



PHOTO COURTESY ASC MACHINE TOOLS

**EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS**

# Rollforming Magazine

[www.rollformingmagazine.com](http://www.rollformingmagazine.com)

## **Sales**

Gary Reichert 715-252-6360  
[gary@shieldwallmedia.com](mailto:gary@shieldwallmedia.com)



# 2022 MEDIA KIT

# ABOUT US

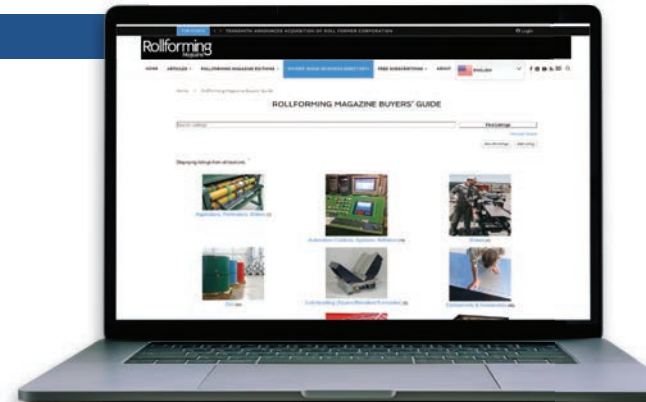
**Rollforming Magazine** and Construction Rollforming Show are part of a growing network of magazines and trade shows owned by Shield Wall Media.

**R**ollforming Magazine is a business-to-business publication that specifically targets rollformers serving the construction industry. Originally launched in 2018, Rollforming publishes 6 issues per year, including an annual Buyers' Guide that puts suppliers and contractors in touch with each other. If you want to know more about stationary and portable machines; panels, gutter or trim; coil, coatings, accessories, roll-former controls and software, this is your magazine.



## HOW ROLLFORMING MAGAZINE IS UNIQUE:

- Rollforming is the *Only magazine* devoted to this niche.
- Rollforming Magazine provides you all the contacts you need to complete projects and grow your business. The supplies and equipment you need or the support you are looking for to tackle something new is just a Buyers' Guide away. (Available in print once a year and always available online.)
- Our articles and information come from industry professionals, so you can trust that you are getting expert advice.



## ABOUT OUR READERS:

- 15,000+ subscribers
- 80% subscribed with the last 2 years
- 100% subscribed within the last 3 years
- Our readers buy in pallet, container and truck rolls
- 55% of readers are owner/president/partner—our readers are decision makers.

## IN EVERY ISSUE:

- Industry News
- Business Connections
- New Products/Product Guides
- Supplier News





# EDITORIAL SCHEDULE

## February/March 2022

- **Fastest way to efficiency:** Software and Controls
- Identifying Coil Defects
- **Product Feature:** Finishes, Coatings, Paints
- **Advertising Deadline:** January 11, 2022

## April/May 2022

- Selling to Lumber Yards vs Contractors
- The Pros and Cons of Leasing vs Buying
- **Product Feature:** Roll-forming Machines
- **Advertising Deadline:** March 22, 2022

## June/July 2022

- Annual Rollforming Buyers' Guide Issue
- Selling More Than Panels (Clips, Clamps, etc)
- Top Fastener Suppliers & What They Offer
- **Product Feature:** Coil Handling Machines (Decoilers, Tippers)
- **Advertising Deadline:** May 3, 2022

## August/September 2022

- Construction Rollforming Show Preview Issue
- Efficiency of Different Closure Strips
- Daily, Weekly, Monthly Roll Former Maintenance
- **Product Feature:** Sealants, Closures, Moisture Barriers
- **Advertising Deadline:** June 30, 2022

## October/November 2022

- Construction Rollforming Show Exhibitors Preview Issue
- New Products at CRS
- What Goes Into Panel Testing (ASTM, Miami-Dade, etc.)
- Roll Former Accessories (Back-Cut Shears, Ridge Cut Press, etc.)
- **Product Feature:** Stamps, Slitters, Presses
- **Advertising Deadline:** August 4, 2022

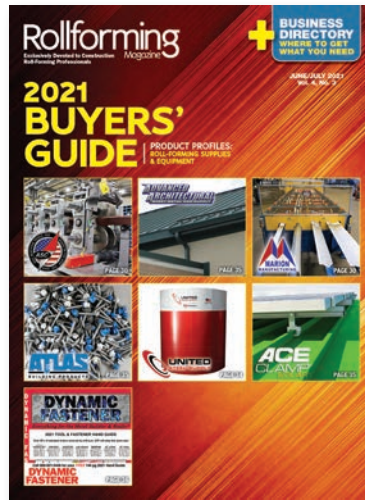
## December 2022/January 2023

- State of the Industry
- Review of Construction Rollforming Show
- **Advertising Deadline:** October 10, 2022



# SPECIAL ISSUES & EVENTS

**June/July:**  
Rollforming  
Magazine  
Buyers' Guide



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

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

The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carport 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.

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### Contact Information

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