

# 2018 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 electric co-ops (99%). 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

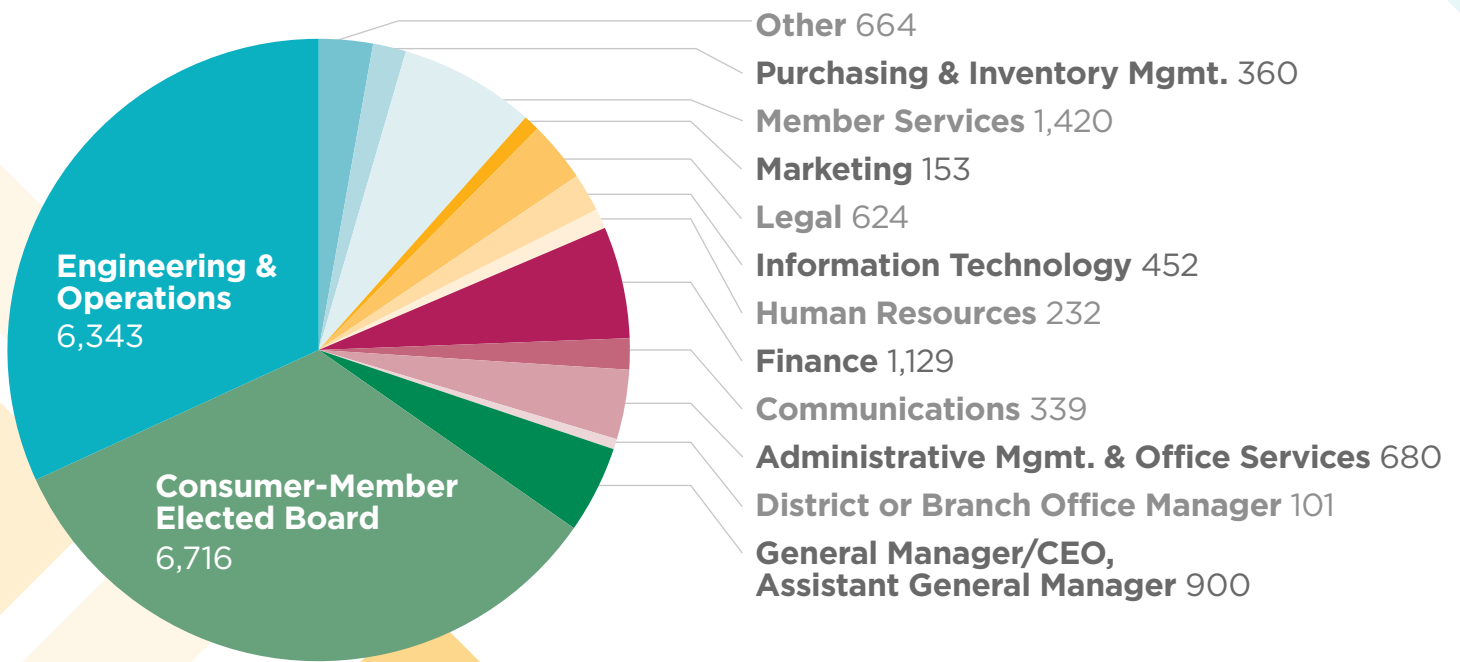
- 92%** Distribution Cooperatives, Public Power Districts, and Public Utility Districts<sup>2</sup>
- 7%** Generation and Transmission Cooperatives<sup>2</sup>
- 1%** Statewide Organizations<sup>2</sup>

## SUBSCRIBER BEHAVIOR

- 20,000+** Qualified, Paid Subscribers<sup>2</sup>
- 20,000** Pass-Along Readership<sup>3</sup>

<sup>1</sup> NRECA Market Research Services, 2016  
<sup>2</sup> BPA Brand Report, June 2017  
<sup>3</sup> Baxter Research Study, June 2017, approximate number based on mean pass-along rate (1.00)

