

# 2017 MEDIA KIT



The only publication that caters exclusively to the needs of electric co-ops, the fastest-growing segment of the utility industry.

**RE Magazine is the only industry publication that reaches nearly all (99%) electric co-ops.** Since 1942, *RE Magazine* has served as the publication of choice for electric cooperative decision-makers who want to stay ahead of industry challenges, developments, and trends.

## Subscriber Behavior:

**51%** participate in purchasing decisions<sup>3</sup>

**76%** read most or all issues<sup>1</sup>

**86%** of CEOs read most or every issue<sup>1</sup>

## Readership Breakdown:

**92%** Distribution Cooperatives, Public Power Districts, and Public Utility Districts<sup>2</sup>

**7%** Generation and Transmission Cooperatives<sup>2</sup>

**1%** Statewide Organizations<sup>2</sup>

## Readership Totals:

**20,000+** Qualified, Paid Subscribers<sup>2</sup>

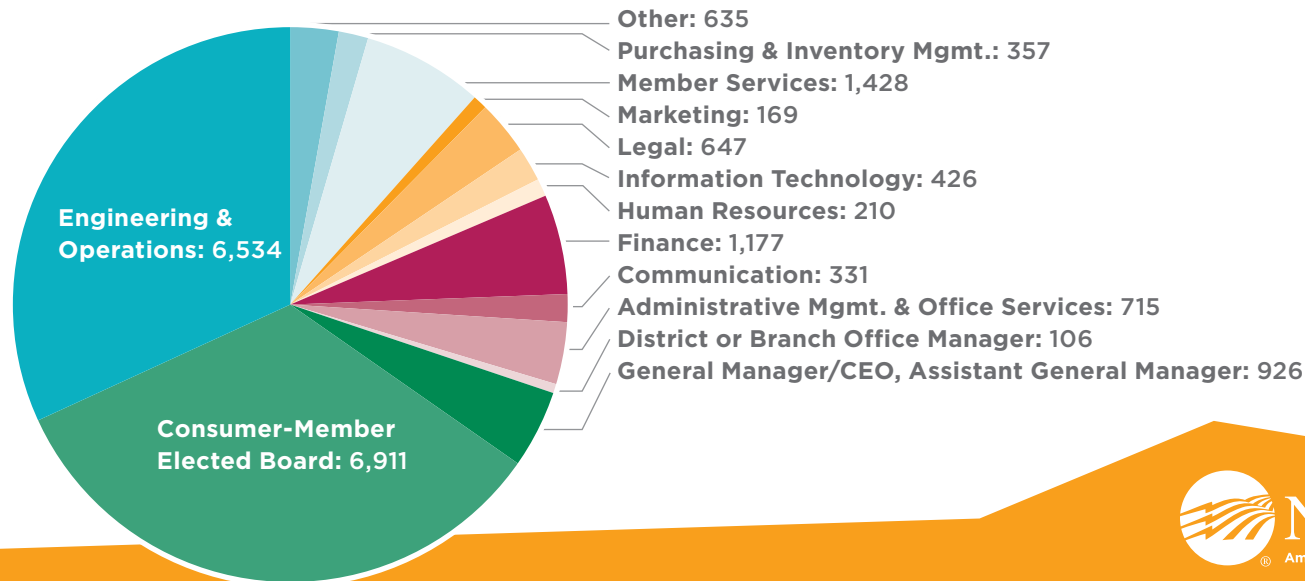
**16,000** Pass-Along Readership<sup>3</sup>

<sup>1</sup>NRECA Market Research Services, 2016

<sup>2</sup>BPA Brand Report, June 2016

<sup>3</sup>Baxter Research Study, June 2016, approximate number based on mean pass-along rate (.8)

