



PHOTO COURTESY: WORLDWIDE STEEL BUILDINGS

Metal Builder[®]

www.metalbuildermagazine.com

BY SHIELD WALL MEDIA

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2027 MEDIA KIT

ABOUT US

Metal Builder is a business-to-business publication which is aimed at the professionals involved in designing, building, manufacturing, supplying and installing metal building systems and components. Since it is one of the more recent publications to have been added to the Shield Wall Media range of journals, it combines the products, technologies, techniques and business information that are most important to the present-day metal building industry.

The editorial coverage concentrates on the real-world challenges and opportunities that metal building professionals are encountering – covering all aspects from design and engineering through to fabrication, installation, roofing, components, equipment and construction practices – together with new products, developing technologies, current industry trends, codes and standards, safety matters, and the business strategies which help companies to remain competitive.

Metal Builder adopts a practical and industry-focused method, based on the experience of contractors, manufacturers, engineers, and suppliers at every stage of the metal building supply chain, from the pre-construction planning through to the final details and all the steps in between.



ABOUT OUR READERS:

- 63%+ of our readers are involved in metal frame, post-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.
- Our readers are decision makers.

HOW METAL BUILDER IS UNIQUE:

- The *Metal Builder* provides you all the contacts you need to conduct and grow your business.
- Focused on niches that otherwise don't get a lot of coverage.
- Our articles and information come directly from the source: industry professionals. You can trust that you are getting expert advice.

IN EVERY ISSUE:

- Project of the Month
- Industry & Supplier News
- New Products



EDITORIAL SCHEDULE

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

***Rollforming** (April/May issue), **Rural Builder** (July issue),
Rollforming (Oct/Nov issue), **Rural Builder** (December issue).*

Spring 2027

- Next-Gen Metal Panel Systems
- Steel vs. Aluminum Framing:
Choosing the Right Metal for the Job
- The 60x80 Sweet Spot: Designing and Engineering Cost-Efficient Steel Spans to Maximize Builder Margins
- Snow & Wind Load Engineering:
Meeting Tougher Building Codes
- How Long Does It Really Take to Erect a Metal Building? (Updated Timeline Guide)
- AI Surveillance to fight jobsite theft
- **Advertising Deadline:** February 25, 2027

Summer 2027

- Insulation & Vapor Barriers
- Recreational Buildings - Community centers, Campground shelters, metal gyms for local sports clubs
- Oversized Openings: Bi-Fold, Hydraulic & Sliding Doors on Metal Frames
- Thermal Bridging Solutions:
New Products That Actually Work
- **Advertising Deadline:** June 3, 2027

Fall 2027

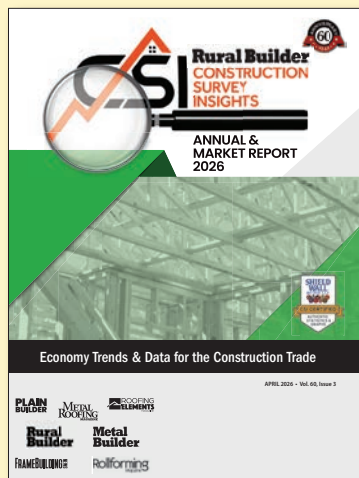
- Structural Connectors & Truss Hardware
- Foundation Systems for Metal Buildings:
Anchoring Options Compared
- Hybrid Construction: Combining CFS with Mass Timber or ICF
- Prefab vs. Custom:
When Each Approach Wins
- **Advertising Deadline:** August 26, 2027

Winter 2027

- Trim, Accessories & Finishing Systems
- Creating Airtight Thermal Envelopes in Cold-Climate Metal Buildings
- Equine Facilities - clear span indoor arenas for year round riding, safe stall layouts with metal and wood framing, low-maintenance siding for high-end stables
- Insurance & Financing Advantages of CFS Construction
- **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.

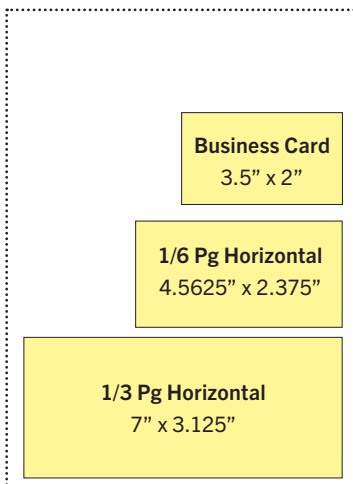
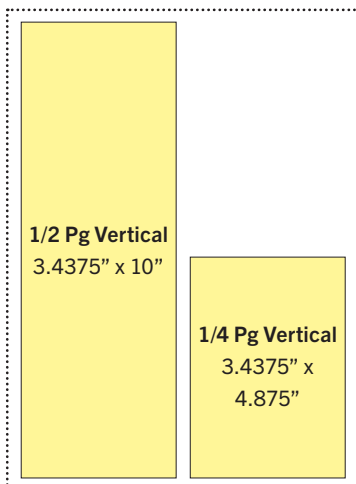
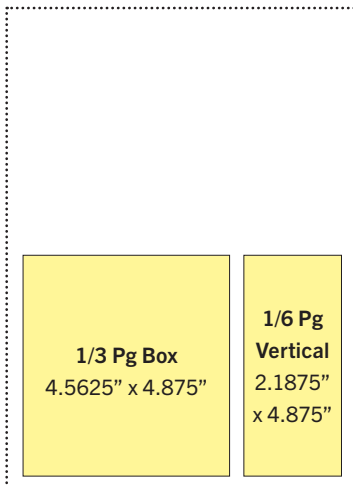
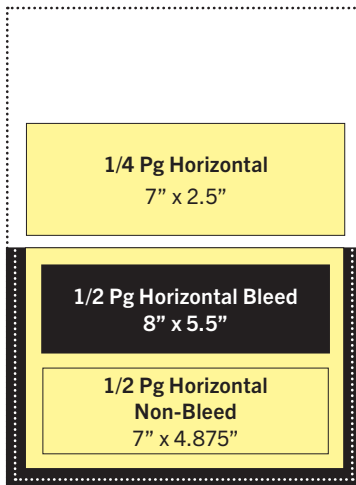
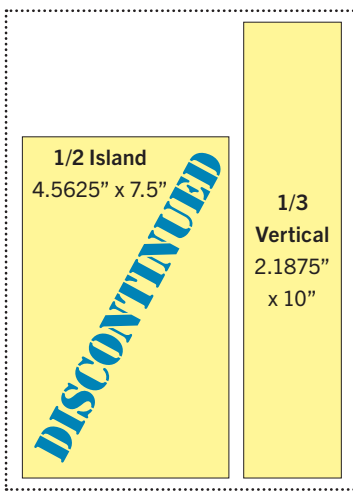
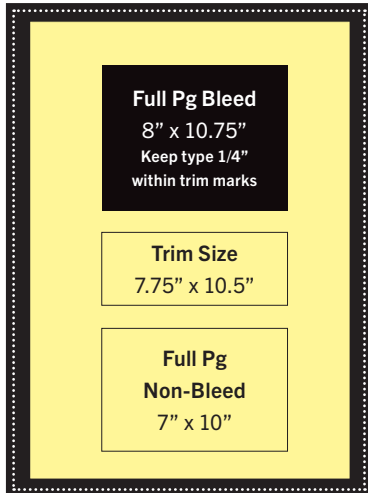
This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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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