



PHOTO COURTESY OF ROYAL CROWNE CUPOLAS

# PLAIN BUILDER

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

## Advertising

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

## Editorial

Karen Knapstein 715-952-1633  
[karen@shieldwallmedia.com](mailto:karen@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

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

**P**lain 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

## 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:** April 16, 2026

## Fall 2026

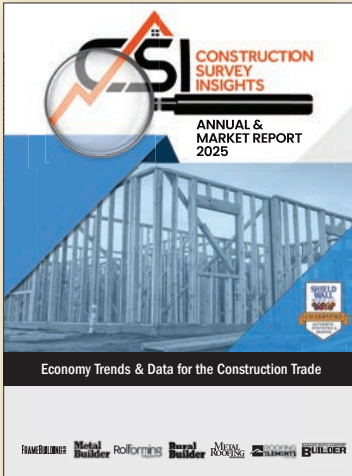
- How To Keep Crews Busy Over the Winter
  - Creative ideas to keep employees and stay profitable during a traditionally slow time of year
- Construction Rollforming Show
- Tips and Tricks
  - Reflective insulation
- Step by Step
  - Installing gutters
- **Advertising Deadline:** September 10, 2026

## Winter 2026

- Cold Weather Safety
- Tips and Tricks
  - Cupolas
- Step by Step
  - Installing large sliding track doors
- **Advertising Deadline:** November 25, 2026



# SPECIAL ISSUES & EVENTS

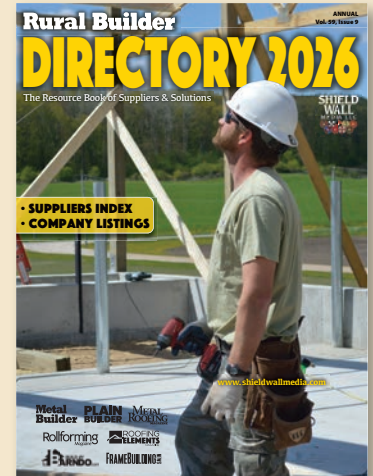


## Construction Survey Insights – Annual & Market Report

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.

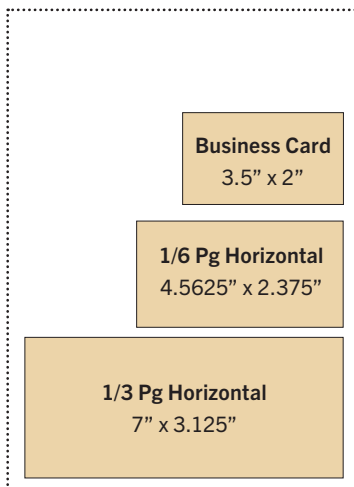
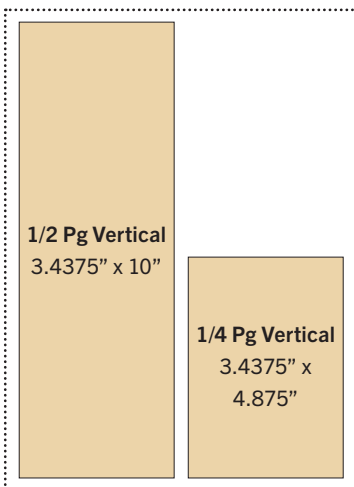
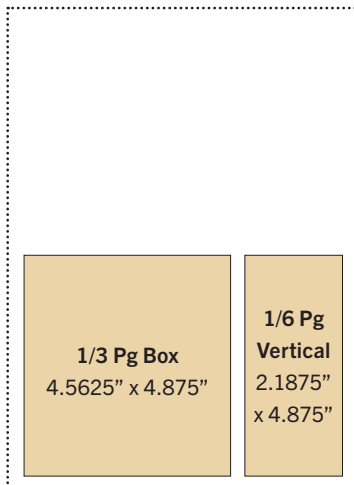
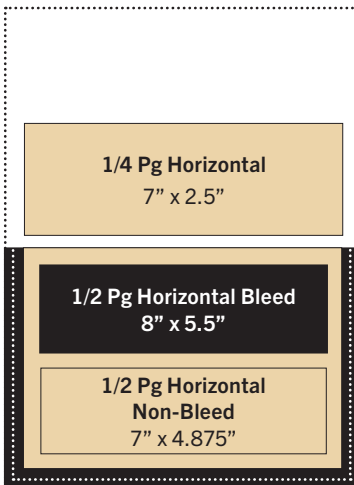
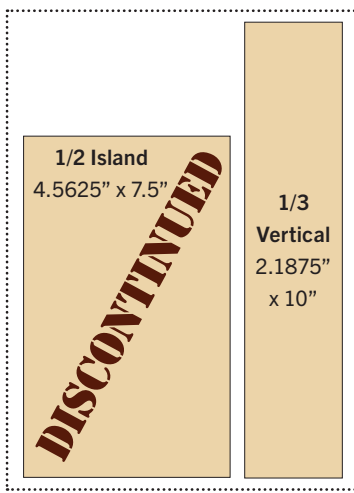
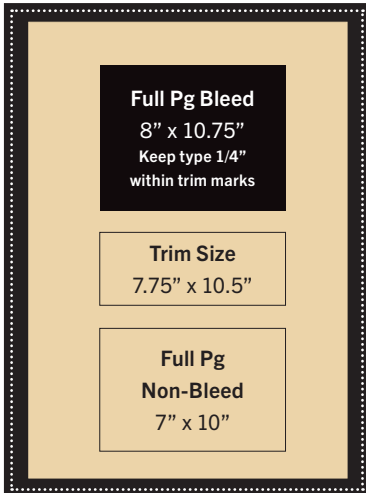
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

[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:

- 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.*

- 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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## Contact Information

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