## Breakout of Circulation by Function:<sup>2</sup>



# 2017 EDITORIAL CALENDAR

ISSUE	JANUARY CEO Close-Up conference	FEBRUARY TechAdvantage	MARCH	APRIL	MAY Buyer's Guide
<b>RESERVATION DEADLINE:</b>	11/23/16	01/03/17	01/26/17	02/23/17	03/24/17
<b>AD MATERIAL DEADLINE:</b>	12/02/16	01/05/17	02/01/17	03/07/17	04/03/17
<b>EDITORIAL DEPARTMENTS</b>					
<b>FEATURE ARTICLES</b>	<b>Cover:</b> History of NRECA Co-ops <b>TechSurveillance:</b> Analytics	<b>Cover:</b> Interview with CEO Jim Matheson <b>TechSurveillance:</b> Electric vehicles	<b>Cover:</b> CEO Turnover <b>TechSurveillance:</b> Lighting Update	<b>Cover:</b> Small Co-ops; Big Ideas <b>TechSurveillance:</b> Vegetation management	<b>Cover:</b> Broadband <b>TechSurveillance:</b> Resiliency
<b>PROJECT PROFILES</b> Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions due: 09/01/16	Co-op Case Study Submissions due: 10/01/16	Co-op Case Study Submissions due: 11/01/16	Co-op Case Study Submissions due: 12/01/16	Co-op Case Study Submissions due: 01/01/17
<b>MARKETPLACE</b> New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/16	Product or Service Releases Due: 12/01/16	Product or Service Releases Due: 01/01/17	Product or Service Releases Due: 02/01/17	Product or Service Releases Due: 03/01/17
<b>SPECIAL SUPPLEMENTS</b>		75th NRECA ANNUAL MEETING and TECHADVANTAGE® 2017 CONFERENCE & EXPO "The Official" PREVIEW GUIDE w/ EXHIBITOR LIST	Special Value Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research.		2017 RE Magazine Online BUYER'S GUIDE: The Purchasing Source! (MUST submit listing online by January 31, 2017, for inclusion in the printed edition)
<b>ADDITIONAL DISTRIBUTION</b>	NRECA CEO Close-up Conference 01/8-01/12/17 Ft. Lauderdale, FL  NET 2017 - NRECA Touchstone Energy® New & Emerging Technologies Conference 01/30 - 02/01/17 San Diego, CA	NRECA Annual Meeting 02/23-03/01/17 San Diego, CA  NRECA TechAdvantage® 2017 Conference & Expo 02/27-03/01/17 New San Diego, CA www.techadvantage. org	NRECA Directors Conference 04/01-04/04/17 Tampa, FL	NWPPA E&O Conference & Expo 04/09-04/14/17 Reno, NV  IEEE Rural Electric Power Confer & Expo 04/23-04/26/17 Columbus, OH	UTC Telecom & Technology 2017 05/9-05/12/17 Charlotte, NC  NRECA & Touchstone Energy CONNECT 2017 Conference 05/02-05/05/17 Tampa, FL
<b>ESTIMATED MAIL DATE</b>	12/27/16	01/27/17	02/22/17	03/27/17	04/24/17

JUNE	JULY Membership Directory Issue	AUGUST	SEPTEMBER Co-op Budget Planning Time	OCTOBER Co-op Budget Planning Time	NOVEMBER Co-op Budget Planning Time	DECEMBER Co-op Budget Planning Time
04/24/17	05/25/17	06/23/17	07/26/17	08/24/17	09/25/17	10/25/17
05/01/17	06/02/17	06/30/17	08/04/17	08/31/17	10/02/17	11/01/17
<b>Cover:</b> Cybersecurity <b>TechSurveillance:</b> Outage management	<b>Cover:</b> Aging infrastructure <b>TechSurveillance:</b> Physical security	<b>Cover:</b> Distributed Energy Resources <b>TechSurveillance:</b> Renewables	<b>Cover:</b> Clean Power Plan <b>TechSurveillance:</b> Efficiency/ demand-side management	<b>Cover:</b> Safety – Road Work <b>TechSurveillance:</b> T&D – Line construction/ maintenance	<b>Cover:</b> International Programs <b>TechSurveillance:</b> Community Storage	<b>Cover:</b> Tech Trends
Co-op Case Study Submissions due: 02/01/17	Co-op Case Study Submissions due: 03/01/17	Co-op Case Study Submissions due: 04/01/17	Co-op Case Study Submissions due: 05/01/17	Co-op Case Study Submissions due: 06/01/17	Co-op Case Study Submissions due: 07/01/17	Co-op Case Study Submissions due: 08/01/17
Product or Service Releases Due: 04/01/17	Product or Service Releases Due: 05/01/17	Product or Service Releases Due: 06/01/17	Product or Service Releases Due: 07/01/17	Product or Service Releases Due: 08/01/17	Product or Service Releases Due: 09/01/17	Product or Service Releases Due: 10/01/17
Special Value Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research.	2017 Membership DIRECTORY OF ELECTRIC COOPERATIVES (A complete listing of Cooperative Members, Associate Members, & Affiliate Members)		Special Value Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research.			Special Value Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research.
APPA 2017 National Conference 06/16-06/21/17 Orlando, FL  AREGC 2017 Conference 06/18-06/21/17 La Crosse, WI	INTERACT (NRECA HR Conference) 07/08-07/12/17 San Antonio, TX	NCEMC Technology Conference August 2017 Myrtle Beach, SC  Tax, Finance & Accounting Conference for Cooperatives 08/06-08/09/17 Salt Lake City, UT  INTERACT (NRECA HR Conference) 08/12-08/16/17 Washington, DC	NRECA Regional Meeting 1&4 09/07-09/08/17 Pittsburgh, PA  NRECA Regional Meeting 5&6 09/20-09/21/17 Minneapolis, MN  NRECA PowerUp Conference (Executive Admin.) 10/01-10/04/17 Long Beach, CA	ICUEE “The DEMO Expo” 10/03-10/05/17 Louisville, KY  NRECA Regional Meeting 2&3 10/12-10/13/17 Chattanooga, TN  NRECA Regional Meeting 7&9 10/17-10/18/17 Denver, CO  NRECA Regional Meeting 8&10 11/01-11/02/17 Scottsdale, AZ		
05/22/17	06/26/17	07/24/17	08/27/17	09/25/17	10/23/17	11/27/17

