



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2018



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.

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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 and columns focus on all facets of electric co-op operations, including leadership, governance, technology, and legislative/regulatory issues that affect 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; government affairs; and other cooperative employees whose functions were not available.

CHANNELS

RURAL ELECTRIC MAGAZINE



6 issues in the period
 19,488 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
RURAL ELECTRIC MAGAZINE (6 issues in the period)	-	19,488	19,488

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1,745
Advertiser and Agency	281
Allocated for Trade Shows and Conventions	167
All Other	1,839
TOTAL	4,032

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	19,488	100.0	-	-	19,488	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,488	100.0	-	-	19,488	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	18,467
August	18,563
September	18,730
October	20,356
November	20,393
December	20,419

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

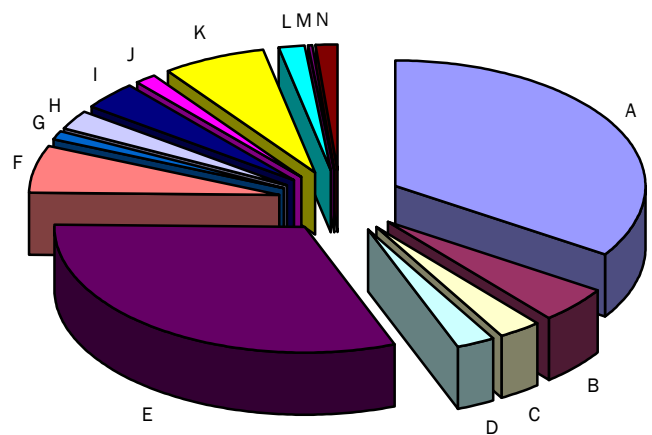
This issue is 5.6% or 1,086 copies above the average of the other 5 issues reported in Paragraph 2.

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	Administrative Management and Office Services	Communication	Engineering and Operation	Finance	Human Resources	Information Technology	Legal	Marketing	Consumer-Member Service	Purchasing and Inventory Management	Government Affairs	Functions Not Available
Distribution Cooperatives, Public Power Districts, and Public Utility Districts	18,805	92.2	-	18,805	6,926	906	487	431	5,654	1,132	208	413	641	221	1,315	303	14	154
Generation and Transmission Cooperatives	1,409	6.9	-	1,409	38	63	52	66	664	86	24	63	96	34	58	51	11	103
Statewide Organizations	179	0.9	-	179	2	29	11	34	27	7	6	1	11	3	10	1	14	23
TOTAL QUALIFIED CIRCULATION	20,393	100.0	-	20,393	6,966	1,998	550	531	6,345	1,225	238	477	748	258	1,383	355	39	280
PERCENT	100.0	-	100.0	34.1	4.9	2.7	2.6	31.1	6.0	1.2	2.3	3.7	1.3	6.8	1.7	0.2	1.4	

3a. Breakout of Qualified Circulation By Function

Function	Total Qualified	Percent of Total
A Consumer - Member Elected Board	6,966	34.1
B General Manager/Chief Executive Officer; Assistant General Manager	998	4.9
C Administrative Management and Office Services	550	2.7
D Communication	531	2.6
E Engineering and Operation	6,345	31.1
F Finance	1,225	6.0
G Human Resources	238	1.2
H Information Technology	477	2.3
I Legal	748	3.7
J Marketing	258	1.3
K Consumer - Member Service	1,383	6.8
L Purchasing and Inventory Management	355	1.7
M Government Affairs	39	0.2
N Functions Not Available	280	1.4
TOTAL QUALIFIED CIRCULATION	20,393	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	20,393	20,393	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	20,393	20,393	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	20,644	20,154	20,272	20,351	20,460	19,488
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	20,644	20,154	20,272	20,351	20,460	19,488
Post Expire Copies included in Total Qualified Circulation:	3.9%	1.5%	0.9%	1.3%	1.8%	0.7%
Average Annual Order Price:	\$40.54	\$40.74	\$40.64	\$40.76	\$40.86	\$40.85

*NOTE: July - December 2018 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

Average Annual Subscription Order Price: 12 issues for \$40.85

Prices	Total	Percent	Use of Free Promotional Incentives	Total	Percent
Offers (≥ 5% of Total Orders)			Ordered without promotional incentive	7,710	100.0
12 Issues for \$39.00	4,142	53.7	Ordered with editorial promotional incentive including reprints	-	-
12 Issues for \$43.00	3,568	46.3	Ordered with other promotional incentive	-	-
All Others	-	-			
TOTAL	7,710	100.0	TOTAL	7,710	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	50	50		Kentucky	-	416	416	
New Hampshire	-	24	24		Tennessee	-	432	432	
Vermont	-	42	42		Alabama	-	762	762	
Massachusetts	-	1	1		Mississippi	-	545	545	
Rhode Island	-	-	-		EAST SO. CENTRAL	-	2,155	2,155	10.6
Connecticut	-	-	-		Arkansas	-	486	486	
NEW ENGLAND	-	117	117	0.6	Louisiana	-	195	195	
New York	-	81	81		Oklahoma	-	772	772	
New Jersey	-	29	29		Texas	-	1,156	1,156	
Pennsylvania	-	531	531		WEST SO. CENTRAL	-	2,609	2,609	12.8
MIDDLE ATLANTIC	-	641	641	3.2	Montana	-	393	393	
Ohio	-	641	641		Idaho	-	151	151	
Indiana	-	1,464	1,464		Wyoming	-	246	246	
Illinois	-	558	558		Colorado	-	774	774	
Michigan	-	229	229		New Mexico	-	345	345	
Wisconsin	-	508	508		Arizona	-	199	199	
EAST NO. CENTRAL	-	3,400	3,400	16.7	Utah	-	69	69	
Minnesota	-	763	763		Nevada	-	216	216	
Iowa	-	527	527		MOUNTAIN	-	2,393	2,393	11.7
Missouri	-	1,301	1,301		Alaska	-	176	176	
North Dakota	-	451	451		Washington	-	183	183	
South Dakota	-	579	579		Oregon	-	273	273	
Nebraska	-	637	637		California	-	67	67	
Kansas	-	563	563		Hawaii	-	19	19	
WEST NO. CENTRAL	-	4,821	4,821	23.6	PACIFIC	-	718	718	3.5
Delaware	-	42	42		UNITED STATES	-	20,384	20,384	100.0
Maryland	-	83	83		U.S. Territories	-	8	8	
Washington, DC	-	7	7		Canada	-	1	1	
Virginia	-	422	422		Mexico	-	-	-	
West Virginia	-	12	12		Other International	-	-	-	
North Carolina	-	1,175	1,175		APQ/FPO	-	-	-	
South Carolina	-	520	520		TOTAL QUALIFIED CIRCULATION	-	20,393	20,393	100.0
Georgia	-	787	787						
Florida	-	482	482						
SOUTH ATLANTIC	-	3,530	3,530	17.3					

ADDITIONAL DATA

OFFICIAL PUBLICATION OF:

Rural Electric Magazine is the official publication of NRECA (America's Electric Cooperatives).

PARAGRAPH 1:

Qualified paid "Sponsored Individually Addressed" subscriptions averaging 19,488 copies were sold to qualified recipients at subscription prices \$39.00 and \$43.00, in quantities of 1 to 437.

PUBLISHER'S AFFIDAVIT

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

Veronica Franco, Circulation and BD Manager

Scot Hoffman, Editor

(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 15, 2019

State Virginia

City Arlington

Received by BPA Worldwide January 15, 2019

Type BJ

ID Number R102B0D8

About BPA Worldwide:

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