## BREAKOUT OF CIRCULATION BY FUNCTION<sup>2</sup>



# 2018 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY
	CEO Close-Up Conference	TechAdvantage			Buyer's Guide
RESERVATION DEADLINE	11/27/17	01/02/18	01/25/18	02/25/18	03/25/18
AD MATERIAL DEADLINE	12/01/17	01/05/18	02/02/18	03/02/18	04/03/18
<b>EDITORIAL DEPARTMENTS</b>					
<b>FEATURE ARTICLES</b>	<b>Cover:</b> Drones <b>Co-op Tech:</b> Agile Fractal Grid	<b>Cover:</b> CPP Update <b>Feature:</b> Multispeak <b>Co-op Tech:</b> Beneficial Electrification	<b>Cover:</b> Microgrid Trends <b>Feature:</b> Co-op with Territory in Mexico <b>Co-op Tech:</b> Outage Management/ Mobile Workforce Management	<b>Cover:</b> Co-op Linemen – A History <b>Feature:</b> Linemen <b>Co-op Tech:</b> Vegetation Management	<b>Cover:</b> Broadband <b>Feature:</b> Opioid Addiction and Co-ops <b>Co-op Tech:</b> Power Theft
<b>PROJECT PROFILES</b> Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/17	Co-op Case Study Submissions Due: 10/01/17	Co-op Case Study Submissions Due: 11/01/17	Co-op Case Study Submissions Due: 12/01/17	Co-op Case Study Submissions Due: 01/01/18
<b>MARKETPLACE</b> New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/17	Product or Service Releases Due: 12/01/17	Product or Service Releases Due: 01/01/18	Product or Service Releases Due: 02/01/18	Product or Service Releases Due: 03/01/18
<b>SPECIAL SUPPLEMENTS</b>		<b>Special Feature:</b> 76th NRECA ANNUAL MEETING and TECHADVANTAGE® 2018 CONFERENCE & EXPO “The Official” Preview Guide w/ Exhibitor List	<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research. <i>View Sample Study: <a href="http://electric.coop/advertise/brc">electric.coop/advertise/brc</a></i>		<b>2018 RE Magazine BUYER'S GUIDE:</b> The Purchasing Source For Electric Cooperatives! <i>View Online Buyer's Guide: <a href="http://rebuyersguide.nreca.coop/">http://rebuyersguide.nreca.coop/</a></i>
<b>ADDITIONAL DISTRIBUTION</b>	NRECA CEO Close-up Conference Jan 7-10, 2018 Palm Desert, CA DistribuTECH 2018 Jan 23-25, 2018 San Antonio, TX	NET2018 (NRECA Touchstone Energy® New & Emerging Technologies Conference) Feb 5-7, 2018 St. Petersburg, FL NRECA Annual Meeting & TechAdvantage® 2018 Conference & Expo Feb 25-28, 2018 Nashville, TN <a href="http://www.techadvantage.org">www.techadvantage.org</a>	NRECA Directors Conference 2018 Mar 25-28, 2018 Las Vegas, NV	NWPPA E&O Conference & Expo Apr 9-12, 2018 Tacoma, WA IEEE Power T&D World Expo Apr 16-19, 2018 Denver, CO 2018 NRECA Safety Leadership Summit April 25-27, 2018 Atlanta, GA	IEEE Rural Electric Power Conference & Expo May 6-8, 2018 Memphis, TN UTC Telecom & Technology 2018 May 7-11, 2018 Palm Springs, CA NRECA & Touchstone Energy CONNECT 2018 Conference May 8-10, 2018 Salt Lake City, UT
ESTIMATED MAIL DATE	12/26/17	01/26/18	02/26/18	03/26/18	04/25/18