# RATES & AD SPECIFICATIONS





Go easy on yourself – and your designer.  
Download an InDesign preset at  
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DISPLAY ADVERTISING INTERIOR PAGE POSITIONS	1x	6x	12x	2-COLOR	4-COLOR	TRIM SIZE	LIVE AREA
A Two-Page Spread w/ Bleed	\$8,240	\$7,700	\$7,345	+\$1,600	+\$3,400	16.125 x 10.875	15.875 x 10.625
B Two-Page Spread Non-Bleed	\$8,240	\$7,700	\$7,345	+\$1,600	+\$3,400	16.25 x 10.875	15 x 10
C Full Page w/ Bleed	\$4,120	\$3,850	\$3,670	+\$800	+\$1,700	8.125 x 10.875	7.875 x 10.625
D Full Page Non-Bleed	\$4,120	\$3,850	\$3,670	+\$800	+\$1,700	8.125 x 10.875	7 x 10
E Two-Thirds Page	\$3,280	\$3,100	\$2,940	+\$800	+\$1,700	4.375 x 9.375	
F One-Half Page Horizontal	\$2,580	\$2,450	\$2,325	+\$800	+\$1,700	6.625 x 4.875	
G One-Half Page Island	\$2,580	\$2,450	\$2,325	+\$800	+\$1,700	4.3615 x 7.0975	
H One-Third Page Vertical	\$1,885	\$1,825	\$1,700	+\$800	+\$1,700	2.0972 x 9.375	
I One-Third Page Square	\$1,885	\$1,825	\$1,700	+\$800	+\$1,700	4.3615 x 4.5972	
J One-Quarter Page	\$1,640	\$1,525	\$1,480	+\$800	+\$1,700	3.2452 x 4.6875	
K One-Sixth Page	\$1,000	\$935	\$905	+\$800	+\$1,700	2.0972 x 4.5675	
C Cover 2	\$5,210	\$4,975	\$4,715	+\$800	+\$1,700	8.125 x 10.875	7.875 x 10.625
C Cover 3	\$5,160	\$4,910	\$4,660	+\$800	+\$1,700	8.125 x 10.875	7.875 x 10.625
C Cover 4	\$5,990	\$5,740	\$5,465	+\$800	+\$1,700	8.125 x 10.875	7.875 x 10.625
Cover Gatefold	\$18,940	\$17,825	\$16,715	+\$800	+\$1,700	Inquire	


Specify all colors as CMYK. Images should be 300 dpi or greater.

**Bleed Dimensions:**

 **Page size:** 8.375 x 11.125

 **Trim Size:** 8.125 x 10.875

 **Live Area:** 7.875 x 10.625



- Services that boost your ad value:**
- Complimentary Quarterly Advertising Study
  - Free Product or Service Releases in Marketplace Section
  - Bonus Distribution at Industry Events
  - A National Account Manager to Help You Build a Customized Co-op Strategy

## SPONSOR CONTENT

Advertorials are advertising/editorial hybrids. They look similar to a multi-page magazine article, but are written by the advertiser and contain information about a company or its products. Advertorials engage and inspire your target audience by sharing your unique insights and experiences.

### Pricing:

2 pages.....	\$11,750
3 pages.....	\$15,500
4 Pages.....	\$18,450

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