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March 2016

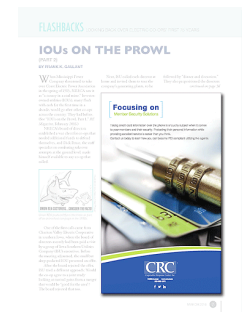
88%

Make the ad-brand connection
Like the ad
Have more favorable opinion
Are newly aware

52%

Report one or more
buying actions

Pg 7



Audience	Ad Exposure
Circulation 20,546*	Saw the Ad 14,382
100%	70%

Audience Engagement

Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
8,917	10,787	6,760	3,164
62%	75%	47%	22%

Preliminary Buying Actions

Save the Ad	Discuss the Ad	Visit Ad's Website	Contact Salesperson
1,870	2,733	1,582	144
13%	19%	11%	1%

Active Buying Actions

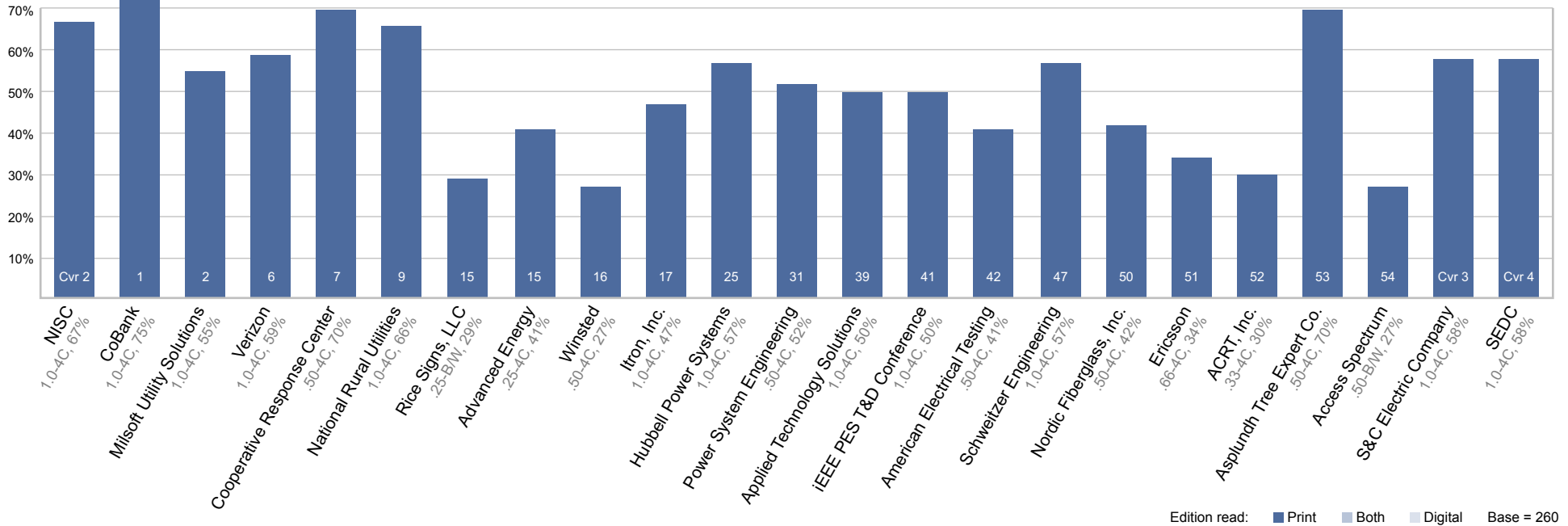
Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
431	575	719	1,294
3%	4%	5%	9%

* December 2015 BPA Worldwide Statement

Base = 260

Percentage data are derived from listed base number; other data are for illustration purposes only.

Executive Summary: Ad Traffic by Page Number



Top-performing ads based on audience exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
CoBank	75%	NISC	67%	93%	CoBank	75%	52%
Cooperative Response Center (CRC)	70%	ACRT, Inc.	30%	93%	Coop. Response Center (CRC)	70%	52%
Asplundh Tree Expert Co.	70%	CoBank	75%	92%	Asplundh Tree Expert Co.	70%	49%
NISC	67%	S&C Electric Company	58%	92%	NISC	67%	49%
National Rural Utilities... (CFC)	66%	National Rural Utilities (CFC)	66%	91%	National Rural Utilities... (CFC)	66%	49%
Verizon	59%	SEDC	58%	91%	Nordic Fiberglass, Inc.	42%	49%
SEDC	58%	Schweitzer Engineering Labs	57%	89%	American Electrical Testing	41%	48%
S&C Electric Company	58%	Milsoft Utility Solutions, Inc.	55%	89%	Verizon	59%	46%
Schweitzer Engineering Laboratories (SEL)	57%	Cooperative Response Center	70%	88%	Milsoft Utility Solutions, Inc.	55%	45%
Hubbell Power Systems, Inc.	57%	Applied Technology Solutions	50%	88%	Hubbell Power Systems, Inc.	57%	44%

Definitions of Scores



mediaView™ Pro

Complete Ad Campaign Analytics

Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence - Audience Engagement

Total Ad Influence scores are based the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions - Audience Involvement

