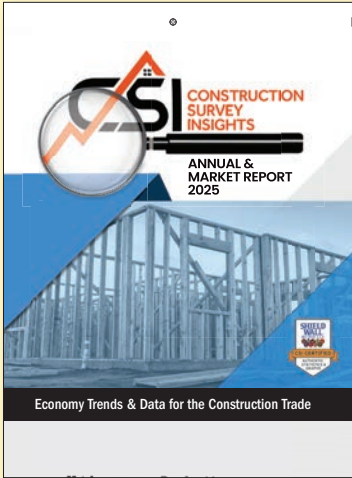
- Foundation Attachment Options for CFS
- **Product Feature:** Trusses for Metal Buildings
- Hybrid Buildings: Combining CFS with other Types of Construction
- **Advertising Deadline:** September 3, 2026

## Winter 2026

- Creating Thermal Breaks To Prevent heat Conduction
- **Product Feature:** Cosmetic Accessories/Components
- The Effect of CFS on Insurance and Financing
- **Advertising Deadline:** October 22, 2026



# SPECIAL ISSUES & EVENTS

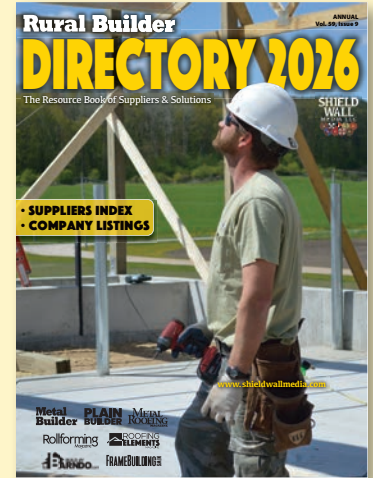


## Construction Survey Insights – Annual & Market Report

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](http://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.

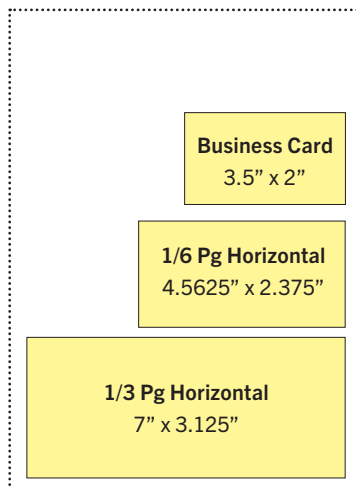
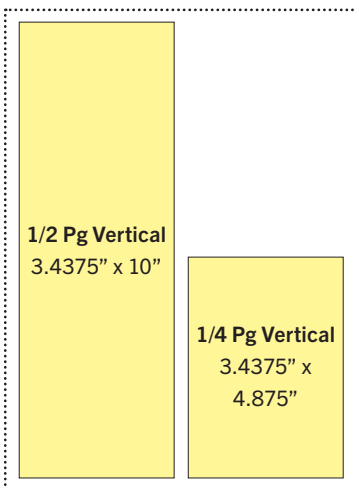
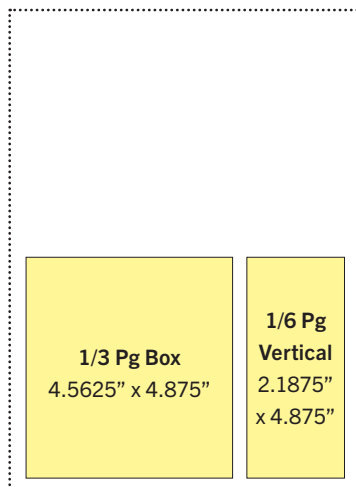
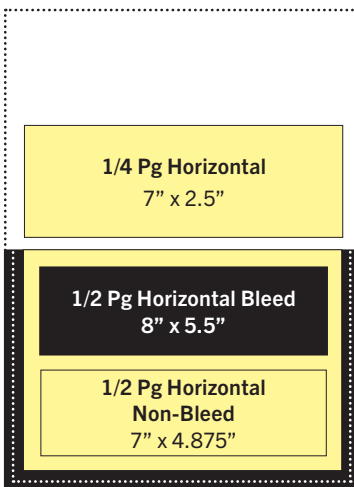
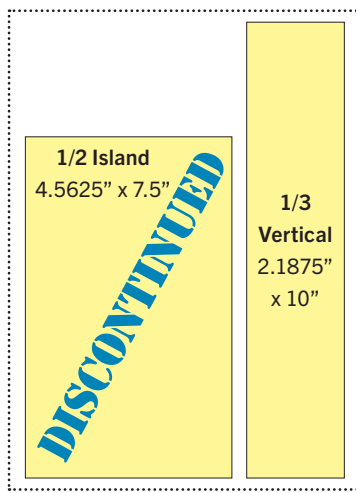
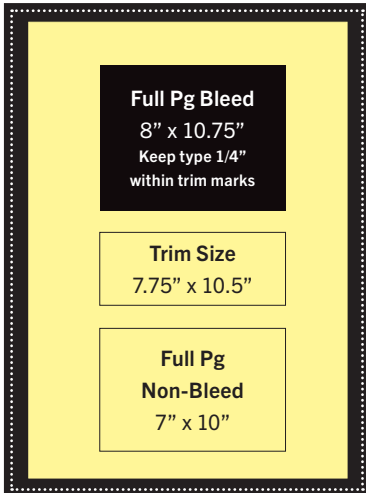
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

[constructionrollformingshow.com](http://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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