

# PIR

PROFESSIONAL ROOFING

NRCA's official publication reaches more than **48,000** roofing professionals! Advertise in the roofing industry's most trusted magazine!

89%

of readers become aware of a product or service by seeing ads in *Professional Roofing*

42%

of readers visit advertisers' websites after seeing ads in *Professional Roofing*

Contact Mike Stack today to discuss new opportunities and maximize your advertising dollars.

Call **(847) 493-7554** or email [mstack@nrca.net](mailto:mstack@nrca.net).

Download NRCA *Professional Roofing's* media kit at [professionalroofing.net](http://professionalroofing.net).

Discounted ad rates are available to NRCA members and new advertisers.

**Place your ad** in the February 2025 issue and connect with 2025 IRE attendees. *Professional Roofing* will be distributed throughout the convention center and exclusively at the entrance to the trade show.

*Professional Roofing's* biggest issue of the year offers a great opportunity for you to reach roofing professionals attending the largest U.S. roofing exhibition!

In addition, special discounts are available for placement in the December/January 2025 pre-IRE issue.



## Place your ad(s) Today!

**Dec./Jan 2025:** Ad Space Closing: Oct. 16  
Materials Due: Oct. 23

**Feb. 2025:** Ad Space Closing: Dec. 6  
Materials Due: Dec. 13