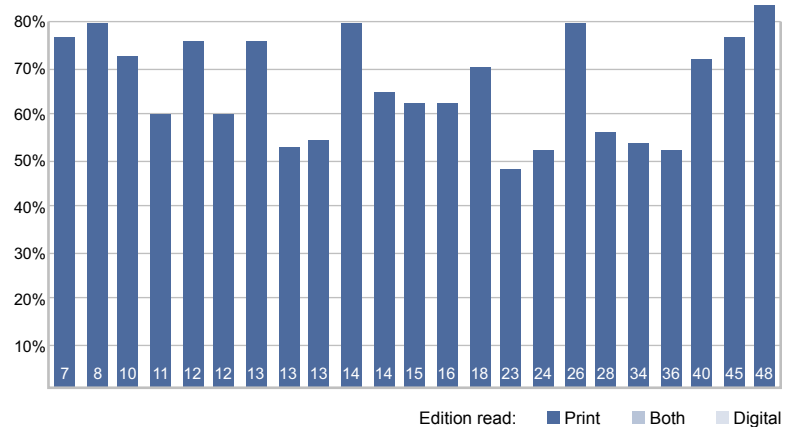
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either has, or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item’s “Recall Seeing” score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 7.

	Page Number	Recall Seeing	Read Some	Read Most
FLASHBACKS: IOUs on the prowl	7	77%	83%	61%
COMMENTARY: Politics & policy affecting NRECA members	8	80%	84%	45%
PLUGGED IN: For co-ops, a new caucus on Capitol Hill	10	73%	73%	38%
PLUGGED IN: Co-op branches out for Suwannee treehouse	11	60%	68%	46%
PLUGGED IN: Google’s solar eye in the sky	12	76%	78%	46%
PLUGGED IN: Lobbying tag team	12	60%	58%	31%
PLUGGED IN: Lights out, but not in rural areas	13	76%	87%	47%
PLUGGED IN: RESAP’s online system gets an upgrade	13	53%	60%	41%
PLUGGED IN: From Paris to farmers’ fields	13	55%	60%	30%
PLUGGED IN: Enough solar to go around	14	80%	75%	38%
PLUGGED IN: A net gain in energy jobs?	14	65%	68%	39%
PLUGGED IN: Demand response at half the cost	15	63%	67%	38%
PLUGGED IN: Millions approved for rural water	16	63%	65%	51%
COVER STORY: ‘No matter the size’	18	71%	76%	46%
COVER STORY: Gridex III	23	48%	56%	44%
COVER STORY: Essence	24	52%	56%	41%
CO-OP SHOTS: January 2016 photo contest winners	26	80%	71%	67%
TECHSURVEILLANCE: Practical partnerships	28	56%	59%	33%
FRONTLINES: Trico trifecta	34	54%	57%	45%
PROJECT PROFILES	36	52%	63%	30%
MARKETPLACE: New Products & Services...	40	72%	74%	40%
STAFFING: Employment Opportunities	45	77%	70%	50%
CO-OP PEOPLE	48	84%	85%	41%

Base = 260

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the “Recall Seeing” score.

Read Most is a percentage of the “Read Some” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.



Editorial: Reading Habits



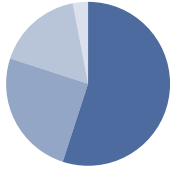
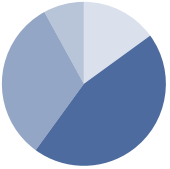
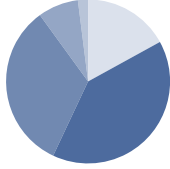

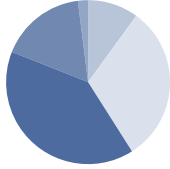
How, when, how long and how often respondents read *Rural Electric*

Digital devices used by respondents

One hundred percent (100%) of *Rural Electric* respondents report having access to one or more of the digital devices listed below.

Cell phone	99%
Tablet	75%
Desktop computer	72%
Laptop computer	72%
E-reader	15%
None of the above	0%
No response	0%

Base = 260

<p>Frequency</p> <p>4 of 4 most recent issues 55%</p> <p>3 of 4 most recent issues 25%</p> <p>2 of 4 most recent issues 17%</p> <p>1 of 4 most recent issues 3%</p> <p>No response 0%</p> 	<p>When read</p> <p>Same day the issue is received 15%</p> <p>Within three days 45%</p> <p>Within a week 32%</p> <p>One week or later 8%</p> <p>No response 0%</p> 
<p>Time spent reading</p> <p>45 minutes or more 17%</p> <p>30 - 44 minutes 40%</p> <p>15 - 29 minutes 33%</p> <p>Less than 15 minutes 8%</p> <p>No response 2%</p> 	<p>How often each issue is read</p> <p>4 or more times 11%</p> <p>3 times 25%</p> <p>2 times 45%</p> <p>1 time 19%</p> <p>No response 0%</p> 
<p>Respondents rate <i>Rural Electric</i></p> <p>Personal favorite 10%</p> <p>Very important 31%</p> <p>Important 40%</p> <p>Somewhat important 17%</p> <p>Not important 2%</p> <p>No response 0%</p> 	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Rural Electric</i> to a mean number of 0.8 other professionals.</p> <p>0.8 Other People</p>

