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

FRAMEBUILDING^{NEWS}

www.framebuildingnews.com BY SHIELD WALL MEDIA

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2027 MEDIA KIT

ABOUT US

Frame Building News is a publication aimed at business customers and covers those who design, manufacture, supply and build post-frame buildings. It first appeared in 1989 and is the longest-running publication specializing in post-frame building and the only one to have served the post-frame industry for more than 35 years.

The magazine gives contractors, framers, component manufacturers, suppliers, and other construction professionals with efficient, durable, and profitable framing practices – information on products, materials, equipment, technology and construction techniques, including how to protect wood components and improve installation methods as well as details on building codes, engineering, safety, tools, and business management.

Frame Building News comes out five times a year, with an edition dedicated to the NFBA Building of the Year. The publication also showcases industry professionals by including contractor experiences, project solutions, and business strategies from professionals working in the field.



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 2027

- AI-Assisted Estimating & Design Tools
- Spray Foam, Batt Insulation, EPF in Post-Frame Walls
- NFBA Building of the Year
- Diagnosing and Repairing Moisture Damage in Post-Frame Walls
- **Advertising Deadline:** February 25, 2027

CSI 3rd 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 25, 2027

June 2027

- Residential Post-Frame Cladding & Trim Systems
- Electrification-Ready Post-Frame Buildings
- On-farm Agritourism and Retail Spaces
- **Advertising Deadline:** April 22, 2027

August 2027

- Designing Safe, High-Performance Equine Facilities
- Municipal Buildings
- Barndo - Rustic Luxury
- 2027 Post-Frame Builder Show Recap
- **Advertising Deadline:** June 10, 2027

November 2027

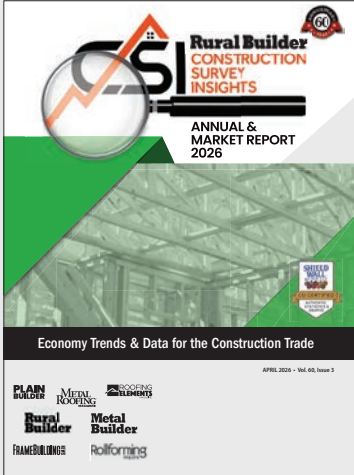
- Big Door Retrofits & Upgrades
- Understanding Insulation R-Values in Post-Frame
- Fire-Rated Products & Strategies for Post-Frame Construction
- **Advertising Deadline:** September 23, 2027

2028 SWM Directory - SPECIAL ISSUE

- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 30, 2027



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.



2028 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 BUILDER SHOW

POST-FRAME ■ RURAL ■ PLAIN
BY SHIELD WALL MEDIA

June 23-24, 2027
South Bend, IN

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

BY SHIELD WALL MEDIA

October 6-7, 2027
Cincinnati, OH

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.

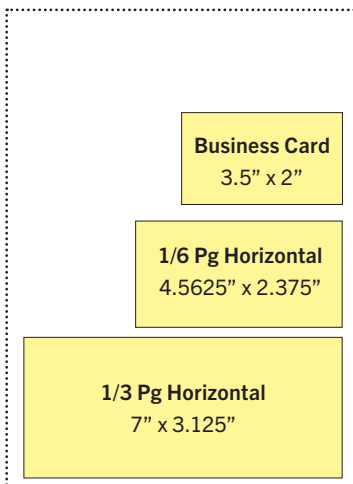
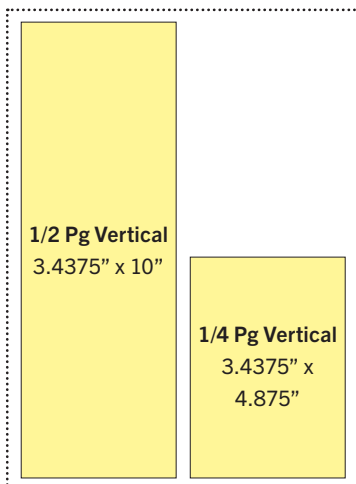
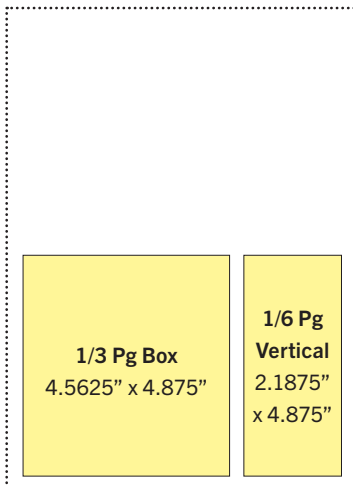
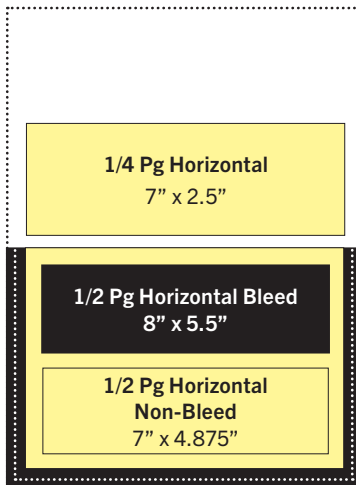
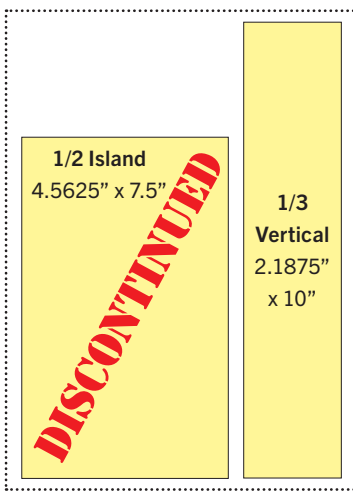
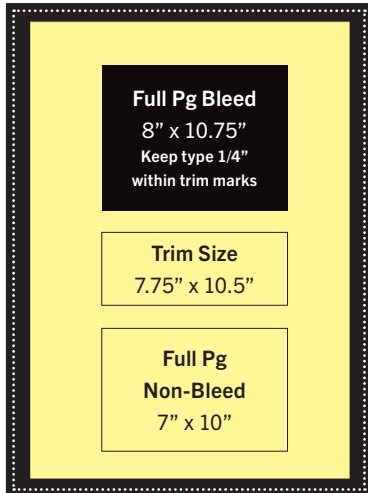
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

constructionrollformingshow.com

FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:
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PRINT AD SPECS

AD DIMENSIONS



MECHANICAL INFORMATION:

- 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.



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