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THE ONLY PUBLICATION SERVING THE POST-FRAME INDUSTRY FOR OVER 30 YEARS

FRAMEBUILDING NEWS[®]
www.framebuildingnews.com

Advertising

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

Editorial

Rocky Landsverk 715-513-7288
rocky@shieldwallmedia.com



**2024
MEDIA KIT**

ABOUT US

Frame Building News is part of a growing network of magazines and trade shows owned by Shield Wall Media.

Frame Building News is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building need. Originally launched in 1989, *Frame Building News* is the longest-running publication dedicated to post-frame building. It provides readers with constructive help through five issues each year, including a Buildings of Distinction edition, plus a free sixth issue, the annual Company Directory issue. In these issues, you will find technical information, practical tips and tricks, and ideas and solutions to your building problems.

Like all Shield Wall Media magazines, *Frame Building News* is free to construction trade professionals and free to those associated with the construction industry. It is available in both printed and digital formats.



ABOUT OUR SUBSCRIBERS:

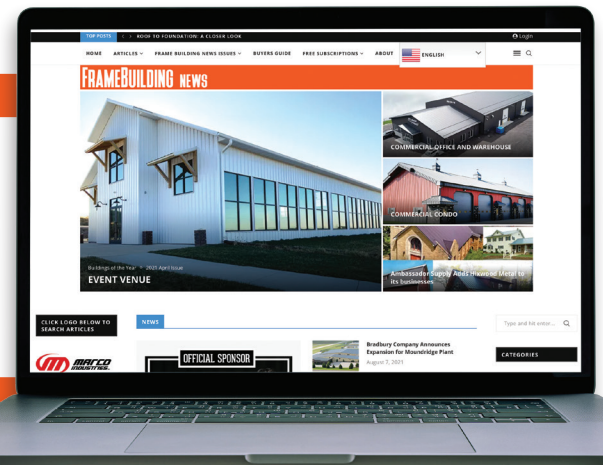
- 60%+ of our readers are involved specifically in post-frame construction
- 63% of our readers are Owner/President/Partner or management at their companies
- 80% of our readers have renewed subscriptions within 2 years

HOW IS FRAME BUILDING NEWS UNIQUE?

- *Frame Building News* is the longest running and largest subscription base post-frame publication in existence.
- 63%+ of 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 have grown approximately 20% in the last 3 years. 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:

- Business Profile
- Project of the Month
- Construction Survey Insights
- Looking Back



EDITORIAL SCHEDULE

April 2024

- Buildings of Distinction Issue
- **Product Feature:** Glulam Posts
- Advantages of Post Frame
- **Advertising Deadline:** February 15, 2024

June 2024

- Post-Frame Builder Show Preview
- **Product Feature:** PFB Show New Products
- Online Marketing/SEO
- **Advertising Deadline:** April 18, 2024

August 2024

- Critter Proofing
- **Product Feature:** Horse Stall Hardware
- Mid-Year State of the Industry
- **Advertising Deadline:** June 27, 2024

2025 SWM Directory - Special Issue

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

November 2024

- Truss Installation
- **Product Feature:** Different Styles of Trusses
- Post-Frame Zoning
- **Metal Builder Special Section (Fall)**
- **Advertising Deadline:** September 19, 2024

January 2025

- Frame Building Expo Preview
- State of the Industry
- **Product Feature:** FB Expo New Products
- Foundations
- **Advertising Deadline:** November 21, 2024



SPECIAL ISSUES & EVENTS

2024 NFBA CONFERENCE & EXPO EXHIBITORS

**Des Moines, IA
March 6-8, 2024**
The Frame Building Expo in Des Moines, IA is a gathering of world-class goods and service providers for the post-frame industry. Exhibitors and all booth space are subject to change.

AcuForm
19550 Township Road 282
Millsburg, OH 44669
330-444-8222
330-474-0333 (fax)
www.acuform.com
www.acuformequipment.com

AMERILUX INTERNATIONAL
AmeriLux International
1300 Enterprise Drive
Coe, VA 26110
302-330-8200
302-337-9301 (fax)
www.amerilux.com

Atlas Building Products
1023 Troy Rd.
Arlanah, OH 44805
www.atlasbuilding.com

ASC Machine Tools, Inc.
190 North Lancaster Road
Spokane, WA 99212
509-326-4500
www.ascm.com

ASC
1175 Industrial Ave.
Columbus, OH 43211
614-294-3261
www.ascrollings.com

AkzoNobel
AkzoNobel Coils and
Exterior Coatings
1175 Industrial Ave.
Columbus, OH 43211
614-294-3261
www.ascrollings.com