Base = 260

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
AMI/AMR							
Itron, Inc.	17	1.0-4C	47%	34%	25%	85%	40%
Ericsson	51	.66-4C	34%	29%	20%	84%	34%
Category averages:			41%	32%	23%	85%	37%
Asset Management							
Asplundh Tree Expert Co.	53	.50-4C	70%	43%	30%	82%	49%
ACRT, Inc.	52	.33-4C	30%	33%	30%	93%	32%
Category averages:			50%	38%	30%	88%	41%
Audiovisual Products & Services							
Winsted	16	.50-4C	27%	26%	29%	86%	38%
Bank/Lending Institution							
CoBank	1	1.0-4C	75%	51%	34%	92%	52%
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	66%	55%	33%	91%	49%
Category averages:			71%	53%	34%	92%	51%
Billing/Financial							
NISC	Cvr 2	1.0-4C	67%	52%	34%	93%	49%
SEDC	Cvr 4	1.0-4C	58%	36%	29%	91%	41%
Category averages:			63%	44%	32%	92%	45%
Call Centers							
Cooperative Response Center (CRC)	7	.50-4C	70%	53%	24%	88%	52%
Computer Hardware & Software							
Winsted	16	.50-4C	27%	26%	29%	86%	38%

Base = 260
(continued)

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the “Recall Seeing” score.

Read Most is the percentage of the “Read Some” score.

Total Ad Influence is a percentage of the “Recall Seeing” score.

One or More Buying Actions is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

Readers comment on the magazine



Helps keep me apprised of issues affecting co-ops and trends in our industry. I like to read how other co-ops are breaking new ground and the technologies and strategies being employed to navigate the changing landscape in our industry.

—Manager of Information Services

[I read RE Magazine] to find out what other co-ops are doing and to see if it can be implemented at the co-ops I represent.

—Distribution System Engineer

The magazine informs me of industry news, trends, common problems, and people. All these are useful in my job as co-op trustee.

—Trustee

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Conferences & Expos							
iIEEE PES T&D Conference & Exposition	41	1.0-4C	50%	46%	22%	85%	39%
Consulting Services							
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	46%	25%	84%	42%
Controls & Instrumentation							
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	47%	37%	89%	43%
Customer Information Systems							
NISC	Cvr 2	1.0-4C	67%	52%	34%	93%	49%
SEDC	Cvr 4	1.0-4C	58%	36%	29%	91%	41%
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	46%	25%	84%	42%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	38%	32%	88%	40%
Category averages:			57%	43%	30%	89%	43%
Demand-Side Management							
Advanced Energy	15	.25-4C	41%	46%	21%	85%	38%
Distribution Automation Equipment							
S&C Electric Company	Cvr 3	1.0-4C	58%	36%	24%	92%	41%
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	47%	37%	89%	43%
Category averages:			58%	42%	31%	91%	42%
Engineering Consulting							
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	37%	40%	83%	48%

Base = 260
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



This is always a good tool for me. I look forward to each issue.
—Field Service Coordinator

I read RE Magazine to enhance my knowledge of co-ops and to do a better job for our members.
—Land Manager

There's no better publication for our co-op world!
—Executive Assistant

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Information Technology							
NISC	Cvr 2	1.0-4C	67%	52%	34%	93%	49%
Itron, Inc.	17	1.0-4C	47%	34%	25%	85%	40%
Ericsson	51	.66-4C	34%	29%	20%	84%	34%
Category averages:			49%	38%	26%	87%	41%
Mapping/GIS							
SEDC	Cvr 4	1.0-4C	58%	36%	29%	91%	41%
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	36%	20%	89%	45%
ACRT, Inc.	52	.33-4C	30%	33%	30%	93%	32%
Category averages:			48%	35%	26%	91%	39%
Meter Data Management							
Itron, Inc.	17	1.0-4C	47%	34%	25%	85%	40%
Outage Management Systems							
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	36%	20%	89%	45%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	38%	32%	88%	40%
Category averages:			53%	37%	26%	89%	43%
Regulatory Compliance Services							
Advanced Energy	15	.25-4C	41%	46%	21%	85%	38%
Signs							
Rice Signs, LLC	15	.25-B/W	29%	24%	43%	87%	41%
Software Application Providers							
Applied Technology Solutions (ATS)	39	1.0-4C	50%	38%	32%	88%	40%

Base = 260
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



I am a director, and RE Magazine is another way to keep up-to-date on new items and ideas that we may use in our co-op. It is also very interesting to read of the past experiences people went through to bring power to rural America.

—Director

It keeps me abreast of issues affecting cooperatives as well as good information on what others are doing across the country.

—Customer Service Manager

Gives me honest co-op news.

—Director

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Substation Equipment							
S&C Electric Company	Cvr 3	1.0-4C	58%	36%	24%	92%	41%
Substation Maintenance							
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	37%	40%	83%	48%
System Engineering & Design							
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	46%	25%	84%	42%
T&D Line Construction							
Asplundh Tree Expert Co.	53	.50-4C	70%	43%	30%	82%	49%
T&D System Equipment							
S&C Electric Company	Cvr 3	1.0-4C	58%	36%	24%	92%	41%
Hubbell Power Systems, Inc.	25	1.0-4C	57%	44%	24%	86%	44%
Category averages:			58%	40%	24%	89%	43%
Telecommunications							
Verizon	6	1.0-4C	59%	51%	23%	87%	46%
Ericsson	51	.66-4C	34%	29%	20%	84%	34%
Access Spectrum	54	.50-B/W	27%	33%	11%	86%	41%
Category averages:			40%	38%	18%	86%	40%
Test Equipment							
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	37%	40%	83%	48%

Base = 260
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

RE Magazine has many interesting articles on issues that our co-op is experiencing and the information gained from the articles is very useful to us.

