



PHOTO COURTESY: WICK BUILDINGS

SERVING THE CONSTRUCTION TRADE SINCE 1967

Rural Builder

BY SHIELD WALL MEDIA

www.ruralbuildermagazine.com

Advertising

Gary Reichert 715-252-6360
gary@shieldwallmedia.com

Editorial

Kathleen Riley 715-952-1644
kathleen@shieldwallmedia.com

Show and Events

Missy Beyer 715-350-6658
missy@shieldwallmedia.com

Company fax: 715-227-8686



2027 MEDIA KIT

ABOUT US

Rural Builder is a publication aimed at businesses and serves contractors, builders, manufacturers, suppliers, and other professionals who are involved in building in rural America; it was first launched under the name *Farm Building News* in 1967 and concentrates on low-rise construction by providing information about the products, materials, equipment, techniques, and business practices which aid construction professionals in building better and managing their businesses more effectively.

Rural Builder is published eight times each year and takes a practical, field-tested approach by providing project ideas, product information, construction techniques, industry news and business insights from those who are actually carrying out the work. The magazine also takes account of the evolving rural construction landscape, covering such areas as building materials, equipment, safety, technology and new construction methods.

Rural Builder links manufacturers and suppliers with a highly engaged group of professionals who have an influence on purchase decisions and who specify the products used on rural building projects, and it is part of the expanding network of magazines and trade shows that Shield Wall Media owns.

ABOUT OUR SUBSCRIBERS:

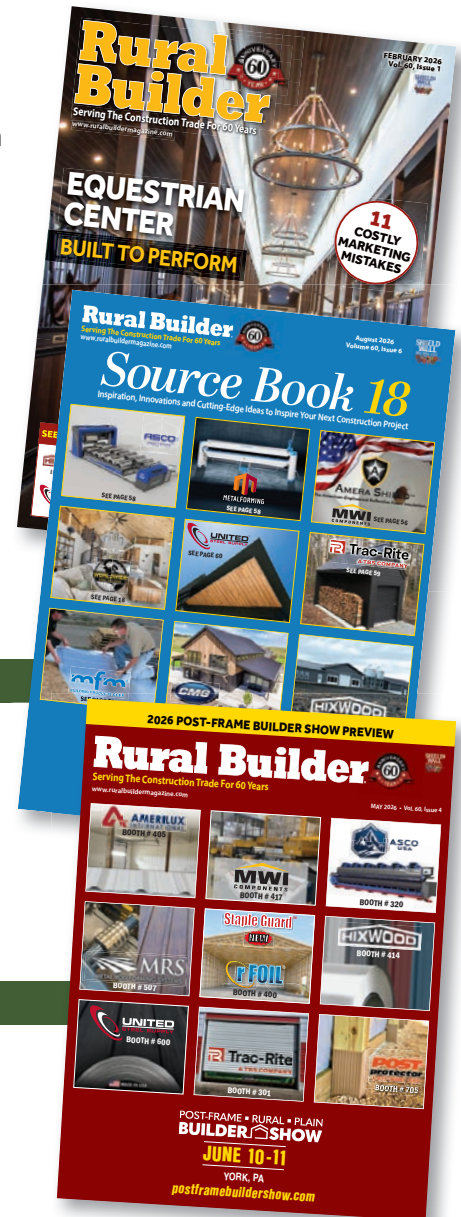
- 63%+ of our readers are involved in post-frame, metal frame or modular buildings
- 62%+ of our readers are involved in contracting
- 64% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW IS RURAL BUILDER IS UNIQUE?

- The longest-running publication on low-rise, rural construction. 50+ years.
- Emphasizes agricultural, commercial and residential construction that receives limited coverage in competing publications.
- 62%+ of *Rural Builder* subscribers are builders or contractors. Primarily in post-frame and metal-frame construction. Our readers are the people and companies who use and need your products and services.
- 63% of *Rural Builder* 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.
- 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 construction products and practices have 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 2027

- Frame Building Expo Preview
- Ventilation Strategies for Mixed-Use Ag Buildings
- **Project Focus:** Community Centers
- Social Media Trends Builders Can't Ignore in 2027
- Automated Robotics and Layouts
- **Advertising Deadline:** December 23, 2026

March 2027

- **Project Focus:** Equestrian Facilities
- Frost-Protected Shallow Foundations in Cold Climates
- Worksite Organization and Safety Culture
- Ammonia Resistant Materials
- Multi-purpose Arenas - Engineering wide-clear-span wood and steel structures combining indoor riding arenas with high-capacity tack and veterinary rooms
- **Advertising Deadline:** January 28, 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 2027

- Sliding and Bifold Door Options for Agricultural Applications
- **Project Focus:** Winery and Vineyard Structures
- Post-Frame Builder Show Preview + Exhibitor Profiles
- Insulation for slab on grade
- **Advertising Deadline:** March 25, 2027



July 2027 (Gold Key)

- Fire-rated Systems
- Lightning and Surge Protection for Ag Operations
- **Project Focus:** Barndominiums — Second-Generation Owners
- She Sheds, Granny Pods, Tiny Homes
- Bio-Security Zoning
- **Advertising Deadline:** June 3, 2027

August 2027 (Source Book)

- PROJECTS and PRODUCTS
- **Advertising Deadline:** June 24, 2027

September 2027

- **Project Focus:** Specialty Retail — Farm Stores and Feed Centers
- Hybrid Farm Shops
- Overhead Door Systems: Tracks, Trolleys, and Smart Openers
- Calving and Maternity Pens
- **Advertising Deadline:** July 22, 2027