BRADBURY GROUP
1200 E. Cole
Blairsville, GA 30717
620-345-5374
bradburygroup.com

PERMA COLUMN

Fastening
A Division of the Hillman Group

WWW.FRAMEBUILDINGNEWS.COM 33

January:
Frame Building Expo Preview
– Exhibitors & Products

FRAMEBUILDING NEWS
THE POST-FRAME BUILDER'S AUTHORITY SOURCE FOR THE SOUTH

**Buildings
of Distinction**

FEATURES IN POST-FRAME

SEE PAGE 4
HIXWOOD

SEE PAGE 14
S-S

SEE PAGE 24
MWI COMPONENTS

SEE PAGE 28
PERMA COLUMN

SEE PAGE 34
FASTENING

April:
Buildings of Distinction

Rural Builder
ANNUAL Vol. 57, Issue 7

DIRECTORY 2024
The Resource Book of Suppliers & Solutions

**SUPPLIERS INDEX
COMPANY LISTINGS**

SHIELD WALL METALIC

**PULL-OUT
INDUSTRY EVENT
CALENDAR**
PAGES 28-41

FRAMEBUILDER
BUILDER

ROLLFORMING
ROLLFORMING

www.shieldwallmedia.com

September:
SWM Company 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

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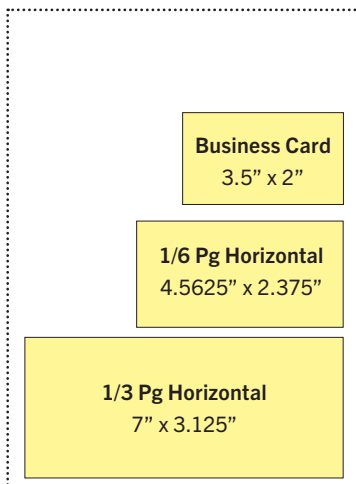
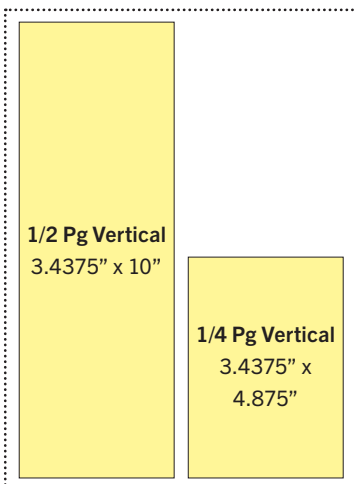
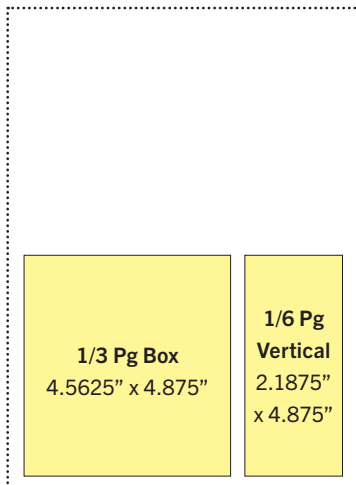
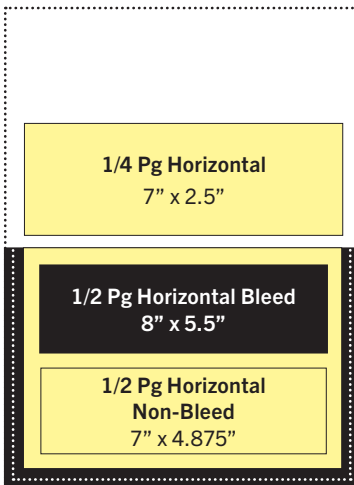
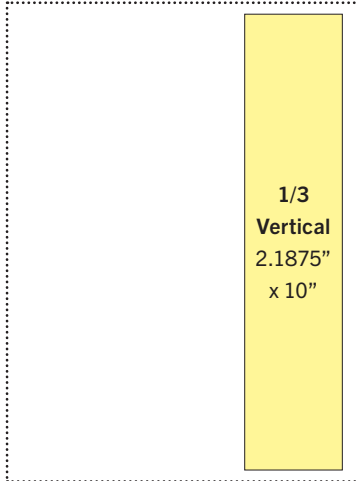
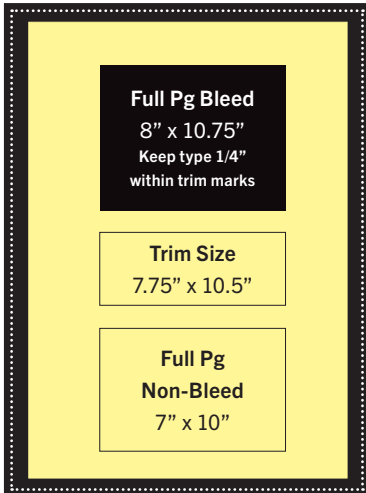
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PRINT AD SPECS

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

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