—Administrative Assistant to EVP/GM

This publication gives me the opportunity to keep up with the industry news and topics by just picking up the magazine. It is helpful, as there are various types of information continually available in one spot.

—Manager of Public Relations

Being a co-op board member, it keeps me informed.

—Director

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Transformer Pads							
Nordic Fiberglass, Inc.	50	.50-4C	42%	45%	32%	87%	49%
Vegetation Management							
Asplundh Tree Expert Co.	53	.50-4C	70%	43%	30%	82%	49%
ACRT, Inc.	52	.33-4C	30%	33%	30%	93%	32%
Category averages:			50%	38%	30%	88%	41%
Voice Response/Phone Notification System							
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	36%	20%	89%	45%
Wireless Communications							
Verizon	6	1.0-4C	59%	51%	23%	87%	46%

Base = 260

Ad Scores: Audience Engagement Totals with Influence Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
AMI/AMR								
ltron, Inc.	17	1.0-4C	47%	85%	48%	64%	37%	41%
Ericsson	51	.66-4C	34%	84%	30%	54%	23%	56%
Category averages:			41%	85%	39%	59%	30%	49%
Asset Management								
ACRT, Inc.	52	.33-4C	30%	93%	36%	57%	32%	62%
Asplundh Tree Expert Co.	53	.50-4C	70%	82%	69%	73%	40%	10%
Category averages:			50%	88%	53%	65%	36%	36%
Audiovisual Products & Services								
Winsted	16	.50-4C	27%	86%	32%	62%	34%	56%
Bank/Lending Institution								
CoBank	1	1.0-4C	75%	92%	77%	81%	53%	9%
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	66%	91%	74%	80%	52%	12%
Category averages:			71%	92%	76%	81%	53%	11%
Billing/Financial								
NISC	Cvr 2	1.0-4C	67%	93%	70%	83%	46%	18%
SEDC	Cvr 4	1.0-4C	58%	91%	62%	75%	38%	26%
Category averages:			63%	92%	66%	79%	42%	22%
Call Centers								
Cooperative Response Center (CRC)	7	.50-4C	70%	88%	62%	75%	47%	22%
Computer Hardware & Software								
Winsted	16	.50-4C	27%	86%	32%	62%	34%	56%

Base = 260
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

It's a great magazine. Keep up the good work.

—Service Technician

Articles often explain the problems we have locally.

—Director

[I read RE Magazine] to help keep me informed as to what is happening within the electric business. The more informed I am, the better I can perform my duties as a director on the board of a rural electric cooperative.

—Vice Chairman

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Conferences & Expos								
iIEEE PES T&D Conference & Exposition	41	1.0-4C	50%	85%	43%	65%	39%	45%
Consulting Services								
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	84%	49%	63%	31%	34%
Controls & Instrumentation								
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	89%	51%	72%	37%	37%
Customer Information Systems								
NISC	Cvr 2	1.0-4C	67%	93%	70%	83%	46%	18%
SEDC	Cvr 4	1.0-4C	58%	91%	62%	75%	38%	26%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	88%	38%	74%	39%	47%
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	84%	49%	63%	31%	34%
Category averages:			57%	89%	55%	74%	39%	31%
Demand-Side Management								
Advanced Energy	15	.25-4C	41%	85%	27%	56%	30%	52%
Distribution Automation Equipment								
S&C Electric Company	Cvr 3	1.0-4C	58%	92%	52%	75%	37%	44%
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	89%	51%	72%	37%	37%
Category averages:			58%	91%	52%	74%	37%	41%

Base = 260
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



It's nice to see up and coming products and it is nice to be in touch with what is going on in the co-op community.
—Engineering/Staking Technician

[I read RE Magazine to] keep current on industry happenings and other co-op achievements.
—Public Relations Specialist

I like seeing what other co-ops are doing, but my favorite pieces are the historical stories.
—Communications & Marketing Specialist

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Engineering Consulting								
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	83%	49%	68%	42%	37%
Information Technology								
NISC	Cvr 2	1.0-4C	67%	93%	70%	83%	46%	18%
Itron, Inc.	17	1.0-4C	47%	85%	48%	64%	37%	41%
Ericsson	51	.66-4C	34%	84%	30%	54%	23%	56%
Category averages:			49%	87%	49%	67%	35%	38%
Mapping/GIS								
ACRT, Inc.	52	.33-4C	30%	93%	36%	57%	32%	62%
SEDC	Cvr 4	1.0-4C	58%	91%	62%	75%	38%	26%
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	89%	58%	72%	37%	29%
Category averages:			48%	91%	52%	68%	36%	39%
Meter Data Management								
Itron, Inc.	17	1.0-4C	47%	85%	48%	64%	37%	41%
Outage Management Systems								
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	89%	58%	72%	37%	29%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	88%	38%	74%	39%	47%
Category averages:			53%	89%	48%	73%	38%	38%
Regulatory Compliance Services								
Advanced Energy	15	.25-4C	41%	85%	27%	56%	30%	52%
Signs								
Rice Signs, LLC	15	.25-B/W	29%	87%	29%	57%	29%	53%

Base = 260
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



Relatively new to the co-op world, RE Magazine provides insight into multiple topics that are of interest in addition to the local flavor of co-op environments.