**CONNECTING WITH AMERICA'S  
ELECTRIC COOPERATIVES**

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory Issue		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time
04/25/18	05/24/18	06/25/18	07/25/18	08/26/18	09/25/18	10/25/18
05/02/18	06/01/18	07/02/18	08/03/18	08/31/18	10/02/18	11/01/18
<b>Cover:</b> Engaging Younger Members <b>Co-op Tech:</b> Cybersecurity	<b>Cover:</b> Serving Native American Areas <b>Feature:</b> Distributed Energy Resources <b>Co-op Tech:</b> Distributed Energy Resources	<b>Cover:</b> Photo Feature <b>Feature:</b> ITC Update <b>Co-op Tech:</b> Information and Communications Technology (ICT)	<b>Cover:</b> Co-ops Work with National Labs <b>Co-op Tech:</b> Data Analytics	<b>Cover:</b> Safety <b>Feature:</b> Being a Co-op Field Employee <b>Co-op Tech:</b> T&D - Line construction for NxG Utility	<b>Cover:</b> Military Veterans <b>Feature:</b> International Program <b>Co-op Tech:</b> End Use Energy Management Systems	<b>Extended Cover Story:</b> Tech Trends
Co-op Case Study Submissions Due: 02/01/18	Co-op Case Study Submissions Due: 03/01/18	Co-op Case Study Submissions Due: 04/01/18	Co-op Case Study Submissions Due: 05/01/18	Co-op Case Study Submissions Due: 06/01/18	Co-op Case Study Submissions Due: 07/01/18	Co-op Case Study Submissions Due: 08/01/18
Product or Service Releases Due: 04/01/18	Product or Service Releases Due: 05/01/18	Product or Service Releases Due: 06/01/18	Product or Service Releases Due: 07/01/18	Product or Service Releases Due: 08/01/18	Product or Service Releases Due: 09/01/18	Product or Service Releases Due: 10/01/18
<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research. <i>View Sample Study: <a href="http://electric.coop/advertise/brc">electric.coop/advertise/brc</a></i>	<b>2018 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations</b> (Cooperative Members, Associate Members, & Affiliate Members)	<b>Special Insert:</b> Broadband	<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research. <i>View Sample Study: <a href="http://electric.coop/advertise/brc">electric.coop/advertise/brc</a></i>			<b>Value-Added Service for Advertisers:</b> Complimentary Display Advertising Readership Study by Baxter Research. <i>View Sample Study: <a href="http://electric.coop/advertise/brc">electric.coop/advertise/brc</a></i>
<b>APPA 2018 National Conference</b> Jun 15-20, 2018 New Orleans, LA	<b>NRECA INTERACT Conference</b> Jul 9-11, 2018 Minneapolis, MN	<b>NRECA Tax, Finance &amp; Accounting Conference for Cooperatives</b> Aug 5-9, 2018 Austin, TX <b>NRECA INTERACT Conference</b> Aug 13-15, 2018 Orlando, FL <b>2018 Trees &amp; Utilities Conference</b> Aug, 2018 Omaha, NE	<b>NRECA Regional Meeting 1 &amp; 4</b> Sept 5-7, 2018 Columbus, OH <b>NRECA Regional Meeting 5 &amp; 6</b> Sept 17-19, 2018 Minneapolis, MN <b>Solar Power International 2018</b> Sept 24-27, 2018 Anaheim, CA <b>NRECA Regional Meeting 7 &amp; 9</b> Sept 25-27, 2018 Anchorage, AK	<b>NRECA PowerUp Conference</b> Oct 8-10, 2018 Tampa, FL <b>NRECA Regional Meeting 2 &amp; 3</b> Oct 9-11, 2018 Atlanta, GA <b>NRECA Regional Meeting 8 &amp; 10</b> Oct 16-18, 2018 Oklahoma City, OK		
05/24/18	06/25/18	07/25/18	08/28/18	09/25/18	10/24/18	11/28/18



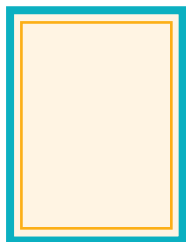
# RATES & AD SPECS



Go easy on yourself – and your designer. Download an InDesign preset at [nreca.sendmyad.com](http://nreca.sendmyad.com).

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

## PAYMENT ADDRESS

NRECA, PO Box 798392,  
St. Louis, MO 63179-8000  
NRECA Taxpayer  
Identification Number: 53-0116145

## 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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