MEDIA PLANNER

The metal construction industry's original news magazine



Metal Construction News

2027

About Metal Construction News

Welcome to Metal Construction News

For nearly five decades, **Metal Construction News** has been at the heart of the metal construction industry.

Celebrating **47 years in 2027**, MCN is the industry's original news magazine and a trusted source for the information professionals need to build smarter, work more efficiently and stay ahead of what's next. Through real-world projects, practical field techniques, technical insight, new products and industry news, MCN delivers content that speaks directly to the people shaping the business of metal construction.

Our 30,000 verified readers span the metal construction marketplace — from building systems erectors and general contractors, to manufacturers, MCN delivers the perfect audience for your integrated marketing messages!

More than a publication, MCN is where the metal construction industry connects, learns and does business.

47	30,000	12
years serving the industry in 2027	verified readers	issues in 2027

Audience

Reach the Professionals with Purchasing Authority

Metal Construction News connects your brand with the professionals making purchasing decisions across the metal construction industry.

Our audience represents the full spectrum of the market — the people specifying products, selecting suppliers, managing projects and making decisions that influence what gets built and how.

Your Message Reaches:

- Metal building contractors
- General contractors
- Metal roofing and wall contractors
- Erectors and installers
- Metal and sheet metal fabricators
- Manufacturers and suppliers
- Architects and engineers
- Consultants and specifiers
- Developers and building owners
- Building and facility management professionals

Whether your goal is to **build brand awareness, generate leads, launch a new product or strengthen your position in the market**, MCN gives you an integrated platform to reach the right audience through print, digital, email, video, podcasts, sponsored content and more.

Your Market. Your Customers. Your Opportunity.

Let's build a program that puts your brand in front of the people driving the metal construction industry.

Breakdown of our readers by Business/Industry[1]

Business/Industry	Percent of Readers
Metal Building/General Contractors	16.8%
Specialty Metal Roofing, Roofing & Sidewall Contractor	11%
Erectors	2.3%
Metal Framing & Drywall Contractor	0.5%
Suppliers	2.5%
Manufacturers	5.4%
Architecture, Engineering, Consulting	51.9%
Developers, Banks, Building Management	1.2%
Public Housing, Government Agency, Utilities	0.4%
Real Estate Firm, Banker, Code Official	0.2%
Metal Fabricator/Sheet Metal Fabricators	7.5%
Others Allied to the Field	0.2%

Audience

90 percent of our readers are involved in their organization's purchases of building products, including[2]:

Level of involvement	Rate of audience
Approve/authorize purchases	45%
Recommend/specify brands/suppliers	45%

81% of readers took action in the past 12 months as a result of reading Metal Construction News, including:[2]

- Purchased/ordered a product/service
- Visited advertiser's website
- Filed ad for future reference
- Discussed ad with others
- Passed ad along to others
- Contacted advertiser, dealer or representative directly
- Recommended a product/service

The Numbers You Need to Know

47.6 min.

Time our readers spend with an issue of *Metal Construction News*.[2]

61,600

Readership per month (2.2 readers per copy)[2]

[1] *Data source: AAM June 2025 statement.*
[2] *Based on February 2026 Ad Study conducted by the independent research firm, Signet Research, Inc.*

