



PHOTO COURTESY: SHARON THATCHER

**ADVANCING THE METAL ROOFING INDUSTRY SINCE 2001**

# METAL ROOFING

**MAGAZINE**  
[www.readmetalroofing.com](http://www.readmetalroofing.com)

**Advertising**

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# 2023 MEDIA KIT

# ABOUT US

***Metal Roofing Magazine*** is part of a growing network of magazines and trade shows owned by Shield Wall Media. Since its launch in 2001, it has grown to a circulation of more than 25,000.

**T**his business-to-business magazine is the only publication specifically serving the needs of the metal roofing industry. The world of metal roofing is unique at every stage of the process, and *Metal Roofing Magazine* is there for it all, from coil and coating to manufacturing, installation and maintenance. *Metal Roofing Magazine* delivers valuable insight from the experts in the field, the latest in technical and technological advancements and how best to utilize the information, and details about the latest components and best practices surrounding metal roof construction, repair, and replacement. Whether print or online, when your advertising message appears in *Metal Roofing Magazine*, it will reach an audience of people seeking assistance and expertise about metal roofing from a source they trust.



## ABOUT OUR SUBSCRIBERS:

- 60%+ of our readers are roofing, metal roofing or general contractors
- 65% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

## HOW METAL ROOFING MAGAZINE IS UNIQUE:

- The ONLY metal roofing specific publication in existence.
- 60%+ of *Metal Roofing* subscribers are metal roofing contractors or general contractors. Our readers are the people and companies who use and need your products and services.
- 65% of *Metal Roofing* 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, and we are growing organically at approximately 5% per year. Our subscribers are interested in, and value the content of our magazine.
- We actively seek your input.  
What topics in the industry need more coverage?

## IN EVERY ISSUE:

- Project of the Month
- 20 Years Ago
- Business Profile
- Product Feature





# EDITORIAL SCHEDULE

## February/March 2023

- State of the Industry
- Handling Metal Panels
- IRE Preview
- **Advertising Deadline:** December 20, 2022

## April 2023

- Metal of Honor
- Colors of the Year
- **Advertising Deadline:** February 21, 2023

## May 2023

- The Idea Book — Annual Metal Building Design Resource
- Outstanding Metal Projects
- **Advertising Deadline:** March 14, 2023

## June/July 2023

- Falling Down
- Hand Shears
- Scraps and Recycling
- Mid Year State of the Industry
- Portable Roll Formers
- Steel vs. Aluminum
- **Advertising Deadline:** April 18, 2023

## August/September 2023

- Through-Fastened
- Underlayment
- Managing Inventory and Lead Times
- **Advertising Deadline:** June 6, 2023

## October/November 2023

- METALCON Preview
- Rain Handling
- Trailering Panels/Shipping
- **Advertising Deadline:** August 1, 2023

## December 2023

- Metal Market Share
- Snow & Ice Management
- Matching Older Colors/Styles
- **Advertising Deadline:** November 7, 2023



# SPECIAL ISSUES & EVENTS



**April:**  
Metal of Honor Awards



**May:**  
The Idea Book

## GARAGE • SHED • CARPORT **BUILDER SHOW**

**JANUARY 18-19, 2023**  
**GREENVILLE, SC**

Since we publish magazines that have been around for decades, Shield Wall Media has long-standing relationships with suppliers and manufacturers. The Garage, Shed & Carport Builder Show brings many of them together so builders of special-use residential structures can find the materials and services they need all in one place. In addition to a robust exhibit hall, the show includes educational sessions and other networking opportunities for manufacturers and shed builders.

## Construction **Rollforming Show**

**OCTOBER 26-27, 2022**  
**NEW ORLEANS, LA**

**SEPTEMBER 27-28, 2023**  
**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.

### Contact Information

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