

PHOTO COURTESY COURTNEY CHRISTINE PHOTOGRAPHY

EXCLUSIVELY DEVOTED TO CONSTRUCTION ROLL-FORMING PROFESSIONALS

Rollforming Magazine

www.rollformingmagazine.com

Advertising

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

Editorial

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



2024 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 publication that specifically targets rollformers serving the construction industry. Launched in 2018, Rollforming has 6 issues per year. 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.



ABOUT OUR SUBSCRIBERS:

- 15,000+ subscribers
- 80% subscribed within the last 2 years
- 100% 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.
- In 4 years Rollforming went from 0 to 16,000+ subscribers.
- 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
- Business Connections
- New Products/Resources
- Insider Insights
- Construction Survey Insights



EDITORIAL SCHEDULE

February/March 2024

- State of the Industry
- **Product Feature:** Coatings & Die Adjustments
- Shop Layout for Safe Operation
- Roll Former Profile
- Manufacturer Profile
- **Advertising Deadline:** December 28, 2023

April/May 2024

- Low Carbon Steel: What it is, why it matters
- **Product Feature:** Die Details
- Cleaning as Preventive Maintenance
- Roll Former Profile
- Manufacturer Profile
- **Advertising Deadline:** February 22, 2024

June/July 2024

- Mid Year State of the Industry
- **Product Feature:** Automated Light Gauge Roll Forming (structural)
- Metal Under Stress (What happens to metal during the metal forming process)
- Roll Former Profile
- Manufacturer Profile
- **Advertising Deadline:** April 25, 2024

August/September 2024

- Construction Rollforming Show 2024
- **Product Feature:** New Products at the Construction Rollforming Show
- Maximizing Staff Productivity with Software
- Roll Former Profile
- Manufacturer Profile
- **Metal Builder Special Section (Summer)**
- **Advertising Deadline:** June 20, 2024

DIRECTORY 2025-SPECIAL ISSUE

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

October/November 2024

- Metallurgy & Metal Forming
- **Product Feature:** Rolling Textured Coatings
- Renting Portables
- Roll Former Profile
- Manufacturer Profile
- **Advertising Deadline:** August 22, 2024

December 2024

- Unloading & Storing Coil
- **Product Feature:** Material Handling (tippers, decoilers, recoilers, slitters, etc.)
- Manual and Low-Tech Metal Forming
- Roll Former Profile
- Manufacturer Profile
- **Advertising Deadline:** October 24, 2024



SPECIAL ISSUES & EVENTS



September:
Directory

GARAGE • SHED • CARPORT **BUILDER SHOW**

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

POST-FRAME BUILDER SHOW

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

Construction **Rollforming Show**

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

Rollforming
Magazine
www.rollformingmagazine.com

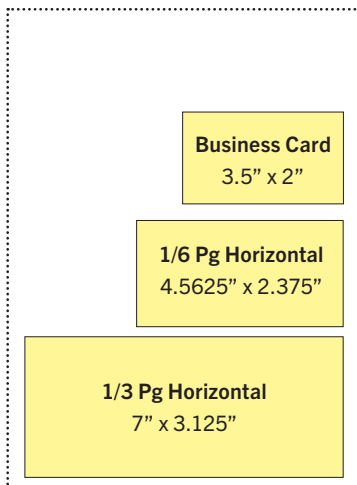
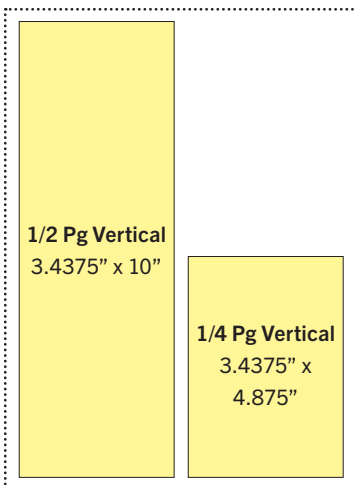
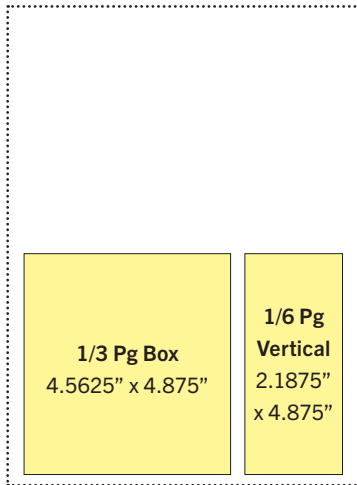
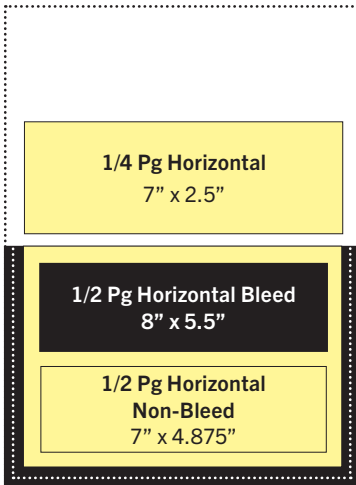
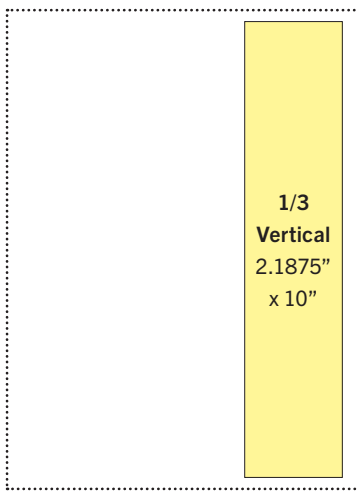
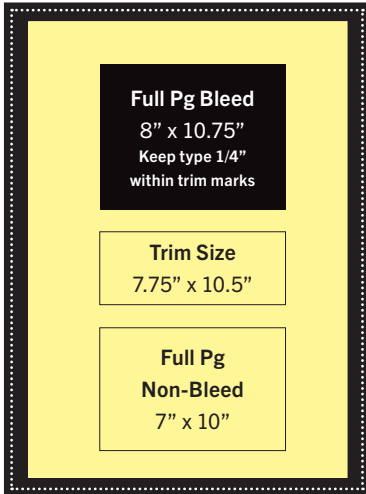
Contact Information

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

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

PRINT AD SPECS

AD DIMENSIONS



MECHANICAL INFORMATION:

- Publication trim size: 7.75" x 10.5"
- Printed 4-color process CMYK.
- Publication printed web offset.
- Line screen: 133-line.
- Trim: No live matter within 1/4" of the trim edges.
- PLEASE LEAVE TRIM/CROP MARKS OFF OF PDF.**
- 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
715-252-6360

www.rollformingmagazine.com

Contact Information

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

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