—CFO

RE gives me the best information about today's issues in the electric co-op industry. You are all doing a great job!!

—Director of Member Service & Communication

[I read RE Magazine] to learn about new products.

—Treasurer

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Software Application Providers								
Applied Technology Solutions (ATS)	39	1.0-4C	50%	88%	38%	74%	39%	47%
Substation Equipment								
S&C Electric Company	Cvr 3	1.0-4C	58%	92%	52%	75%	37%	44%
Substation Maintenance								
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	83%	49%	68%	42%	37%
System Engineering & Design								
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	84%	49%	63%	31%	34%
T&D Line Construction								
Asplundh Tree Expert Co.	53	.50-4C	70%	82%	69%	73%	40%	10%
T&D System Equipment								
S&C Electric Company	Cvr 3	1.0-4C	58%	92%	52%	75%	37%	44%
Hubbell Power Systems, Inc.	25	1.0-4C	57%	86%	49%	68%	43%	41%
Category averages:			58%	89%	51%	72%	40%	43%
Telecommunications								
Verizon	6	1.0-4C	59%	87%	66%	60%	39%	18%
Access Spectrum	54	.50-B/W	27%	86%	31%	54%	32%	59%
Ericsson	51	.66-4C	34%	84%	30%	54%	23%	56%
Category averages:			40%	86%	42%	56%	31%	44%

Base = 260
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



It keeps me connected with our industry. I have been in the co-op world for over twenty years and I can relate to the editorials because many of them just hit home.
—Director of Information Services

Enhances my role as a board member.
—Director

I like it for the new information and interesting articles.
—President

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Test Equipment								
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	83%	49%	68%	42%	37%
Transformer Pads								
Nordic Fiberglass, Inc.	50	.50-4C	42%	87%	47%	62%	45%	38%
Vegetation Management								
ACRT, Inc.	52	.33-4C	30%	93%	36%	57%	32%	62%
Asplundh Tree Expert Co.	53	.50-4C	70%	82%	69%	73%	40%	10%
Category averages:			50%	88%	53%	65%	36%	36%
Voice Response/Phone Notification System								
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	89%	58%	72%	37%	29%
Wireless Communications								
Verizon	6	1.0-4C	59%	87%	66%	60%	39%	18%

Base = 260

Ad Scores: Involvement Totals with Buying Action Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
AMI/AMR												
Itron, Inc.	17	1.0-4C	47%	40%	11%	10%	8%	0%	4%	4%	2%	6%
Ericsson	51	.66-4C	34%	34%	9%	11%	10%	0%	1%	6%	2%	1%
Category averages:			41%	37%	10%	11%	9%	0%	3%	5%	2%	4%
Asset Management												
Asplundh Tree Expert Co.	53	.50-4C	70%	49%	11%	16%	8%	2%	8%	6%	2%	7%
ACRT, Inc.	52	.33-4C	30%	32%	12%	12%	8%	0%	0%	4%	0%	0%
Category averages:			50%	41%	12%	14%	8%	1%	4%	5%	1%	4%
Audiovisual Products & Services												
Winsted	16	.50-4C	27%	38%	11%	15%	7%	0%	3%	6%	1%	0%
Bank/Lending Institution												
CoBank	1	1.0-4C	75%	52%	10%	13%	11%	2%	8%	6%	8%	7%
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	66%	49%	11%	15%	9%	2%	7%	3%	5%	8%
Category averages:			71%	51%	11%	14%	10%	2%	8%	5%	7%	8%

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 260

(continued)

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Billing/Financial												
NISC	Cvr 2	1.0-4C	67%	49%	9%	9%	13%	1%	8%	3%	6%	10%
SEDC	Cvr 4	1.0-4C	58%	41%	6%	16%	9%	2%	6%	6%	5%	6%
Category averages:			63%	45%	8%	13%	11%	2%	7%	5%	6%	8%
Call Centers												
Cooperative Response Center (CRC)	7	.50-4C	70%	52%	13%	19%	11%	1%	3%	4%	5%	9%
Computer Hardware & Software												
Winsted	16	.50-4C	27%	38%	11%	15%	7%	0%	3%	6%	1%	0%
Conferences & Expos												
IEEE PES T&D Conference & Exposition	41	1.0-4C	50%	39%	9%	14%	14%	1%	2%	3%	0%	0%
Consulting Services												
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	42%	7%	16%	10%	1%	7%	4%	3%	2%
Controls & Instrumentation												
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	43%	9%	13%	8%	3%	4%	5%	3%	10%
Customer Information Systems												
NISC	Cvr 2	1.0-4C	67%	49%	9%	9%	13%	1%	8%	3%	6%	10%
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	42%	7%	16%	10%	1%	7%	4%	3%	2%
SEDC	Cvr 4	1.0-4C	58%	41%	6%	16%	9%	2%	6%	6%	5%	6%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	40%	12%	15%	12%	0%	3%	3%	1%	0%
Category averages:			57%	43%	9%	14%	11%	1%	6%	4%	4%	5%

Base = 260
(continued)

