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ADVANCING THE METAL ROOFING INDUSTRY SINCE 2001

METAL ROOFING

MAGAZINE

www.readmetalroofing.com BY SHIELD WALL MEDIA

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SHIELD
WALL
MEDIA LLC

2027 MEDIA KIT

ABOUT US

Metal Roofing Magazine is part of a growing network of magazines and trade shows owned by Shield Wall Media. Since its launch in 2001, it has grown to a circulation of more than 25,000.

Metal Roofing is a business-to-business brand dedicated to serving the specific needs of the metal roofing industry. Since its launch in 2001, *Metal Roofing Magazine* has established itself as a trusted resource for professionals involved in metal roofing, from contractors and architects to specifiers, manufacturers, suppliers, and other industry professionals.

Metal Roofing Magazine is specifically focused on the metal roofing industry. That specialized focus allows its editorial team to address the materials, products, technologies, challenges and opportunities that matter most to its readers. The publication also actively seeks input from contractors, suppliers, engineers, and installers to ensure its coverage reflects current industry needs and trends.



ABOUT OUR SUBSCRIBERS:

- 60%+ of our readers are roofing, metal roofing or general contractors
- 65% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW METAL ROOFING MAGAZINE IS UNIQUE:

- The ONLY metal roofing specific publication in existence.
- 60%+ of *Metal Roofing* subscribers are metal roofing contractors or general contractors. Our readers are the people and companies who use and need your products and services.
- 65% of *Metal Roofing* 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 are growing organically at approximately 5% per year. 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 the metal roofing industry 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

February/March 2027

- **Product Feature:** Cutting Tools & Machines
- Trends In Roof Profiles & Roof Pitch
- Integrated Roof Safety Systems
- **Advertising Deadline:** December 16, 2026

April 2027

- **Metal of Honor Awards**
- **Product Feature:** Roof Attachments
- Provisional Warranties
- Time & Labor Savers
- **Advertising Deadline:** February 11, 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

May Idea Book 2027

- Outstanding and Inspiring Metal Roofing Projects
- **Product Profiles:** Products for Metal Roofers
- **Advertising Deadline:** April 29, 2027

June/July 2027

- **Product Feature:** Metal Roof Restorations
- Gutters & Gutter Protection
- Color Trends & Colors of the Year
- **Advertising Deadline:** May 13, 2027

August/September 2027

- **Product Feature:** Underlayment Strategies & Best Practices
- Roll Forming Gutters On Site
- Western Roofing Expo Preview
- **Advertising Deadline:** July 1, 2027

October/November 2027

- **Product Feature:** Products at METALCON
- Storm Resilience of Metal Roof Systems
- Roofing Safety Essentials
- **Advertising Deadline:** August 19, 2027

2028 SWM Directory - SPECIAL ISSUE

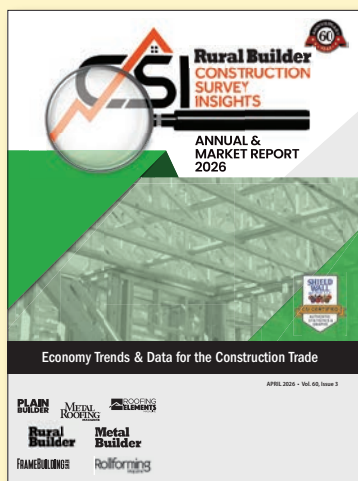
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 30, 2027

December 2027

- **Product Feature:** Helpful Jobsite Tools & Equipment
- Residential Metal Roofing Update
- Residential Re-Roofing
- **Advertising Deadline:** October 28, 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.

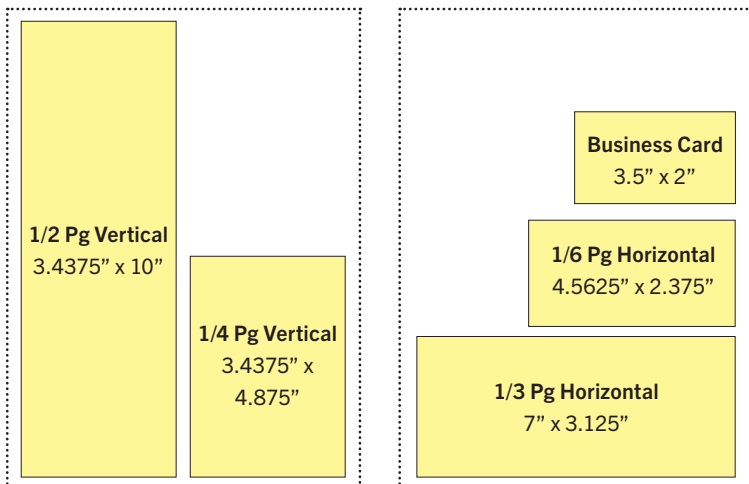
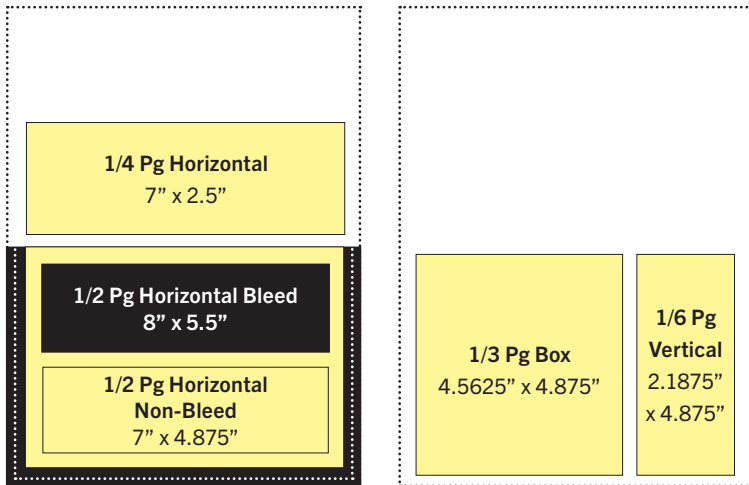
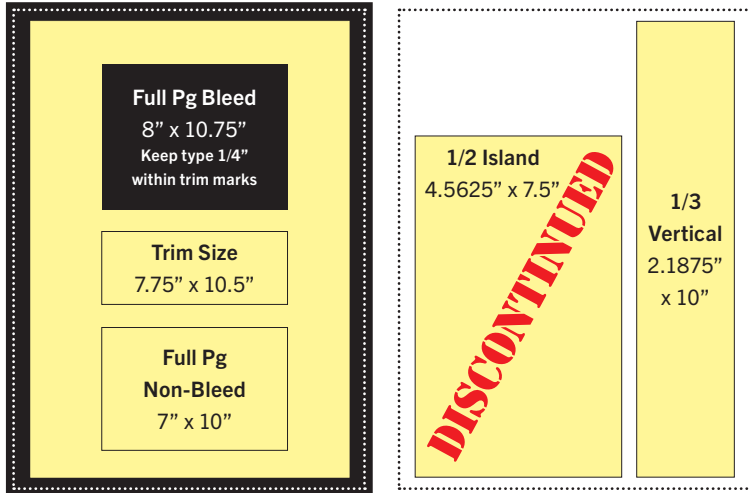
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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