

JULY 2020 RE MAGAZINE

JULY 2020
AN NRECA PUBLICATION

RE

RURAL ELECTRIC MAGAZINE

RE



'AN INTEGRAL TOOL'

THE AGE OF UTILITY DRONES IS NEAR

Data That Tells a Story
System awareness at a Delaware co-op p.30

'Beauty Everywhere'
NHEC's nature-loving meter specialist p.34

THE POWER OF ENGAGEMENT

Drive engagement with electric cooperative decision-makers by advertising in NRECA's publications. As a trusted authority among America's electric cooperatives, we deliver business insights and highly relevant content to co-op CEOs, CFOs, CIOs, engineering, operations and IT professionals.

23K+

RE Magazine
print subscribers

75K+

NRECA News
e-newsletter
recipients

21K+

RE Magazine
e-newsletter
recipients

Unrivaled Reach.
Leadership Audience.
Powerful Platforms.

RE MAGAZINE — PRINT ADVERTISING

This media brand is an industry standout in showcasing co-op stories and best practices. 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

86% of CEOs read most issues¹

76% read most issues¹

49% participate in purchasing decisions³

Readership Breakdown

92% Distribution Cooperatives,
Public Power Districts and
Public Utility Districts²

7% Generation and Transmission
Cooperatives²

1% Statewide Organizations²

Reach

19,820 Qualified, Paid
Subscribers²

39,640 Pass-Along
Readership³

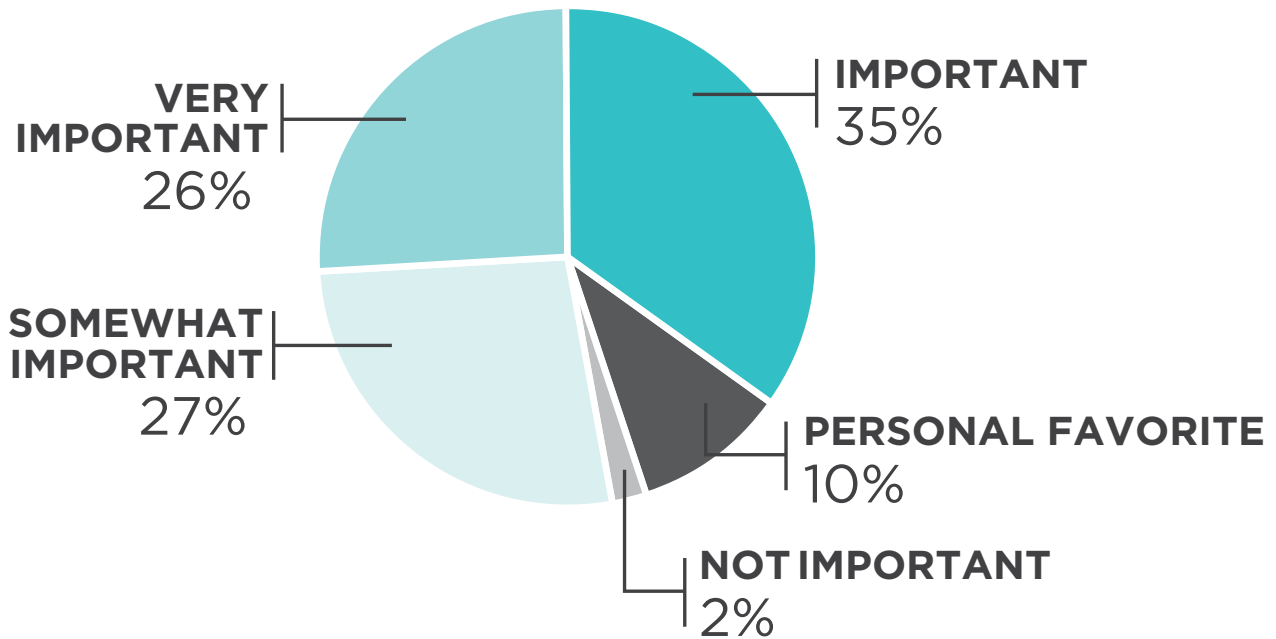
¹NRECA Market Research Services, 2016

²BPA Brand Report, June 2020

³Baxter Research study, June 2020
Readership based on mean pass-along
rate (1.0)

RE Magazine vs. other trade publications

When asked, “How important is *RE Magazine* among the professional publications you read,” respondents replied:



Source: Baxter Research Study, June 2020

Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,868
Engineering & Operations	6,091
Consumer Member Services	1,298
Finance	1,229
GM/CEO	994
Legal	722
Administrative Management	539
Communications	497
IT	488
Purchasing	343
HR	292
Marketing	219

Source: BPA statement, June 2020

RE Magazine Influence and Action

After seeing an ad in *RE Magazine*, respondents reported one or more of the following:

** Preliminary buying behaviors include saving the ad, discussing advertised product or service with colleagues, visiting advertiser's website or contacting a salesperson.*

*** Active buying behaviors include requesting a sample, considering a purchase, recommending or purchasing the advertised product or service.*

ASSOCIATED ADS WITH RESPECTIVE BRANDS

81%

LIKED ONE OR MORE ADS

91%

HAVE IMPROVED OPINION

65%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

77%

ENGAGED IN A PRELIMINARY BUYING BEHAVIOR*

37%

ENGAGED IN AN ACTIVE BUYING BEHAVIOR**

35%

Source: Baxter Research Study, June 2020

As a statewide manager, I read the magazine to keep up with industry news. But more importantly, it's the only publication that highlights the unique offerings and experiments taking place at co-ops across the country. It generates ideas, and it strengthens our network by sharing these stories.

— Statewide Association General Manager

* Quote from RE Magazine's quarterly ad study, conducted by Baxter Research Center.