



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

National Rural Electric Cooperative Association (NRECA)  
4301 Wilson Boulevard  
Arlington, VA 22203-1867  
Tel. No: (703) 907-6733  
Fax No.: (703) 907-6176  
www.remagazine.coop  
advertise@nreca.org

**RURAL ELECTRIC (RE) MAGAZINE**, the flagship publication of the National Rural Electric Cooperative Association (NRECA), is written for CEOs, directors and front-line employees in the electric cooperative industry, which includes distribution cooperatives; generation and transmission cooperatives; public power districts; and public utility districts. Articles include case studies of technological deployments and analysis of regulatory and power supply issues affecting cooperatives and the consumer-members they serve, across 47 states.

### FIELD SERVED

**RURAL ELECTRIC MAGAZINE** is for consumer-member elected board members and employees in the rural electric cooperative industry which includes distribution cooperatives; generation and transmission cooperatives; public power districts; statewide organizations, and public utility districts.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include consumer-member elected board members; general manager/ chief executive officers and assistant general managers; district or branch office managers; administrative management and office service employees; communication employees; engineering and operation employees; finance employees; human resources employees; information technology employees; legal employees; marketing employees; member-customer service employees; purchasing and inventory management employees; and other cooperative employees whose functions were not available.

## CHANNELS

### RURAL ELECTRIC MAGAZINE



6 Issues in the period  
20,154 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>RURAL ELECTRIC MAGAZINE</b> (6 issues in the period)	-	20,154	20,154

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1,681
Advertiser and Agency	418
Allocated for Trade Shows and Conventions	567
All Other	2,016
<b>TOTAL</b>	<b>4,682</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
*Sponsored Individually Addressed	20,154	100.0	-	-	20,154	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,154</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>20,154</b>	<b>100.0</b>

\*See Additional Data

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	20,146
August	19,970
September	19,891
October	20,251
November	20,323
December	20,342

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

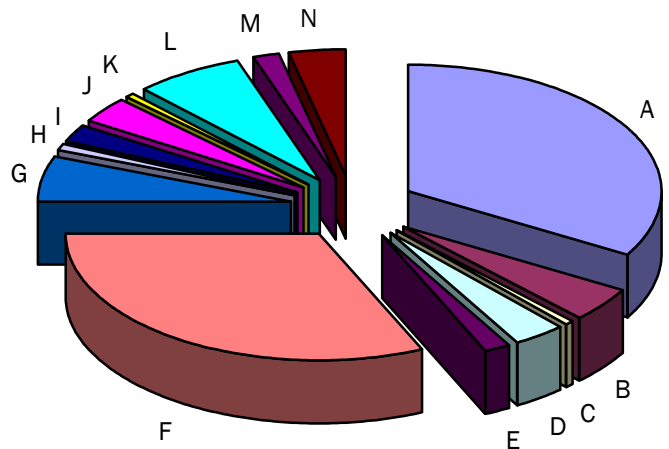
This issue is 1.0% or 203 copies above the average of the other 5 issues reported in Paragraph 2.

#### CLASSIFICATION BY FUNCTION

INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Consumer- Member Elected Board	General Manager/ Chief Executive Officer; Assistant General Manager	District or Branch Office Manager	Admini- strative Manage- ment and Office Services	Communi- cation	Engineer- ing and Operation	Finance	Human Resources	Informa- tion Technology	Legal	Marketing	Consumer- Member Service	Purchasing and Inventory Manage- ment	Functions Not Available
Distribution Cooperatives, Public Power Districts, and Public Utility Districts	18,749	92.3	-	18,749	6,739	822	101	628	261	5,792	1,063	199	380	562	114	1,308	303	477
Generation and Transmission Cooperatives	1,410	6.9	-	1,410	31	58	3	54	42	594	98	20	56	57	44	74	45	234
Statewide Organizations	164	0.8	-	164	2	29	1	8	28	37	10	3	1	10	1	25	2	7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,323</b>	<b>100.0</b>	<b>-</b>	<b>20,323</b>	<b>6,772</b>	<b>909</b>	<b>105</b>	<b>690</b>	<b>331</b>	<b>6,423</b>	<b>1,171</b>	<b>222</b>	<b>437</b>	<b>629</b>	<b>159</b>	<b>1,407</b>	<b>350</b>	<b>718</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>33.3</b>	<b>4.5</b>	<b>0.5</b>	<b>3.4</b>	<b>1.6</b>	<b>31.6</b>	<b>5.8</b>	<b>1.1</b>	<b>2.2</b>	<b>3.1</b>	<b>0.8</b>	<b>6.9</b>	<b>1.7</b>	<b>3.5</b>	

### 3a. Breakout of Qualified Circulation By Function

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Consumer- Member Elected Board	6,772	33.3
B General Manager/Chief Executive Officer; Assistant General Manager	909	4.5
C District or Branch Office Manager	105	0.5
D Administrative Management and Office Services	690	3.4
E Communication	331	1.6
F Engineering and Operation	6,423	31.6
G Finance	1,171	5.8
H Human Resources	222	1.1
I Information Technology	437	2.2
J Legal	629	3.1
K Marketing	159	0.8
L Consumer - Member Service	1,407	6.9
M Purchasing and Inventory Management	350	1.7
N Functions Not Available	718	3.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,323</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

