



PHOTO COURTESY METAL ROLLFORMING SYSTEMS

EXCLUSIVELY DEVOTED TO CONSTRUCTION METAL FORMING PROFESSIONALS

Rollforming Magazine®

BY SHIELD WALL MEDIA

www.rollformingmagazine.com

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2027 MEDIA KIT

ABOUT US

Rollforming Magazine and the Construction Rollforming Show are part of a growing network of magazines and trade shows owned by Shield Wall Media.

Rollforming Magazine is a business-to-business magazine that serves rollformers in the construction industry. Launched in 2018 and available in both print and digital formats, it is designed to help roll-forming operations become more profitable.

Editorial coverage focuses specifically on the equipment, materials, technology, production methods, and business challenges that affect construction roll-forming operations. Coverage ranges from machines, coils, and coatings to equipment management, software, safety, production advice, and new products.

The magazine also goes beyond equipment and production to help metal shop professionals understand the business side of running a successful operation. Business profiles provide a look at how other shops are growing, investing in equipment, solving problems, and responding to market opportunities. For professionals making decisions about equipment, production, staffing, purchasing, or growth, *Rollforming Magazine* provides a specialized source of information from people working within the industry.



ABOUT OUR SUBSCRIBERS:

- 15,000+ subscribers
- 75% subscribed within the last 3 years
- Our readers buy in pallet, container and truckload lots
- 55% of readers are owner/president/partner—our readers are decision makers.

HOW ROLLFORMING MAGAZINE IS UNIQUE:

- The ONLY metal forming magazine specifically targeted at construction.
- Rollforming went from an idea to the industry's go-to source for information in just a few years.
- Roll forming and metal forming machinery require a significant capital investment. Companies with this machinery are typically manufacturers or large builders. These companies can buy your products in pallet, container and truck loads.
- We actively seek your input. What topics in the industry need more coverage?

IN EVERY ISSUE:

- Industry & Supplier News
- New Products
- The Way We Roll:
Profiles of Regional Rollformers



EDITORIAL SCHEDULE

February/March 2027

- **Product Feature:** Single & Double Long Folders
- Equipment for Forming Structural Tubing
- Manual Bending & Folding
- **Advertising Deadline:** January 7, 2027

April/May 2027

- **Product Feature:** Portable Machine Options
- Upgrading Machines
- Roll Forming Trim vs. Using a Press Brake
- **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/July 2027

- **Product Feature:** Material Handling Equipment
- How To Get a Custom Panel Machine
- Equipment Power Options
- **Advertising Deadline:** May 6, 2027

August/September 2027

- **Product Feature:** Products and Equipment at the Construction Rollforming Show
- Construction Rollforming Show Preview Edition
- Metal Forming Equipment Control Options
- Racking & Storage
- **Advertising Deadline:** July 8, 2027

October/November 2027

- **Product Feature:** Trim Roll Former Options
- Gutter Machines
- Planning Roll Former Maintenance
- **Advertising Deadline:** September 2, 2027

2028 SWM Directory - SPECIAL ISSUE

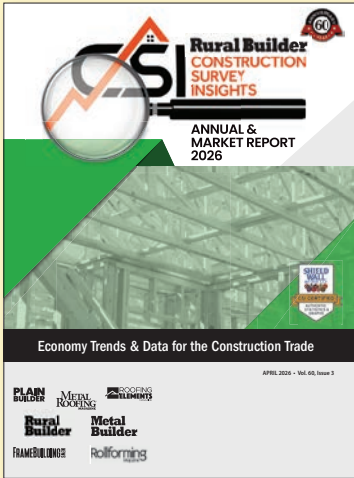
- Suppliers Index
- Company Listings
- Goes to every subscriber of every magazine and all of our shows
- **Advertising Deadline:** September 30, 2027

December 2027

- **Product Feature:** Time & Labor Savers
- Slitting Lines
- Demystifying Yield and Tensile Strength
- **Advertising Deadline:** November 4, 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.

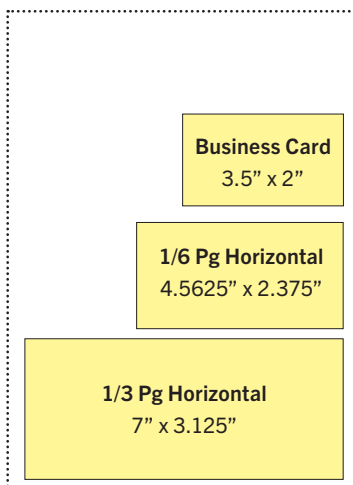
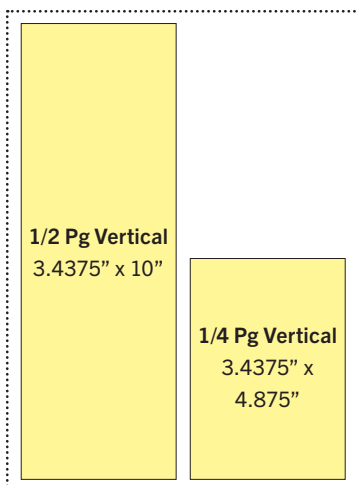
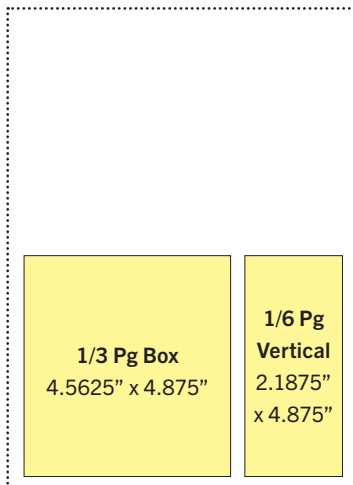
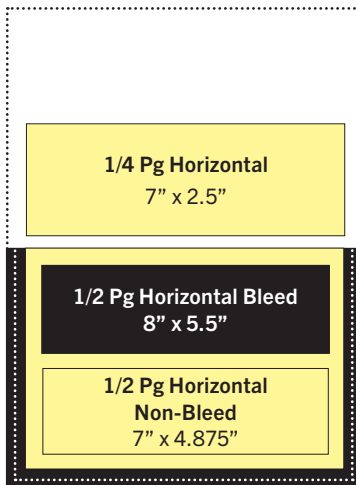
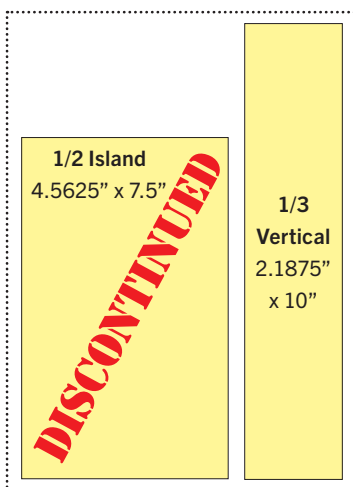
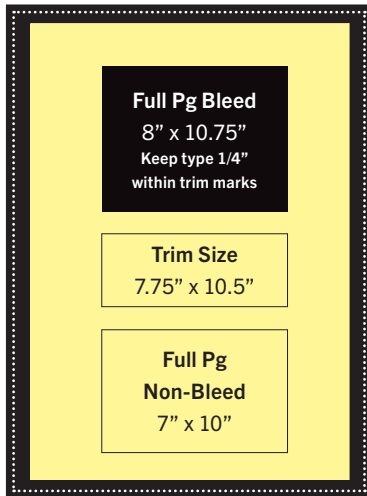
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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