2027 Editorial Calendar

Issue	Editorial Focus	Bonus Distribution & Programs	Space Closing	Material Deadline	Publishing Date
January	Metal Building Systems Metal Walls Paints & Coatings		December 1, 2026	December 8, 2026	January 4, 2027
February	Metal Roofing Metalforming & Rollforming Equipment Roof Hatches, Decks & Walkways Roof Clamps	Bonus Distribution at IRE — Las Vegas, NV, February 16–18	January 5, 2027	January 12, 2027	February 2, 2027
March	Doors Material Handling Fasteners Caulks & Adhesives	Bonus Distribution at IIBEC — San Antonio, TX, March 18–21	February 2, 2027	February 9, 2027	March 3, 2027
April	IMP's Perforated & Expanded Metal Jobsite Solutions Snow Retention	Bonus Distribution at MBCEA Conference — Kansas City, MO, May 5–7	March 9, 2027	March 16, 2027	April 7, 2027
May	Metal Roofing Framing/Structural Systems Insulation Daylighting		April 6, 2027	April 12, 2027	May 3, 2027
June	Modular Building Underlayments Metal Building Systems Metal Walls		May 4, 2027	May 11, 2027	June 2, 2027
July	Metalforming & Rollforming Equipment Metal Shakes & Shingles Roof Clamps Paints & Coatings	Bonus Distribution at FRSA Conference — Kissimmee, FL, July 7–9	June 1, 2027	June 8, 2027	July 2, 2027
August	IMPs Metal Stairs/Decks & Walkways Gutter Systems Cold Storage		July 6, 2027	July 13, 2027	August 4, 2027
September	Self Storage Software Roof Curbs Caulks & Adhesives	**METALCON Marketing Program** Bonus Distribution at Western States Roofing Expo — Las Vegas, NV, September 26–28	August 10, 2027	August 16, 2027	September 7, 2027
October	Framing/Structural Systems Safety/Fall Protection Residential/Mixed Use/Multi Family Daylighting	**METALCON Marketing Program** Bonus Distribution at METALCON — Louisville, KY, October 26–28	September 8, 2027	September 15, 2027	October 6, 2027
November	Snow Retention Doors Fasteners Underlayments		October 6, 2027	October 13, 2027	November 3, 2027
December	Metal Roofing Interior Metals Site Technology/Drones/Surveys Insulation		November 2, 2027	November 9, 2027	December 1, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

2027 Print Rates

Display Ad Rates

Ad Size	1x	6x	12x
Full Page	$8,455	$8,035	$7,525
2/3 Page	7,610	7,230	6,775
1/2 Page	5,500	5,225	4,895
1/3 Page	3,805	3,615	3,390
1/4 Page	2,540	2,415	2,265
Double Page Spread	13,530	12,860	12,040
1/2 Page Spread	8,800	8,360	7,835

Cover Ad Rates

Ad Size	1x	6x	12x
IFC	$9,725	$9,245	$8,655
IBC	9,305	8,840	8,280
OBC	9,725	9,245	8,655

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

2027 Print Rates

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

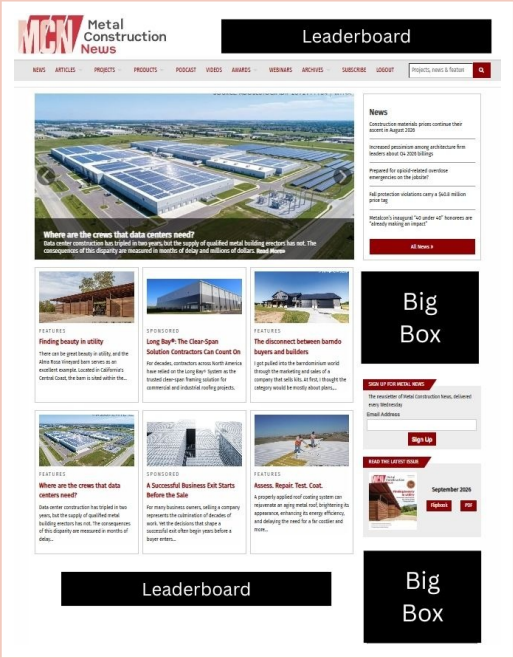
Web **Display**

Advertising on *Metal Construction News'* website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

- Leaderboard (728 x 90 pixels): **$1,765/month**
- Big Box (300 x 250 pixels): **$1,560/month**
- Wallpaper: **$4,040/month**
  Side panels (left and right): 200 x 625 pixels
  Optional background: 1920 x 1080 pixels
- Mobile Revealer (300 x 600 pixels): **$3,280/month**

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: web display ad placements on MetalConstructionNews.com.

Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brand's exclusive video on our highly-visited website for a month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

Rate: $3,190

Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided), or
- YouTube or Vimeo embed (Impression tracking only), and
- Link to your website (Click tracking provided)

2027 Online Rates

Ad Type	Rate	Per
Leaderboard	$1,765	Month
Big Box	1,560	Month
Wallpaper	4,040	Month
Mobile Revealer	3,280	Month
Highlighted Video Advertiser	3,190	Month
Demo-Cast	6,060	Event
Webinars	6,180	Event
Branded News	1,870	Month
Branded Features	3,535	12 Months
E-Broadcast	6,370	Broadcast
E-Newsletter Sponsorship	2,965	Broadcast
Monthly Top 5 Newsletter Sponsorship	2,965	Broadcast
Annual Top 10 Newsletter Sponsorship	2,965	Broadcast
Digital Edition Sponsorship	4,300	Issue