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Demand-Side Management												
Advanced Energy	15	.25-4C	41%	38%	13%	13%	8%	0%	5%	3%	3%	0%
Distribution Automation Equipment												
Schweitzer Engineering Laboratories (SEL)	47	1.0-4C	57%	43%	9%	13%	8%	3%	4%	5%	3%	10%
S&C Electric Company	Cvr 3	1.0-4C	58%	41%	7%	15%	7%	1%	3%	7%	2%	5%
Category averages:			58%	42%	8%	14%	8%	2%	4%	6%	3%	8%
Engineering Consulting												
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	48%	12%	21%	12%	2%	4%	5%	3%	0%
Information Technology												
NISC	Cvr 2	1.0-4C	67%	49%	9%	9%	13%	1%	8%	3%	6%	10%
Itron, Inc.	17	1.0-4C	47%	40%	11%	10%	8%	0%	4%	4%	2%	6%
Ericsson	51	.66-4C	34%	34%	9%	11%	10%	0%	1%	6%	2%	1%
Category averages:			49%	41%	10%	10%	10%	0%	4%	4%	3%	6%
Mapping/GIS												
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	45%	10%	18%	9%	2%	4%	6%	5%	8%
SEDC	Cvr 4	1.0-4C	58%	41%	6%	16%	9%	2%	6%	6%	5%	6%
ACRT, Inc.	52	.33-4C	30%	32%	12%	12%	8%	0%	0%	4%	0%	0%
Category averages:			48%	39%	9%	15%	9%	1%	3%	5%	3%	5%
Meter Data Management												
Itron, Inc.	17	1.0-4C	47%	40%	11%	10%	8%	0%	4%	4%	2%	6%

Base = 260
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Outage Management Systems												
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	45%	10%	18%	9%	2%	4%	6%	5%	8%
Applied Technology Solutions (ATS)	39	1.0-4C	50%	40%	12%	15%	12%	0%	3%	3%	1%	0%
Category averages:			53%	43%	11%	17%	11%	1%	4%	5%	3%	4%
Regulatory Compliance Services												
Advanced Energy	15	.25-4C	41%	38%	13%	13%	8%	0%	5%	3%	3%	0%
Signs												
Rice Signs, LLC	15	.25-B/W	29%	41%	9%	18%	8%	0%	9%	8%	1%	0%
Software Application Providers												
Applied Technology Solutions (ATS)	39	1.0-4C	50%	40%	12%	15%	12%	0%	3%	3%	1%	0%
Substation Equipment												
S&C Electric Company	Cvr 3	1.0-4C	58%	41%	7%	15%	7%	1%	3%	7%	2%	5%
Substation Maintenance												
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	48%	12%	21%	12%	2%	4%	5%	3%	0%
System Engineering & Design												
Power System Engineering, Inc. (PSE)	31	.50-4C	52%	42%	7%	16%	10%	1%	7%	4%	3%	2%
T&D Line Construction												
Asplundh Tree Expert Co.	53	.50-4C	70%	49%	11%	16%	8%	2%	8%	6%	2%	7%

Base = 260
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

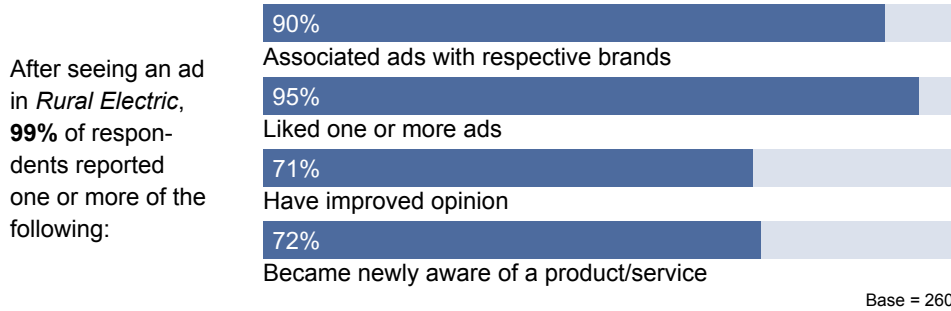
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
T&D System Equipment												
Hubbell Power Systems, Inc.	25	1.0-4C	57%	44%	7%	13%	11%	1%	4%	4%	2%	7%
S&C Electric Company	Cvr 3	1.0-4C	58%	41%	7%	15%	7%	1%	3%	7%	2%	5%
Category averages:			58%	43%	7%	14%	9%	1%	4%	6%	2%	6%
Telecommunications												
Verizon	6	1.0-4C	59%	46%	10%	20%	8%	2%	6%	5%	2%	7%
Access Spectrum	54	.50-B/W	27%	41%	14%	17%	8%	0%	1%	4%	4%	1%
Ericsson	51	.66-4C	34%	34%	9%	11%	10%	0%	1%	6%	2%	1%
Category averages:			40%	40%	11%	16%	9%	1%	3%	5%	3%	3%
Test Equipment												
American Electrical Testing Co., An Asplundh Company	42	.50-4C	41%	48%	12%	21%	12%	2%	4%	5%	3%	0%
Transformer Pads												
Nordic Fiberglass, Inc.	50	.50-4C	42%	49%	13%	15%	12%	2%	5%	6%	2%	5%
Vegetation Management												
Asplundh Tree Expert Co.	53	.50-4C	70%	49%	11%	16%	8%	2%	8%	6%	2%	7%
ACRT, Inc.	52	.33-4C	30%	32%	12%	12%	8%	0%	0%	4%	0%	0%
Category averages:			50%	41%	12%	14%	8%	1%	4%	5%	1%	4%
Voice Response/Phone Notification System												
Milsoft Utility Solutions, Inc.	2	1.0-4C	55%	45%	10%	18%	9%	2%	4%	6%	5%	8%
Wireless Communications												
Verizon	6	1.0-4C	59%	46%	10%	20%	8%	2%	6%	5%	2%	7%

