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PLAIN BUILDER

www.plainbuilder.com

BY SHIELD WALL MEDIA

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2027 MEDIA KIT

ABOUT US

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

Plain Builder is a business-to-business magazine that covers the news, companies, products, and practices for construction professionals in or doing business with the Plain Communities. It is the only magazine exclusively focused on the Plain Community as it relates to construction and the trades.

Plain Builder recognizes the vital and increasing contribution the Plain Community makes to the construction industry, including stick-built, post-frame, cold-formed steel, roofing of all types, roll forming, other types of construction and construction-related manufacturing.

Plain Builder takes a practical, experience-based approach, including advice and articles from Plain Community members themselves. Each issue includes advice from Plain Community businesspeople, reader-submitted projects and ideas, jobsite tips, and step-by-step guidance for common construction practices.



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:

- What Do You Build
- Voice of Experience
- Building Profit On Purpose
- Thoughtful Thoughts



EDITORIAL SCHEDULE

Spring 2027

- **Tips & Tricks:** Cutting Metal
- **Step By Step:** Restoring Rotted Posts In Post-Frame Buildings
- **Supplier Directory:** Business Building (Service-based Companies & Resources)
- **Advertising Deadline:** March 4, 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

Summer 2027

- **Tips & Tricks:** Ventilation Planning & Installation
- **Step By Step:** Replacing/Fixing a Damaged Through-Fastened Metal Panel
- **Supplier Directory:** Fasteners
- **Advertising Deadline:** June 17, 2027

Fall 2027

- **Tips & Tricks:** Fastening Metal to Metal
- **Step By Step:** Installing Polycarbonate Panels
- **Supplier Directory:** Tools, Machines & Equipment
- **Advertising Deadline:** September 9, 2027

2028 SWM Directory - SPECIAL ISSUE

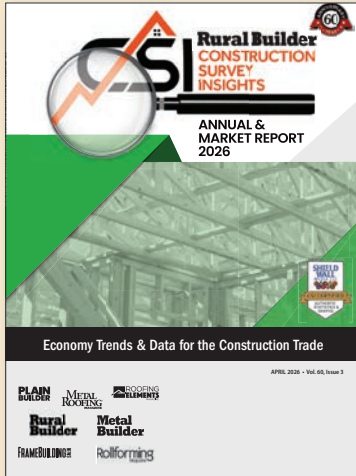
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 30, 2027

Winter 2027

- **Tips & Tricks:** Time & Labor-Saving Jobsite Tools
- **Step By Step:** Flashing a Door or Window
- **Supplier Directory:** Windows & Doors
- **Advertising Deadline:** November 24, 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.

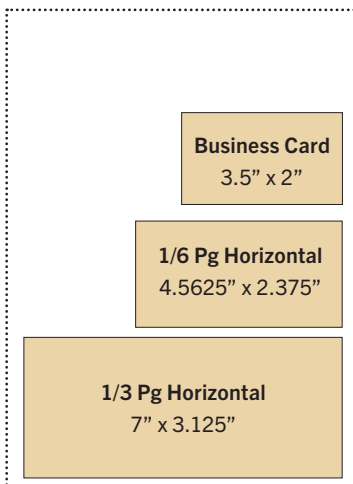
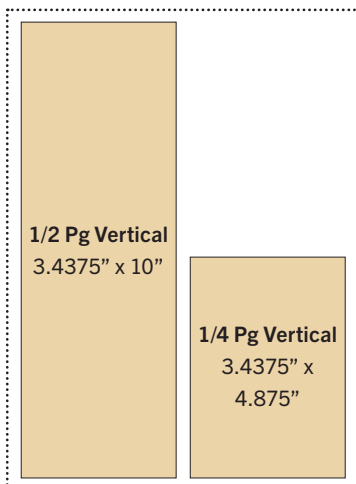
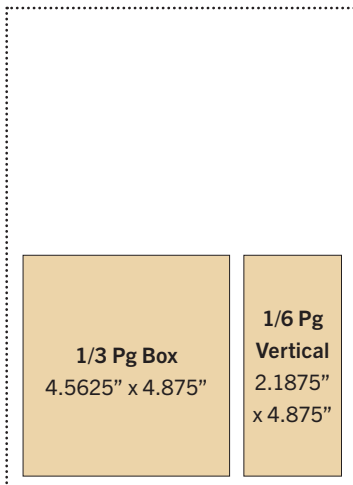
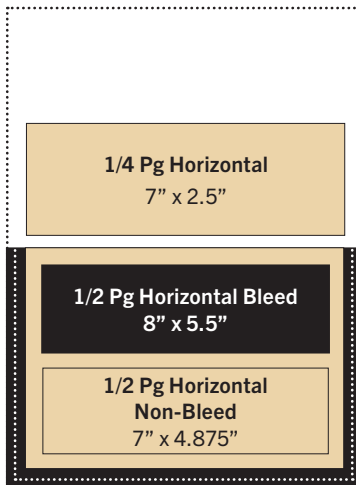
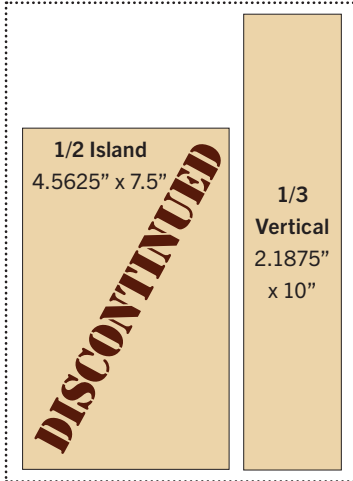
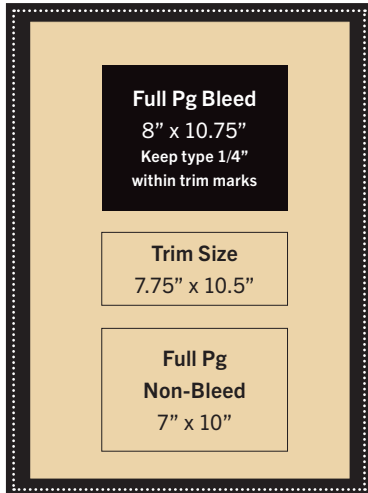
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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