



PHOTO COURTESY: S-5I

**SERVING THE CONSTRUCTION TRADE SINCE 1967**

# Rural Builder



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

## Advertising

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

## Editorial

Kathleen Riley 715-952-1644  
[kathleen@shieldwallmedia.com](mailto:kathleen@shieldwallmedia.com)

## Show and Events

Missy Beyer 715-350-6658  
[missy@shieldwallmedia.com](mailto:missy@shieldwallmedia.com)

Company fax: 715-227-8686



# 2026 MEDIA KIT

# ABOUT US

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

**R***ural Builder* is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building, metal frame building, and other types of rural construction need. Originally launched as *Farm Building News* in 1967, *Rural Builder* works hard to provide constructive help with eight issues per year. You will find tips and tricks, ideas and solutions for projects, and information about industry education and trade shows.



## ABOUT OUR SUBSCRIBERS:

- 63%+ of our readers are involved in post-frame, metal 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
- 80% of our readers have renewed subscriptions within 2 years

## HOW IS RURAL BUILDER IS UNIQUE?

- The longest-running publication on low-rise, rural construction. 50+ years.
- Emphasizes agricultural, commercial and residential construction that receives limited coverage in competing publications.
- 62%+ of *Rural Builder* subscribers are builders or contractors. Primarily in post-frame and metal-frame construction. Our readers are the people and companies who use and need your products and services.
- 63% of *Rural Builder* 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.
- 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 construction products and practices have 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

## February 2026

- Ventilation Differences Between Crop Storage and Livestock
- **Product Feature:** Products at Frame Building Expo
- **Project Focus:** Churches
- **Advertising Deadline:** December 23, 2025

## March 2026

- Using Fire-Rated Products in Construction
- **Product Feature:** Feeding & Watering Options for Livestock
- **Project Focus:** Aircraft Hangars
- **Advertising Deadline:** January 29, 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 12, 2026

## May 2026

- Doors for Agricultural Applications
- **Product Feature:** Products at the Post-Frame/Rural Builder Show
- **Project Focus:** Dairy Barns
- **Advertising Deadline:** March 26, 2026

## July 2026 (Gold Key)

- **Gold Key of Honor Awards**
- Lightning Protection for Agricultural Applications
- **Product Feature:** Engineered Wood Connections for Residential Construction
- **Project Focus:** Barndominiums
- **Advertising Deadline:** May 28, 2026

## August 2026 (Source Book)

- Outstanding Building Projects
- Product Profiles
- **Advertising Deadline:** June 25, 2026

## September 2026

- Repairing Structural Components in Ag Buildings
- **Product Feature:** Differences in Door Track and Trolleys
- **Project Focus:** Specialty Retail and Commercial
- **Advertising Deadline:** July 23, 2026

## October 2026

- Heating and Cooling Options for Agriculture
- **Product Feature:** Components with “Bonus” Safety Features
- **Project Focus:** Buildings for oil and Gas Infrastructure
- **Advertising Deadline:** August 27, 2026

## 2026 SWM Directory - SPECIAL ISSUE

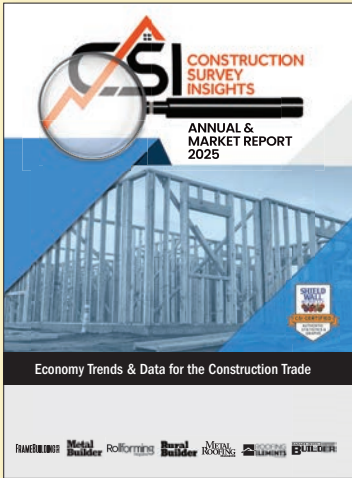
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** October 1, 2026

## December 2026

- Ag Building Concerns in Extreme Environments (Florida, Alaska, etc.)
- **Product Feature:** Wildfire Resistant Construction Materials
- **Project Focus:** Municipal Buildings
- **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.