Base = 260

Demographics/Influence and Action Totals

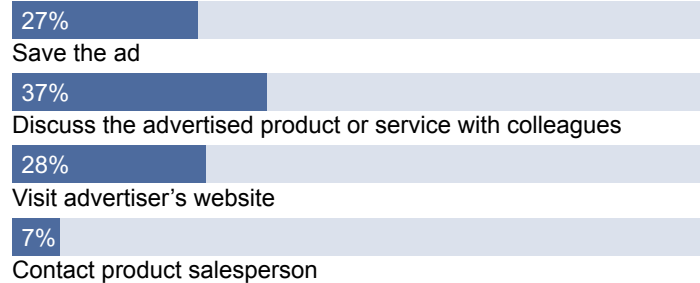


Total ad influence for all studied ads

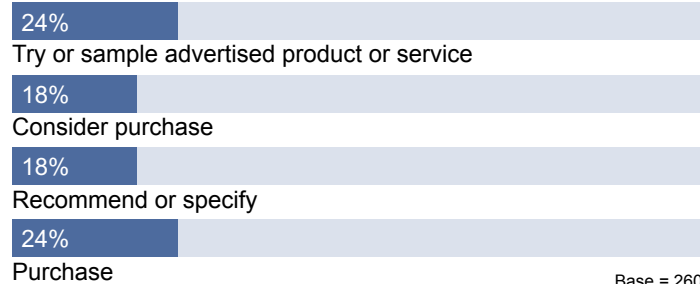


Total Buying Behavior **70%**

Seventy percent (70%) of respondents indicated that after seeing an ad in *Rural Electric* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:

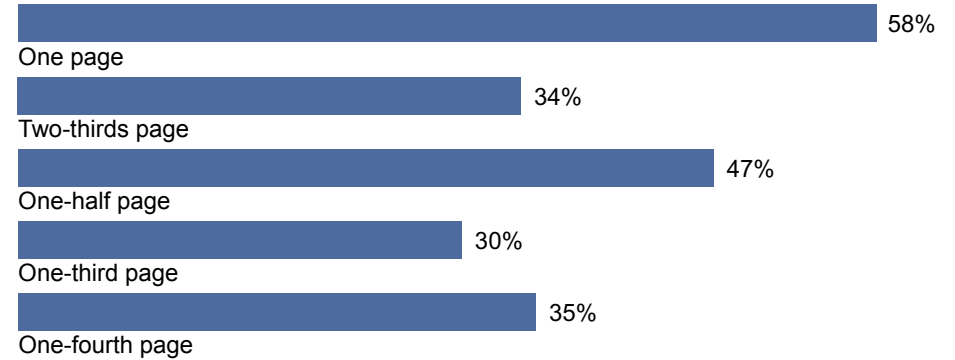


Preliminary Buying Behavior **60%**



Active Buying Behavior **49%**

Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
One page	12	58%	44%	28%
Two-thirds page	1	34%	29%	20%
One-half page	7	47%	40%	27%
One-third page	1	30%	33%	30%
One-fourth page	2	35%	35%	32%
Issue averages:		51%	41%	28%

Base = 260

Ad study schedule: Reserve space now!*

2016

June
Closing April 22

September
Closing July 25

December
Closing October 27

Contact your *Rural Electric* sales representative now to reserve your space in the next ad study issue.

* *Rural Electric* reserves the right to change this research schedule without notice.

Demographics *continued*



Member type

Distribution	93%
G&T	5%
Statewide	2%
No response	0%

Base = 260

Company role/title

Consumer/Member-Elected Board	33%
Engineering and Operation	23%
Finance	9%
Member/Customer Service	9%
Administrative/Management/Office Service	5%
Communication	5%
Marketing	5%
Information Technology	3%
Human Resources	2%
Purchasing and Inventory Management	2%
District or Branch Office Manager	1%
General Manager/Chief Executive Officer	1%
Others + Function Unavailable	2%
No response	0%

Base = 260

Consumers served

125,000 or more	3%
75,000-124,999	5%
50,000-74,999	6%
25,000-49,999	20%
10,000-24,999	35%
5,000-9,999	18%
0-4,999	6%
Not applicable	7%
No response	0%

Base = 260

Purchasing involvement

Eighty-five percent (85%) of respondents report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

AMI/AMR	37%	Signs	17%
Renewable Energy	30%	Transformer Pads	13%
Outage Management Systems	29%	Distribution Automation Equipment	12%
Consulting Services	28%	T&D Line Construction	12%
Bank/Lending Institution	27%	T&D System Equipment	11%
Mapping/GIS	27%	Equipment Distributor	8%
Pole Inspection & Treatment	27%	Cable Restoration	7%
Tools	27%	Meter Recycling	7%
Customer Information Systems	25%	No response	15%
Insurance	25%		
Protective Clothing	25%		
Lighting	24%		
Wireless Communications	24%		
Distributed Generation	23%		
Meter Data Management	23%		
Meters	22%		
SCADA	22%		
Vegetation Management	22%		
Buildings, Enclosures, Shelters	21%		
Power Theft Prevention	21%		
Call Centers	20%		
Wildlife Protection	19%		
Cables & Wires	18%		
Mobile Workforce Management	18%		
Substation Security	18%		
Test Equipment	18%		
Transformer Maintenance	18%		

