



PHOTO COURTESY ASC MACHINE TOOLS

EXCLUSIVELY DEVOTED TO CONSTRUCTION METAL FORMING PROFESSIONALS

Rollforming Magazine®

www.rollformingmagazine.com

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2026 MEDIA KIT

ABOUT US

Rollforming Magazine and the Construction Rollforming Show are part of a growing network of magazines and trade shows owned by Shield Wall Media.

Rollforming Magazine is a business-to-business publication that specifically targets rollformers serving the construction industry. Launched in 2018, Rollforming has 6 issues per year. If you want to know more about stationary and portable machines; panels, gutter or trim; coil, coatings, accessories, roll-former controls and software, this is your magazine.



ABOUT OUR SUBSCRIBERS:

- 15,000+ subscribers
- 75% subscribed within the last 3 years
- Our readers buy in pallet, container and truckload lots
- 55% of readers are owner/president/partner—our readers are decision makers.

HOW ROLLFORMING MAGAZINE IS UNIQUE:

- The ONLY metal forming magazine specifically targeted at construction.
- In 6 years Rollforming went from an idea to the industry's go-to publication.
- Roll forming and metal forming machinery require a significant capital investment. Companies with this machinery are typically manufacturers or large builders. These companies can buy your products in pallet, container and truck loads.
- We actively seek your input. What topics in the industry need more coverage?

IN EVERY ISSUE:

- Industry & Supplier News
- New Products
- The Way We Roll:
Profiles of Regional Rollformers



EDITORIAL SCHEDULE

February/March 2026

- Rebuilding Machines
- **Product Feature:** Shop Accessory Items (tables, roller tables/conveyors, etc.)
- Leasing Equipment
- **Advertising Deadline:** December 31, 2025

April/May 2026

- Coil Inventory Strategies
- **Product Feature:** Slitters & Shears
- Roll Forming in the Digital Age: Marketing Your Shop Online
- **Advertising Deadline:** February 26, 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/July 2026

- Roll Forming Structural Components
- **Product Feature:** Multi-Profile & Modular Roll Forming Machines
- What Is Driving the Growth in Regional Roll Forming
- **Advertising Deadline:** May 7, 2026

August/September 2026

- How To Get A Custom Panel Machine
 - Pros & Cons of Custom Profiles
- **Product Feature:** Equipment & Products at the Construction Rollforming Show
- Portable Roll Forming Market Share
- **Advertising Deadline:** July 9, 2026

October/November 2026

- Reflective Insulation (Answers to the questions your customers will ask)
- **Product Feature:** Metal-Forming Machine Developments (equipment introduced over the last year)
- Safety Equipment for the Roll Forming Shop
- **Advertising Deadline:** September 3, 2026

2026 SWM Directory - SPECIAL ISSUE

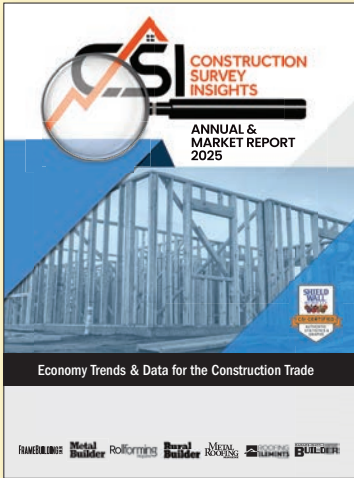
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 29, 2026

December 2026

- Comparing Roll Forming, Extrusion, & Stamping for Construction Profiles
- **Product Feature:** Machines that Make Traditional Siding Profiles
- Gutter Machines
- **Advertising Deadline:** November 5, 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.



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.

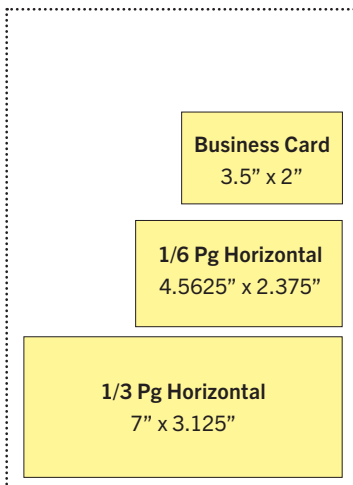
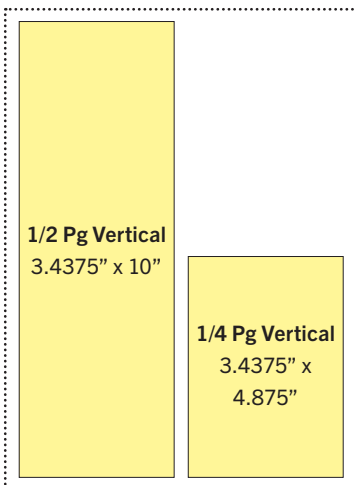
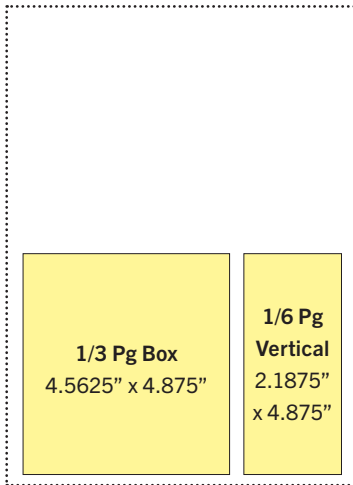
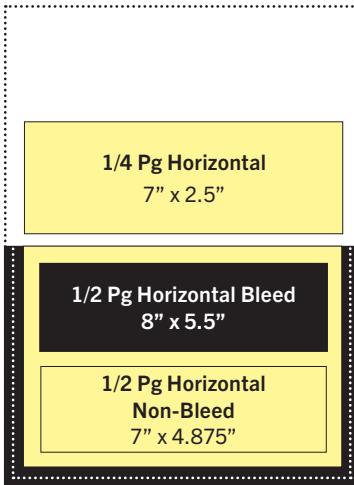
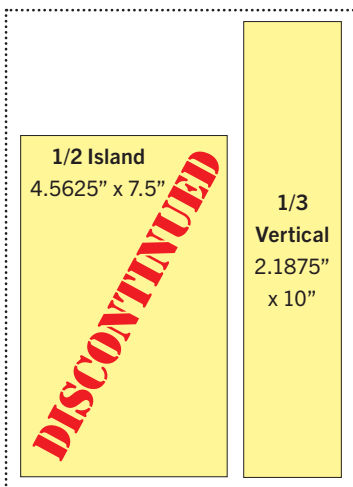
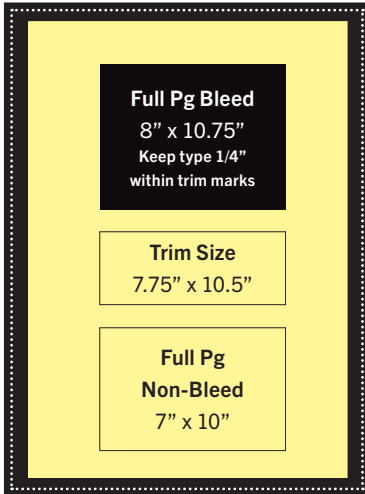
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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