October 2027

- Heating and Cooling Solutions for Large Ag Footprints
- **Project Focus:** Buildings for Renewable Energy Infrastructure
- 5 Ways to Dress Up and Equine Facility
- **Advertising Deadline:** September 2, 2027

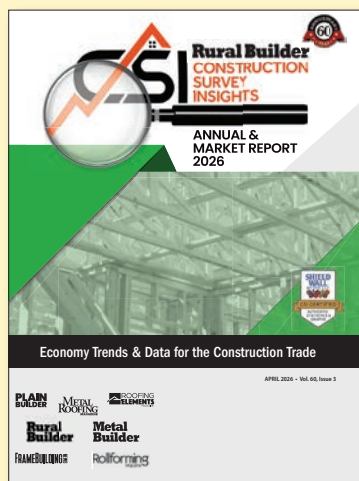
2028 SWM Directory - SPECIAL ISSUE

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

December 2027

- Wildfire-Resistant and Ember-Resistant Construction Assemblies
- Building in Extreme Environments: Arctic Cold vs. Gulf Coast Heat
- **Project Focus:** Municipal and Emergency Services Buildings
- Storage facilities
- Ventilation Fans: Sizing, Placement, and Controls
- **Advertising Deadline:** October 21, 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.

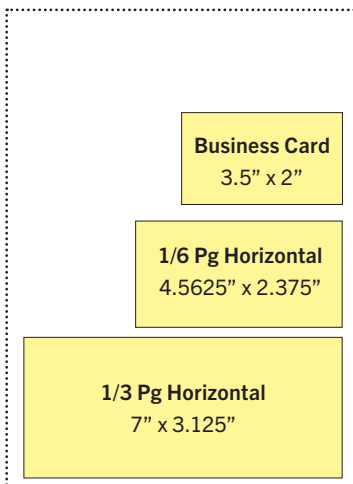
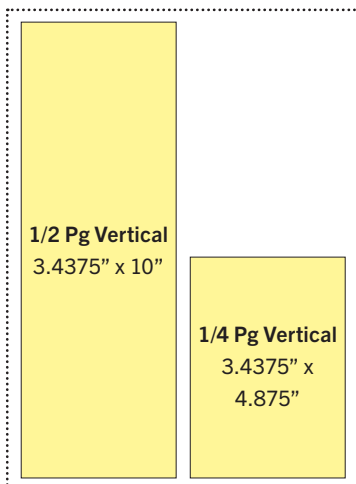
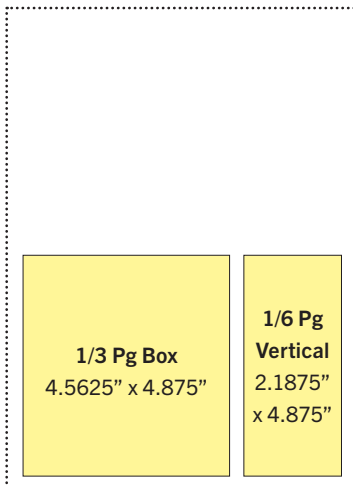
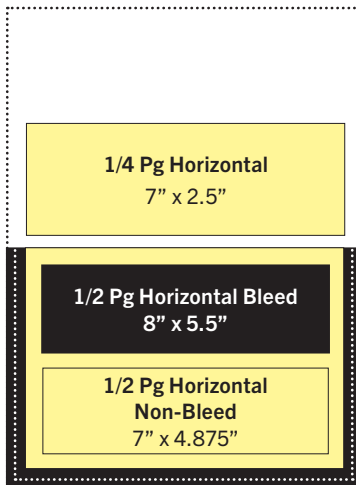
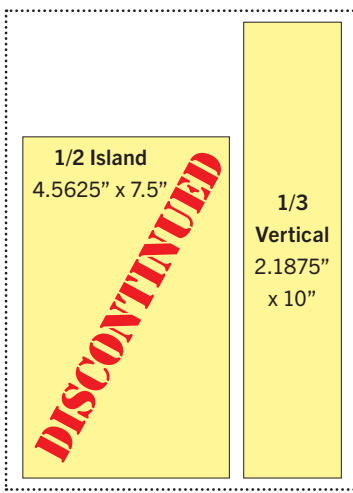
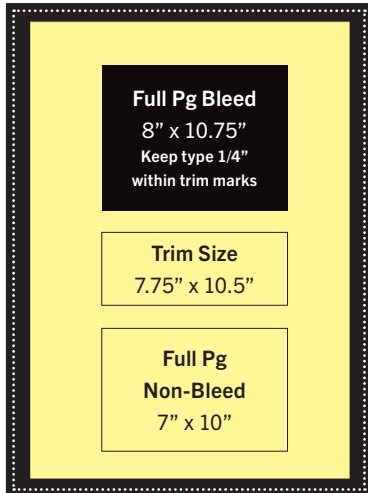
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials in pallet, container or truck load lots.

constructionrollformingshow.com

**FOR MORE INFORMATION ON EVENTS CONTACT MISSY BEYER:
missy@shieldwallmedia.com • 715-350-6658 • FAX 1-715-227-8680**

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.



P.O. BOX 255
Iola, WI 54945
715-252-6360

www.ruralbuildermagazine.com

Contact Information

Advertising

Gary Reichert 715-252-6360
gary@shieldwallmedia.com

Editorial

Kathleen Riley 715-952-1644
kathleen@shieldwallmedia.com