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ADVANCING THE METAL ROOFING INDUSTRY SINCE 2001

METAL ROOFING MAGAZINE

www.readmetalroofing.com

Advertising

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

Editorial

Karen Knapstein 715-513-6767
karen@shieldwallmedia.com



2024 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.

This 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
- Business Profile
- Product Feature
- Construction Survey Insights
- Looking Back



EDITORIAL SCHEDULE

February/March 2024

- State of the Industry
- **Product Feature:** Re-roofing With Metal
- IRE Preview
- Manufacturer Feature
- **Advertising Deadline:** January 4, 2024

April 2024

- Metal of Honor
- **Product Feature:** Stone-coated Shingles
- Online Marketing & SEO
- Roofer Feature
- **Advertising Deadline:** March 7, 2024

May 2024

- The Idea Book – Annual Metal Roof Design Resource
- Outstanding Metal Roof Projects
- **Metal Builder Special Section (Spring)**
- **Advertising Deadline:** April 11, 2024

June/July 2024

- Roofing Schools with Metal
- **Product Feature:** Panel Installation Tips & Tricks (through-fastened & hidden fastener)
- Cyber Security & Cyber Threats
- Roofer Feature
- **Advertising Deadline:** May 9, 2024

August/September 2024

- Metal Roofs Around the World
- **Product Feature:**
Seamers: When to rent & when to buy
- Metal Soffit Installation Tips & Tricks
- Roofer Feature
- **Advertising Deadline:** July 3, 2024

DIRECTORY 2025-SPECIAL ISSUE

- Suppliers Index
- Company Listings
- **Advertising Deadline:** August 13, 2024

October/November 2024

- METALCON Preview
- **Product Feature:** New Products at METALCON
- Rolling Onsite vs. In the Shop
- Manufacturer Feature
- **Advertising Deadline:** September 5, 2024

December 2024

- Metal Tile Installation
- **Product Feature:** Integrating Solar (attachment & snow retention)
- Adding Decorative Elements (Spires, Cupolas, etc.)
- Roofer Feature
- **Advertising Deadline:** November 14, 2024



SPECIAL ISSUES & EVENTS



April:
Metal of Honor Awards



May:
The Idea Book



September:
Directory



JANUARY 24-25, 2024

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.

garageshedcarportbuilder.com



JUNE 19-20, 2014

The Post-Frame Builder Show will be held for the first time in June 2024 and bring together an exclusive audience of frame-building decision-makers and the manufacturers of the best post-frame products. The educational programming will also be worth the trip and be worth the price of admission on its own. Throw in the fact that this new show is in Branson, Missouri, and you can make this a working vacation for your family and staff.

postframebuildershow.com



SEPTEMBER 18-19, 2024

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



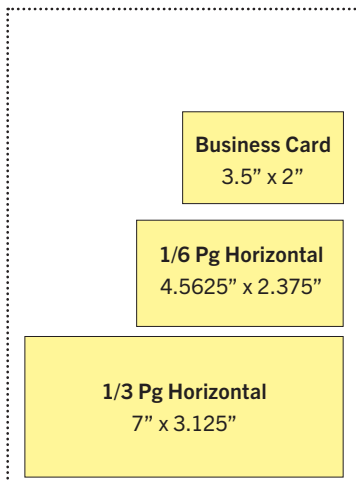
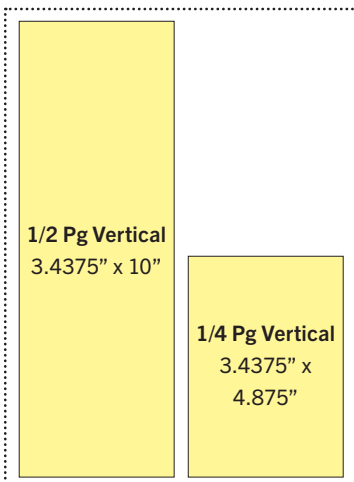
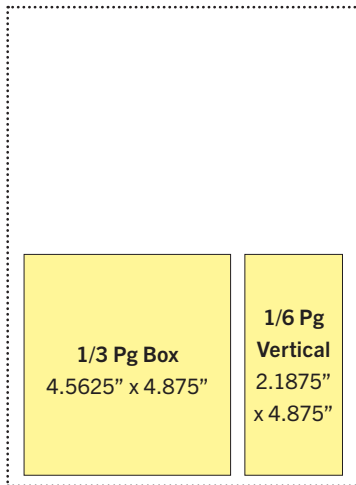
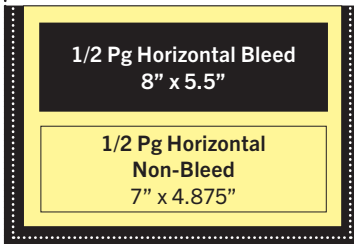
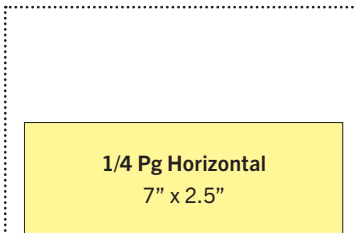
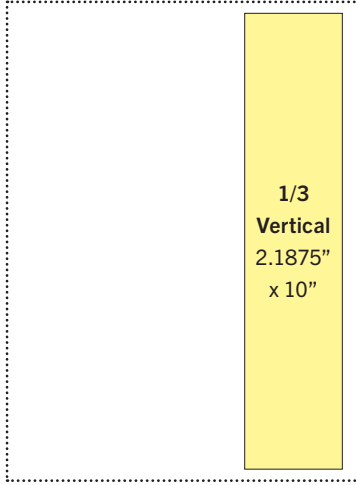
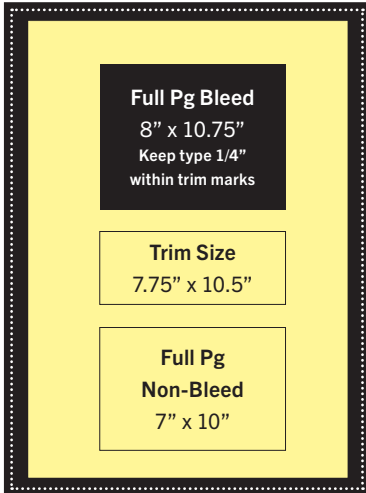
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PRINT AD SPECS

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.

- For advertisers without agencies, ad design and makeup are available at non-commissionable rates.
- Advertising material archived for one year from publishing date unless shipping instructions are given.



P.O. BOX 255
Iola, WI 54945
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