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THE ONLY MAGAZINE DEDICATED TO THE EFFECTS OF WEATHER AND CLIMATE ON ROOFING



MAGAZINE
BY SHIELD WALL MEDIA

www.roofingelementsmagazine.com

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2027 MEDIA KIT

ABOUT US

Roofing Elements is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Roofing Elements is a business-to-business brand focused on helping roofing professionals understand how weather, climate, and other environmental factors can affect roofs, roofing materials, and the people who install them. Available in both print and online formats, the publication takes a practical look at challenges such as extreme heat and cold, high winds, heavy rain, snow and ice, hail, wildfires, and other conditions that can impact roofing systems.

The magazine provides useful, real-world information that roofing professionals can put to work on their projects and in their businesses. Editorial coverage includes expert insights, technical information, installation and maintenance tips, material and component guidance, safety information, industry trends, and strategies for addressing weather-related roofing challenges.

Roofing Elements also looks at the business side of roofing, offering practical information designed to help contractors work more efficiently and make informed decisions about products, materials, and installation practices.



ABOUT OUR READERS:

- All readers of *Roofing Elements* have activated their subscriptions within the last 2 years.
- 60% of readers are contractors or roofing contractors.
- 55% of readers are owner/president/partner of their company.
- Your advertising, be it in print or online, puts you in front of the decision makers.

HOW ROOFING ELEMENTS MAGAZINE IS UNIQUE:

- *Roofing Elements* is the only publication addressing the impact natural and man-made elements can have on roofs and those handling roof installation.
- The articles and information in *Roofing Elements Magazine* come directly from the source: industry professionals. You can trust that you are gaining expert advice and insight.
- *Roofing Elements* helps you to uncover applicable data and details you can use to advance your business and knowledge.

IN EVERY ISSUE:

- Industry & Supplier News
- New Products
- ARMA Technical Bulletin



EDITORIAL SCHEDULE

Roofing Elements will be a supplement to four different magazines in 2027. If you subscribe, you will receive four magazines with a **Roofing Elements** section inside:

Metal Roofing (April issue), **Metal Roofing** (June/July issue),
Metal Roofing (Oct/Nov issue), **Metal Roofing** (December issue).

Spring 2027

- **Product Feature:** UV vs. Roofing Materials
- Eye On Extreme Weather
- Making Steep Slope Roofing Watertight
- **Advertising Deadline:** April 29, 2027

Summer 2027

- **Product Feature:** Flame & Ember Resistant Products & Components
- Protecting Against Damage from Wildlife & Debris
- Recoating a Roof with EPDM
- **Advertising Deadline:** May 13, 2027

Fall 2027

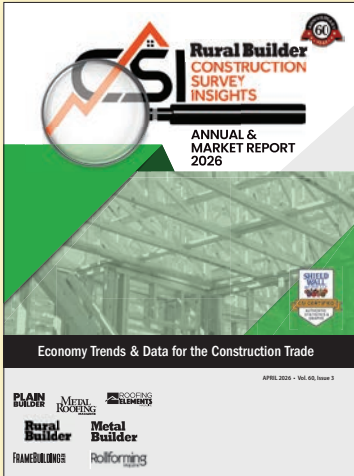
- **Product Feature:** Attic Ventilation Best Practices
- Strategies to Achieve Wind Resistance
- Low Slope Roof Detail Errors To Avoid
- **Advertising Deadline:** August 19, 2027

Winter 2027

- **Product Feature:** Hail & Impact Protection
- Addressing Moisture In Roof Assemblies
- Rain Handling
- **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.

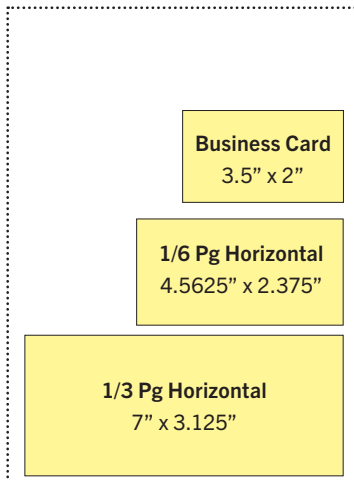
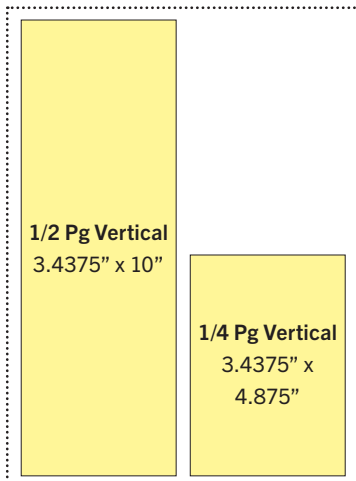
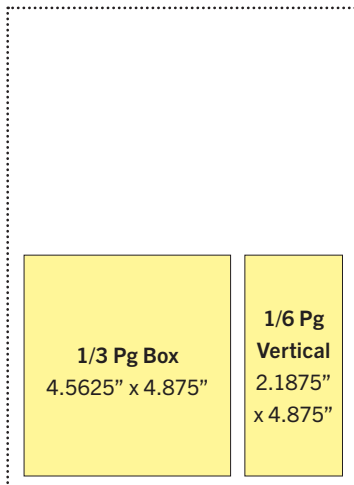
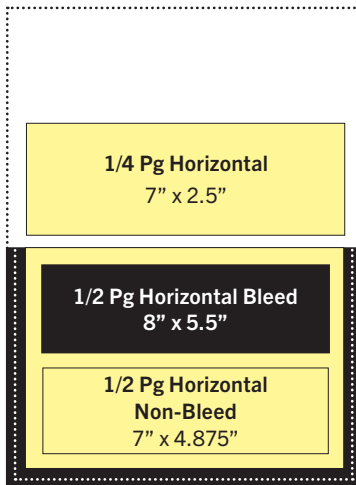
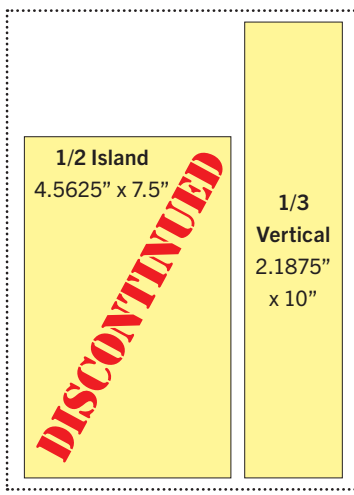
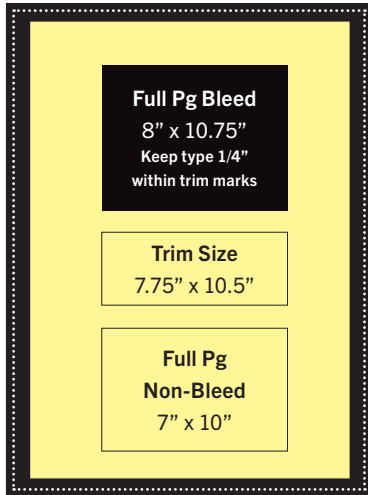
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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