Paid source information is reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	20,323	20,323	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>20,323</b>	<b>20,323</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2016	July - December 2016*	January - June 2016	July - December 2016*
Total Audit Average Qualified:	21,299	20,897	20,869	20,546	20,644	20,154	21,299	20,897	20,869	20,546
Qualified Non-Paid:	-	-	-	-	-	-	-	-	-	-
Qualified Paid:	21,299	20,897	20,869	20,546	20,644	20,154	21,299	20,897	20,869	20,546
Post Expire Copies included in Total Qualified Circulation:	2.2 %	1.3 %	2.0%	1.3%	3.9%	1.5%	2.2 %	1.3 %	2.0%	1.3%
Average Annual Order Price:	\$40.57	\$40.85	\$40.64	\$40.73	\$40.54	\$40.74	\$40.57	\$40.85	\$40.64	\$40.73

\*NOTE: July - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 Issues for \$40.74			USE OF FREE PROMOTIONAL INCENTIVES		
PRICES	Total	Percent	Total	Percent	
<b>Offers ( ≥ 5% of Total Orders)</b>			Ordered without promotional incentive	7,816	100.0
12 Issues for \$39.00	4,411	56.4	Ordered with editorial promotional incentive including reprints	-	-
12 Issues for \$43.00	3,405	43.6	Ordered with other promotional incentive	-	-
All Others	-	-			
<b>Total</b>	<b>7,816</b>	<b>100.0</b>	<b>Total</b>	<b>7,816</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	56	56		Kentucky	-	485	485	
New Hampshire	-	21	21		Tennessee	-	403	403	
Vermont	-	44	44		Alabama	-	778	778	
Massachusetts	-	2	2		Mississippi	-	529	529	
Rhode Island	-	-	-		<b>EAST SO. CENTRAL</b>	-	2,195	2,195	10.8
Connecticut	-	-	-		Arkansas	-	467	467	
<b>NEW ENGLAND</b>	-	123	123	0.6	Louisiana	-	197	197	
New York	-	85	85		Oklahoma	-	828	828	
New Jersey	-	35	35		Texas	-	1,144	1,144	
Pennsylvania	-	506	506		<b>WEST SO. CENTRAL</b>	-	2,636	2,636	13.0
<b>MIDDLE ATLANTIC</b>	-	626	626	3.1	Montana	-	383	383	
Ohio	-	614	614		Idaho	-	154	154	
Indiana	-	1,448	1,448		Wyoming	-	239	239	
Illinois	-	561	561		Colorado	-	619	619	
Michigan	-	223	223		New Mexico	-	342	342	
Wisconsin	-	502	502		Arizona	-	183	183	
<b>EAST NO. CENTRAL</b>	-	3,348	3,348	16.5	Utah	-	57	57	
Minnesota	-	819	819		Nevada	-	192	192	
Iowa	-	546	546		<b>MOUNTAIN</b>	-	2,169	2,169	10.7
Missouri	-	1,263	1,263		Alaska	-	170	170	
North Dakota	-	471	471		Washington	-	188	188	
South Dakota	-	579	579		Oregon	-	273	273	
Nebraska	-	648	648		California	-	61	61	
Kansas	-	590	590		Hawaii	-	16	16	
<b>WEST NO. CENTRAL</b>	-	4,916	4,916	24.1	<b>PACIFIC</b>	-	708	708	3.5
Delaware	-	47	47		<b>UNITED STATES</b>	-	20,317	20,317	100.0
Maryland	-	85	85		U.S. Territories	-	6	6	
Washington, DC	-	-	-		Canada	-	-	-	
Virginia	-	427	427		Mexico	-	-	-	
West Virginia	-	4	4		Other International	-	-	-	
North Carolina	-	1,155	1,155		AP0/FPO	-	-	-	
South Carolina	-	488	488						
Georgia	-	857	857						
Florida	-	533	533						
<b>SOUTH ATLANTIC</b>	-	3,596	3,596	17.7					
					<b>TOTAL QUALIFIED CIRCULATION</b>	-	<b>20,323</b>	<b>20,323</b>	<b>100.0</b>

**ADDITIONAL DATA**

**OFFICIAL PUBLICATION OF:**

Rural Electric Magazine is the official publication of NRECA (National Rural Electric Cooperative Association).

**PARAGRAPH 1:**

Qualified paid "Sponsored Individually Addressed" subscriptions averaging 20,154 copies were sold to qualified recipients at subscription prices \$39.00 and \$43.00, in quantities of 1 to 457.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Veronica Franco, BD Manager  
 Kayli Davis, Business Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 17, 2017  
 State Virginia  
 City Arlington  
 Received by BPA Worldwide January 17, 2017  
 Type BJ  
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**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.