



PHOTO COURTESY OF ADOBE STOCK

THE ONLY MAGAZINE DEDICATED TO THE EFFECTS OF WEATHER AND CLIMATE ON ROOFING



www.roofingelementsmagazine.com

Advertising

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

Editorial

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



**2025
MEDIA KIT**

ABOUT US

Roofing Elements is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Simply put, *Roofing Elements* investigates how weather, heat, cold, wind, and other physical elements impact roofing and roofers. If you've dealt with wildfires, serious snowfall, ice dams, or severe winds, among others, you know there's a lot of power behind these natural and even man-made situations. *Roofing Elements* is a source for better understanding how these factors affect roofs and installers.

Launched in 2021, this business-to-business publication discusses the impact these instances can have on roofs of varying material, explore options for avoiding damage, preserving roof work and saving money, examine technical tips and best practices for installation and maintenance of roofs in light of these conditions, and review requirements and regulations influenced by the impact of varying elements.



ABOUT OUR READERS:

- All readers of *Roofing Elements* have activated their subscriptions within the last 2 years.
- 60% of readers are contractors or roofing contractors.
- 55% of readers are owner/president/partner of their company.
- Your advertising, be it in print or online, puts you in front of the decision makers.

HOW ROOFING ELEMENTS MAGAZINE IS UNIQUE:

- *Roofing Elements* is the only publication addressing the impact natural and man-man elements can have on roofs and those handling roof installation.
- The articles and information in *Roofing Elements Magazine* come directly from the source: industry professionals. You can trust that you are gaining expert advice and insight.
- *Roofing Elements* helps you to uncover applicable data and details you can use to advance your business and knowledge.

IN EVERY ISSUE:

- Project of the Month
- Business Profile
- Technology Tips



EDITORIAL SCHEDULE

Roofing Elements will be a supplement to four different magazines in 2025. If you subscribe, you will receive four magazines with a **Roofing Elements** section inside:
Metal Roofing (April issue), **Metal Roofing** (June/July issue),
Metal Roofing (Oct/Nov issue), **Metal Roofing** (December issue).

Spring 2025

- **Product Feature:** Products at FRSA
- How the Environment Affects Fasteners
- Solar Opportunities for Builders
- **Advertising Deadline:** February 27, 2025

Summer 2025

- **Product Feature:** Understanding Underlayment
- Nail Application of Asphalt Shingles
- Incorporating Solar Shingles
- **Advertising Deadline:** May 8, 2025

Fall 2025

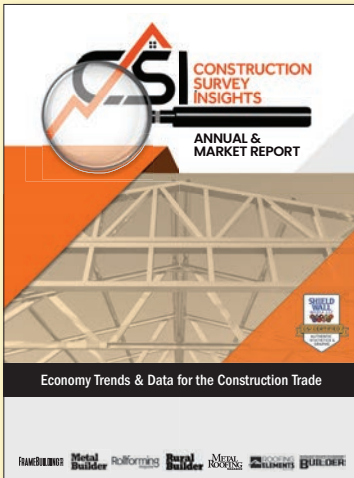
- **Product Feature:** Ventilation Best Practices
- Roof Reflectivity
- Solar Industry By The Numbers
- **Advertising Deadline:** August 28, 2025

Winter 2025

- **Product Feature:** Sealing Roof Penetrations
- Gutters Through The Years
- Where To Find Solar Training
- **Advertising Deadline:** November 5, 2025



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.



2026 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.

GARAGE • SHED • CARPORT BUILDER SHOW

JANUARY 15-16, 2025

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/show

POST-FRAME BUILDER SHOW

JUNE 25-26, 2025

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 for the Post Frame Builder Show, like all of our shows, are the company decision makers and look forward two days of networking, ordering, and learning at our informational sessions.

postframebuildershow.com

Construction Rollforming Show

OCTOBER 1-2, 2025

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:
missy@shieldwallmedia.com • 920-216-3007 • FAX 1-715-277-8680**

PRINT AD SPECS

AD DIMENSIONS

Full Pg Bleed
8" x 10.75"
Keep type 1/4"
within trim marks

Trim Size
7.75" x 10.5"

Full Pg Non-Bleed
7" x 10"

1/2 Island
4.5625" x 7.5"

1/3 Vertical
2.1875" x 10"

DISCONTINUED

1/4 Pg Horizontal
7" x 2.5"

1/2 Pg Horizontal Bleed
8" x 5.5"

1/2 Pg Horizontal Non-Bleed
7" x 4.875"

1/3 Pg Box
4.5625" x 4.875"

1/6 Pg Vertical
2.1875" x 4.875"

1/2 Pg Vertical
3.4375" x 10"

1/4 Pg Vertical
3.4375" x 4.875"

Business Card
3.5" x 2"

1/6 Pg Horizontal
4.5625" x 2.375"

1/3 Pg Horizontal
7" x 3.125"

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.roofingelementsmagazine.com

Contact Information

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

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