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

2027 Online Rates

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Demo-Cast **Live!**

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Metal Construction News* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Demo-Cast	Rate
Reach: Over 100,000 impressions	$6,060
Add the edited MP4 file	$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of *Metal Construction News*, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of $750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter

Rate

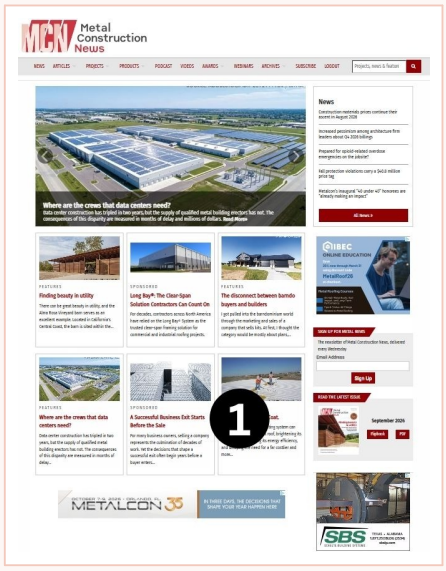
$1,870 per posting/month

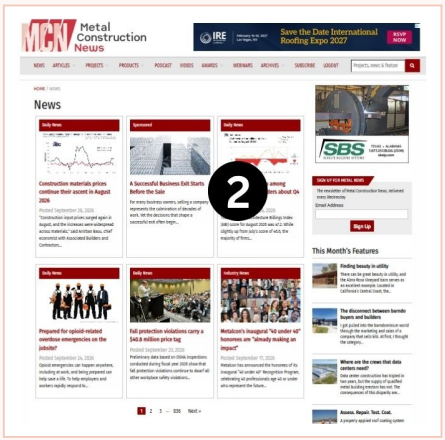
Deliverables

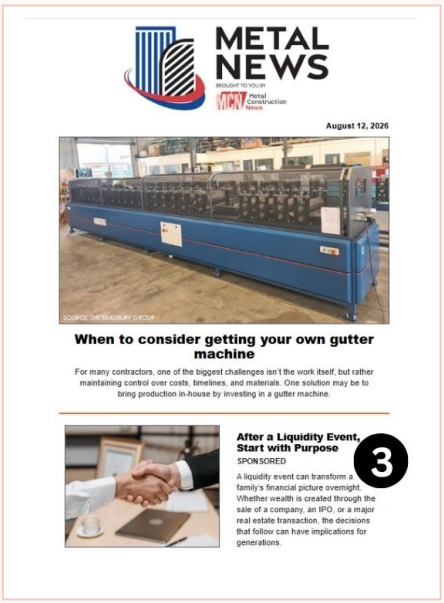
- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)







Samples: Branded News promoted on the (1) home page, (2) news section and (3) e-newsletter.

Branded Features

Branded Features appear alongside trusted and topical content from *Metal Construction News*. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category. It may contain multiple images and/or video treatments, and is promoted via:

- Home Page
- Features Section
- E-Newsletter

Rate

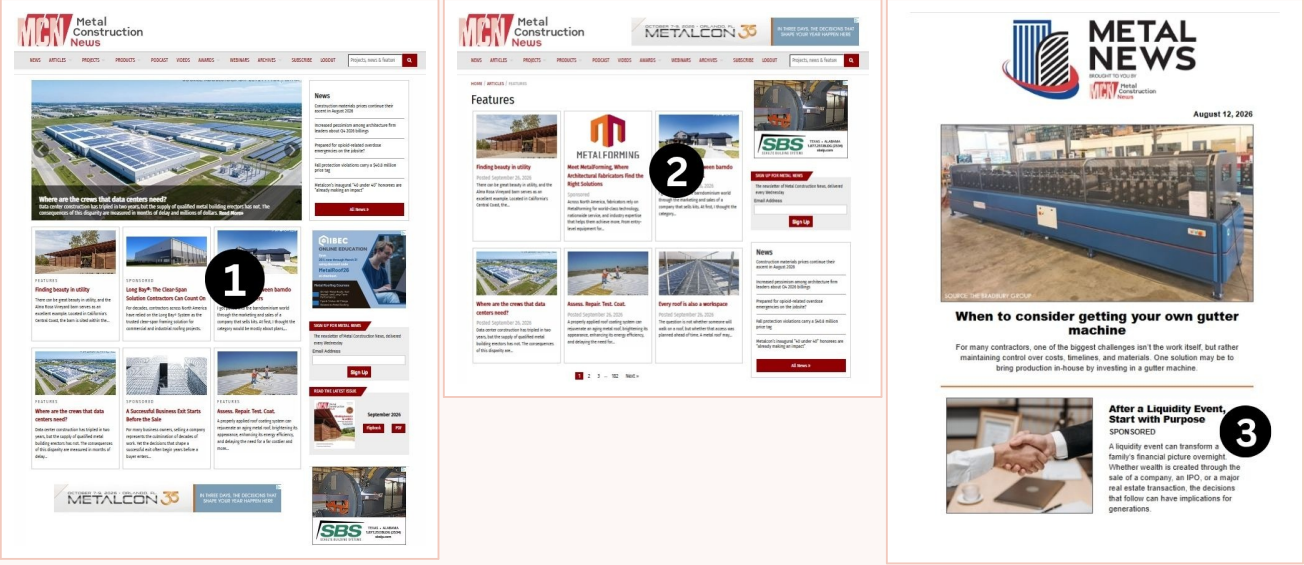
$3,535 per posting/year

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

Specifications

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Samples: Branded Features promoted on the (1) home page, (2) features section and (3) e-newsletter.

E-Broadcasts

E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

E-Broadcast	Rate
Reach: 30,000 recipients	$6,370

Non-qualified lead generation programs are available for all custom email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction



Sample: custom e-broadcast.

E-Newsletter Sponsorship

Weekly Newsletters

Featuring breaking news from North America's commercial building industry, **Metal News** is e-mailed every Thursday to over 30,000 industry professionals. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

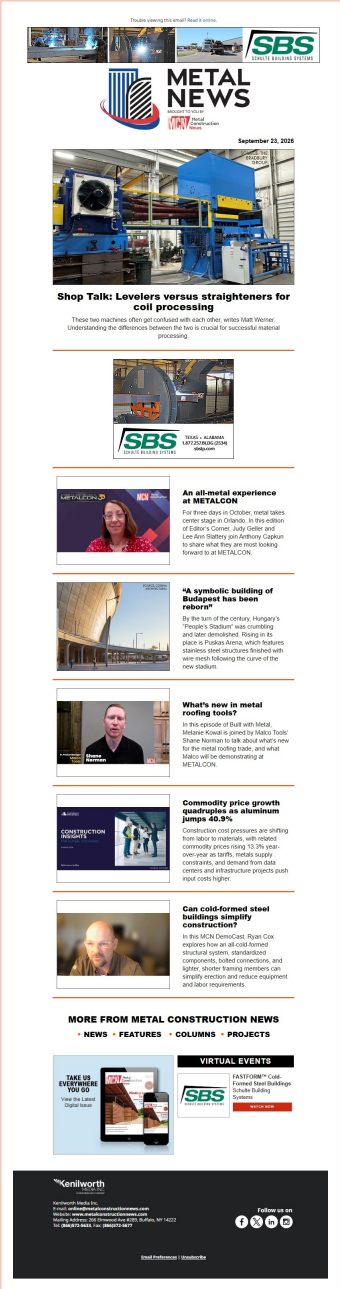
Weekly E-Newsletter	
Reach	30,000 recipients
Frequency	Weekly
Rate	$2,965/newsletter

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: Metal News weekly e-newsletter.

Top Stories **Newsletters**

Every month *Metal Construction News* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

