



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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 48 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
20,249 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)	-	20,249	20,249

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1,555
Advertiser and Agency	284
Allocated for Trade Shows and Conventions	142
All Other	1,879
TOTAL	3,860

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	20,249	100.0	-	-	20,249	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,249	100.0	-	-	20,249	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

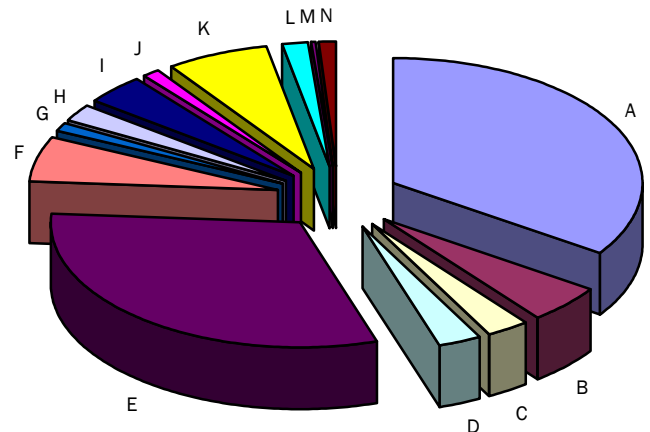
2019 Issue	Total Qualified
January	20,437
February	20,410
March	20,182
April	20,192
May	20,197
June	20,077

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is 0.3% or 63 copies below the average of the other 5 issues reported in Paragraph 2.

Industry	Total Qualified	Percent of Total	Quali-fied Non-Paid	Quali-fied Paid	Classification by Function													
					Consumer Member Elected Board	General Manager/Chief Executive Officer; Assistant General Manager	Adminis-trative Manage-ment and Office Services	Communi-cation	Engineer-ing and Operation	Finance	Human Re-sources	Informa-tion Technol-ogy	Legal	Market-ing	Consumer Member Service	Purchas-ing and Inventory Management	Govern-ment Affairs	Functions Not Available
Distribution Cooperatives, Public Power Districts, and Public Utility Districts	18,633	92.3	-	18,633	6,935	900	505	445	5,586	1,101	211	410	627	191	1,281	297	13	131
Generation and Transmission Cooperatives	1,393	6.9	-	1,393	37	62	53	59	672	86	26	58	103	36	68	54	15	64
Statewide Organizations	171	0.8	-	171	2	29	10	34	24	8	5	1	10	3	8	1	11	25
TOTAL QUALIFIED CIRCULATION	20,197	100.0	-	20,197	6,974	991	568	538	6,282	1,195	242	469	740	230	1,357	352	39	220
PERCENT	100.0		-	100.0	34.5	4.9	2.8	2.7	31.1	5.9	1.2	2.3	3.7	1.1	6.7	1.8	0.2	1.1

3a. Breakout of Qualified Circulation By Function

Function	Total Qualified	Percent of Total
A Consumer - Member Elected Board	6,974	34.5
B General Manager/Chief Executive Officer; Assistant General Manager	991	4.9
C Administrative Management and Office Services	568	2.8
D Communication	538	2.7
E Engineering and Operation	6,282	31.1
F Finance	1,195	5.9
G Human Resources	242	1.2
H Information Technology	469	2.3
I Legal	740	3.7
J Marketing	230	1.1
K Consumer - Member Service	1,357	6.7
L Purchasing and Inventory Management	352	1.8
M Government Affairs	39	0.2
N Functions Not Available	220	1.1
TOTAL QUALIFIED CIRCULATION	20,197	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	20,197	20,197	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	20,197	20,197	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	20,154	20,272	20,351	20,460	19,488	20,249
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	20,154	20,272	20,351	20,460	19,488	20,249
Post Expire Copies included in Total Qualified Circulation:	1.5%	0.9%	1.3%	1.8%	0.7%	1.3%
Average Annual Order Price:	\$40.74	\$40.64	\$40.76	\$40.86	\$40.85	\$40.79

*NOTE: July 2018 - June 2019 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 \$40.79	Prices		Use of Free Promotional Incentives	
	Total	Percent	Total	Percent
Offers (≥ 5% of Total Orders)			Ordered without promotional incentive	10,287 100.0
12 Issues for \$39.00	5,684	55.3	Ordered with editorial promotional incentive including reprints	- -
12 Issues for \$43.00	4,603	44.7	Ordered with other promotional incentive	- -
All Others	-	-		
TOTAL	10,287	100.0	TOTAL	10,287 100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	57	57		Kentucky	-	428	428	
New Hampshire	-	24	24		Tennessee	-	430	430	
Vermont	-	45	45		Alabama	-	752	752	
Massachusetts	-	1	1		Mississippi	-	519	519	
Rhode Island	-	-	-		EAST SO. CENTRAL	-	2,129	2,129	10.5
Connecticut	-	-	-		Arkansas	-	479	479	
NEW ENGLAND	-	127	127	0.6	Louisiana	-	195	195	
New York	-	79	79		Oklahoma	-	772	772	
New Jersey	-	29	29		Texas	-	1,137	1,137	
Pennsylvania	-	534	534		WEST SO. CENTRAL	-	2,583	2,583	12.8
MIDDLE ATLANTIC	-	642	642	3.2	Montana	-	387	387	
Ohio	-	641	641		Idaho	-	149	149	
Indiana	-	1,416	1,416		Wyoming	-	244	244	
Illinois	-	554	554		Colorado	-	767	767	
Michigan	-	230	230		New Mexico	-	335	335	
Wisconsin	-	504	504		Arizona	-	209	209	
EAST NO. CENTRAL	-	3,345	3,345	16.6	Utah	-	70	70	
Minnesota	-	751	751		Nevada	-	206	206	
Iowa	-	531	531		MOUNTAIN	-	2,367	2,367	11.7
Missouri	-	1,284	1,284		Alaska	-	175	175	
North Dakota	-	429	429		Washington	-	181	181	
South Dakota	-	586	586		Oregon	-	272	272	
Nebraska	-	629	629		California	-	59	59	
Kansas	-	565	565		Hawaii	-	18	18	
WEST NO. CENTRAL	-	4,775	4,775	23.7	PACIFIC	-	705	705	3.5
Delaware	-	41	41		UNITED STATES	-	20,189	20,189	100.0
Maryland	-	79	79		U.S. Territories	-	1	1	
Washington, DC	-	5	5		Canada	-	-	-	
Virginia	-	418	418		Mexico	-	-	-	
West Virginia	-	14	14		Other International	-	7	7	
North Carolina	-	1,176	1,176		APO/FPO	-	-	-	
South Carolina	-	521	521		TOTAL QUALIFIED CIRCULATION	-	20,197	20,197	100.0
Georgia	-	782	782						
Florida	-	480	480						
SOUTH ATLANTIC	-	3,516	3,516	17.4					

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 20,249 copies were sold to qualified recipients at subscription prices \$39.00 and \$43.00, in quantities of 1 to 432.

PUBLISHER'S AFFIDAVIT

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

Veronica Franco, Circulation 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.

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About BPA Worldwide

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