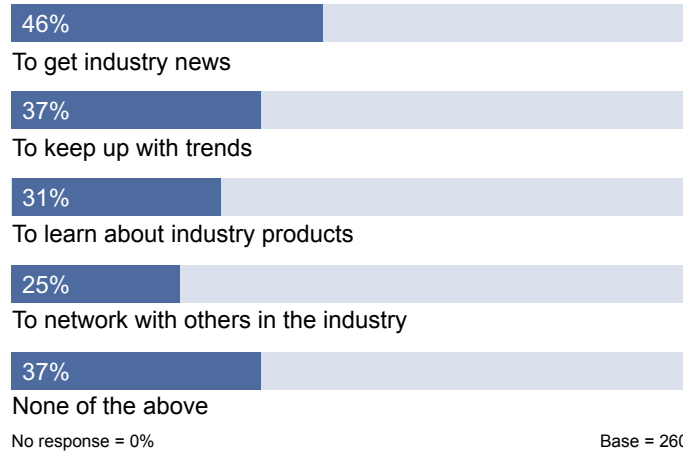
Base = 260

Demographics: Social Media



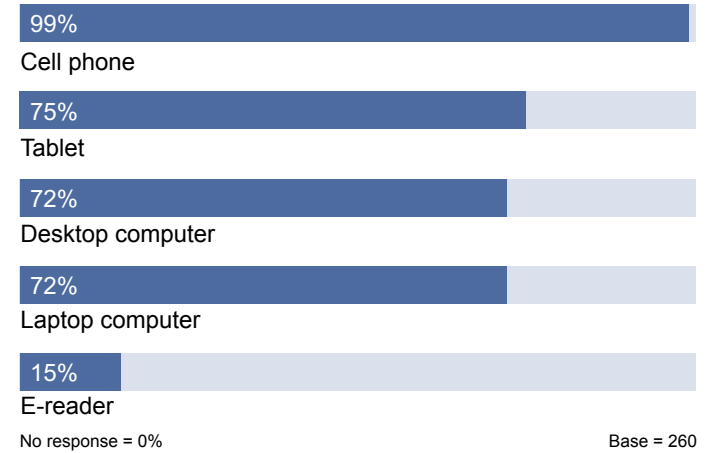
Professional use of social media

Sixty-three percent (63%) of Rural Electric respondents report one or more of these reasons for using social media.



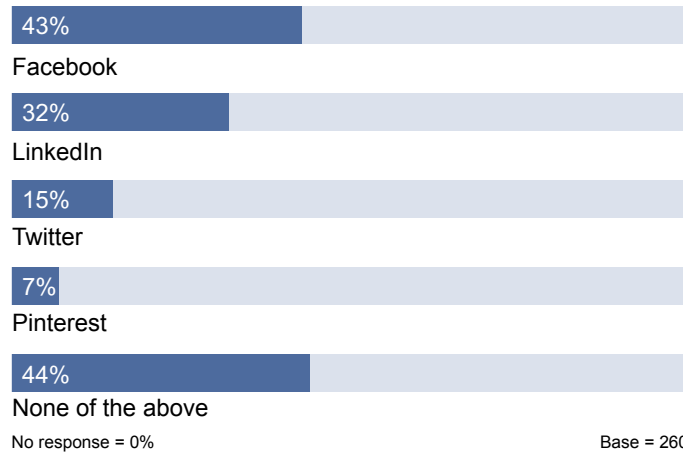
Digital devices owned or used by respondents

One hundred percent (100%) of Rural Electric respondents report having access to one or more of these digital devices.



Social media platforms used for work

Fifty-six percent (56%) of Rural Electric respondents report using one or more of these social media platforms for work.



About mediaView Pro



about

mediaView™ Pro

Complete Ad Campaign Analytics

What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

Why does mediaView Pro focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

¹ Les Binet and Peter Field, *Marketing in the Era of Accountability* (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | ² [ibid, 77] | ³ [ibid, 77] | ⁴ [ibid, 2]

Total Ad Recall

Audience Exposure

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

Total Ad Influence

Audience Engagement

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

Total Buying Action

Audience Involvement

Preliminary Buying Action

- Save the ad for future reference
- Discuss the advertised product
- Visit advertiser website
- Contact advertiser salesperson

Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

BAXTER
RESEARCH CENTER

About mediaView Pro: Methodology



about

mediaView™ Pro Complete Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted via email using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 20,546* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data are based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the questionnaire is available on request from BRC.

* December 2015 BPA Worldwide Statement

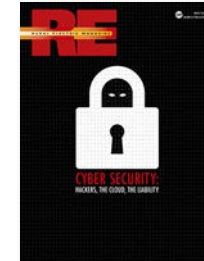
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National Rural Electric Cooperative Association (NRECA)

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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 42 million-plus consumer-members they serve, across 47 states.

Baxter Research Center Inc. (BRC)
is a leading provider of independent,
mixed-media audience analytics.

BRC's audience metrics guide, optimize
and inspire ad-campaign effectiveness in
print, digital and online media.

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