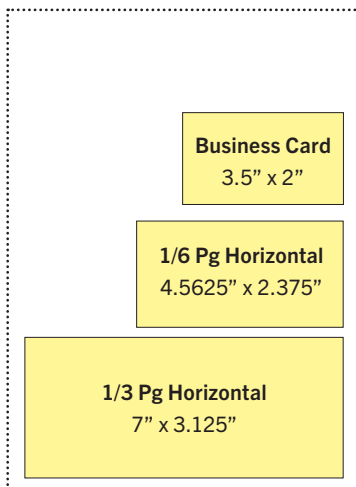
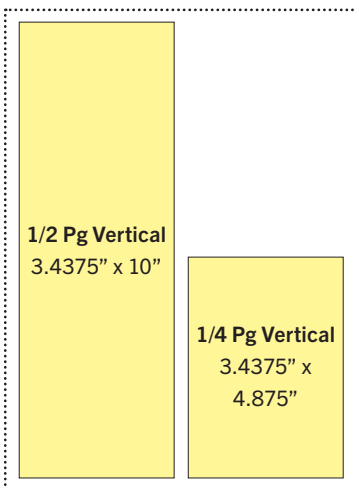
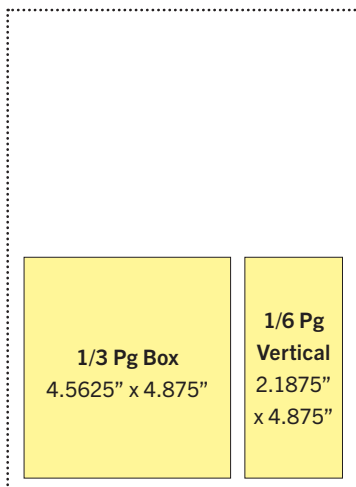
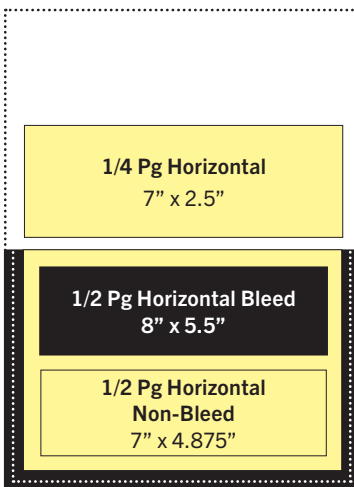
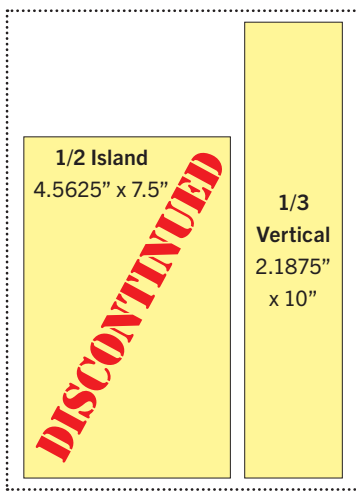
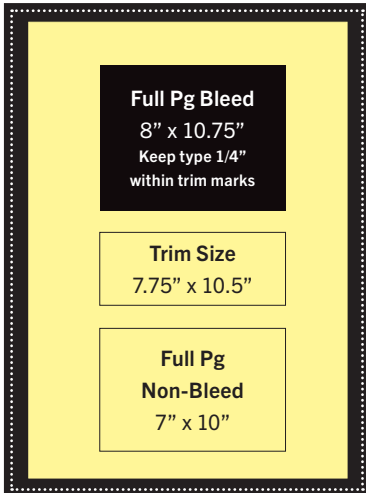
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

[constructionrollformingshow.com](http://constructionrollformingshow.com)

**FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:  
[missy@shieldwallmedia.com](mailto: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.*

- 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

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## Contact Information

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

**Editorial**  
Kathleen Riley 715-952-1644  
kathleen@shieldwallmedia.com