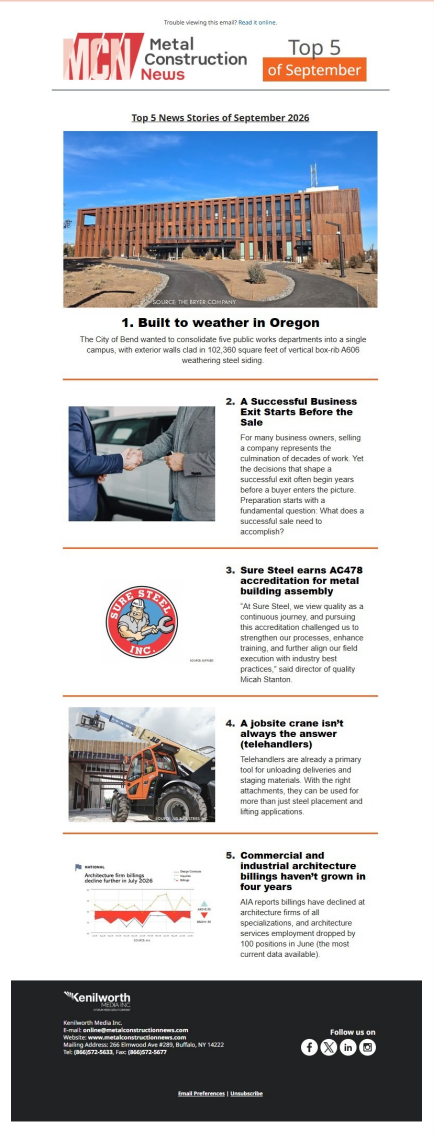
Top Stories Newsletter	
Reach	28,000 recipients
Rate	$2,965

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)
- URL(s)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: monthly Top 5 newsletter.

Digital Edition **Sponsorship**

Each issue *Metal Construction News* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

- Full-page ad placed adjacent to the front cover.
- Exclusive top-of-page banner, visible on every page.
- Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- Weekly promotion to over 30,000 E-Newsletter recipients.
- Leads! A list of mailing addresses and phone numbers of subscribers who clicked your content

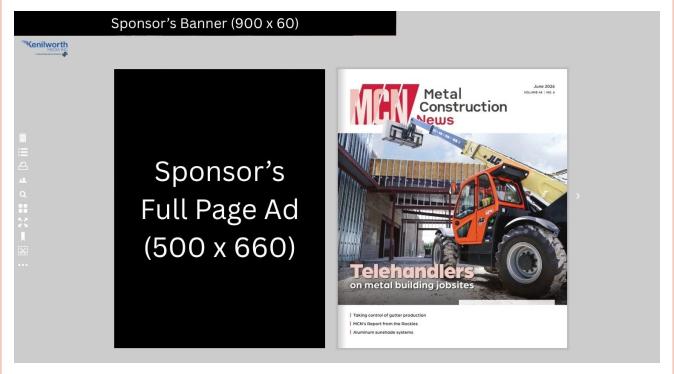
Rate: $4,300/issue

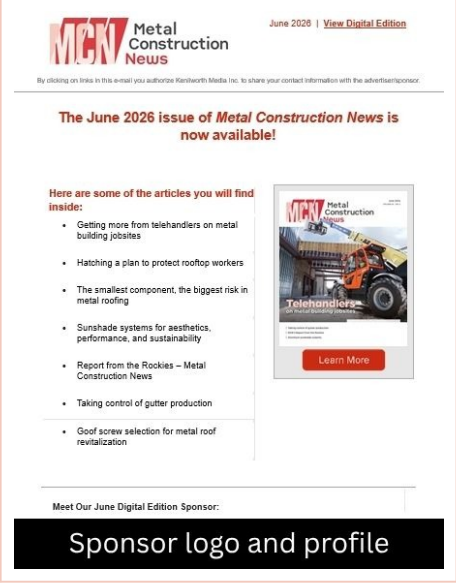
Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL





Samples: sponsor's banner and full-page ad in the digital edition, and the sponsor logo and profile in the notification e-mail.

Built with Metal **Podcast**

$5,500 per episode

The *Built with Metal Podcast*, hosted by Publisher **Melanie Kowal**, gives your brand the opportunity to tell its story in a dynamic, conversational format. Each custom episode (up to 30 minutes) positions your company as a thought leader while engaging architects, contractors, fabricators, and industry professionals in a personal and authentic way.



Your podcast will be:

- **Emailed directly** to our audience of **30,000+ qualified subscribers**
- **Featured on the Metal Construction News website** for one year
- **Promoted across our social media channels** for maximum reach

This is a turnkey opportunity to showcase expertise, highlight products or projects, and connect with decision-makers across the metal construction industry.

Custom **Market Research**

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information…anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs…from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!

Contact Us

To reserve space or plan your 2027 program with **Metal Construction News**, contact our sales team.

Call Toll-Free **866-572-5633**	**E-mail** **sales@metalconstructionnews.com**

Metal Construction News is published by Kenilworth Media Inc.