



**BRAND REPORT**  
**FOR THE 6 MONTH PERIOD ENDED JUNE 2020**

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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Cooperative Association  
(NRECA)  
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**About**

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 the 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-consumer service employees; purchasing and inventory management employees; government affairs; and other cooperative employees whose functions were not available.

**CHANNELS**

**RURAL ELECTRIC MAGAZIN  
E Magazine**

**RE**

**EDUCATIONAL  
VEHICLES**

**The evolution of 50W**

**Anderson's Marathon**

**6 issues in period**  
**19,820 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 period)	-	19,820	19,820

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**AVERAGE NON-QUALIFIED CIRCULATION****NON-QUALIFIED**

Not Included Elsewhere	Copies
Other Paid Circulation	1,731
Advertiser and Agency	258
Allocated for Trade Shows   If; and Conventions	155
All Other	1,891
<b>TOTAL</b>	<b>4,035</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Sponsored Individually Addressed	19,820	100.0	-	-	19,820	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,820</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>19,820</b>	<b>100.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
Jan	-	19,962	19,962
Feb	-	19,803	19,803
Mar	-	19,770	19,770
Apr	-	19,780	19,780
May	-	19,805	19,805
Jun	-	19,802	19,802

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is 0.1% or 18 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Consumer-Member Board	General Manager/Chief Executive Officer; Assistant General Manager	Administrative Management Office Services	Community Relations	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	18,236	92.1	-	18,236	6,824	901	478	404	5,369	1,129	252	427	607	187	1,224	289	23	122
Generation and Transmission Cooperatives	1,411	7.1	-	1,411	42	62	54	62	699	92	34	60	105	30	68	54	16	33
Statewide Organizations	158	0.8	-	158	2	31	7	31	23	8	6	1	10	2	6	-	10	21
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,805</b>	<b>100.0</b>	<b>-</b>	<b>19,805</b>	<b>6,868</b>	<b>994</b>	<b>539</b>	<b>497</b>	<b>6,091</b>	<b>1,229</b>	<b>292</b>	<b>488</b>	<b>722</b>	<b>219</b>	<b>1,298</b>	<b>343</b>	<b>49</b>	<b>176</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>34.7</b>	<b>5.0</b>	<b>2.7</b>	<b>2.5</b>	<b>30.8</b>	<b>6.2</b>	<b>1.5</b>	<b>2.5</b>	<b>3.6</b>	<b>1.1</b>	<b>6.6</b>	<b>1.7</b>	<b>0.2</b>	<b>0.9</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2020

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	-	-	-	-	-	-	-
<b>PERCENT</b>	-	-	-	-	-	-	-

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent of Total
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	19,805	19,805	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multiple Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>Total Qualified Circulation</b>	<b>-</b>	<b>19,805</b>	<b>19,805</b>	<b>100.0</b>

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

	Audited Data		Audited Data		Circulation Claim	Circulation Claim
	July - December	January - June	July - December	January - June		
<b>6-Month Period Ended:</b>	<b>017</b>	<b>018</b>	<b>018</b>	<b>019</b>	<b>019*</b>	<b>20*</b>
Total Audit Average Qualified:	20,351	20,460	19,488	20,249	19,994	19,805
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	20,351	20,460	19,488	20,249	19,994	19,805
Post Expire Copies in Total Qualified Circulation:	1.30	1.80	0.70	1.30	1.00	1.30
Average Annual Order Price:	\$40.76	\$40.86	\$40.85	\$40.79	\$40.89	\$40.79

\*NOTE: July-June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods of data 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 \$40.82

PRICES	Total	Percent
Offers (≥ 5.0% of Total Orders)		

12 Issues for \$39.00	5,482	54.4
12 Issues for \$43.00	4,590	45.6
All Others	-	-
TOTAL	10,072	100.0

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

**Includes gross subscription sales/orders with unpaid invoices pending.**

<b>USE OF FREE PROMOTIONAL INCENTIVES</b>	<b>Total</b>	<b>Percent</b>
Ordered without promotional incentive	10,072	100.0
Ordered with editorial promotional incentive including reprints	-	-
Ordered with other promotional incentive	-	-
Total	10,072	100.0

## GEOGRAPHIC DISTRIBUTION

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

State	SCS	Total Paid	Qualified Non-Paid	Total Qualified	Percent
Maine	-	56	-	56	
New Hampshire	-	25	-	25	
Vermont	-	45	-	45	
Massachusetts	-	1	-	1	
Rhode Island	-	6	-	6	
Connecticut	-	-	-	-	
<b>NEW ENGLAND</b>	-	<b>133</b>	-	<b>133</b>	<b>0.7</b>
New York	-	78	-	78	
New Jersey	-	34	-	34	
Pennsylvania	-	512	-	512	
<b>MIDDLE ATLANTIC</b>	-	<b>624</b>	-	<b>624</b>	<b>3.2</b>
Ohio	-	628	-	628	
Indiana	-	1,378	-	1,378	
Illinois	-	546	-	546	
Michigan	-	228	-	228	
Wisconsin	-	492	-	492	
<b>EAST NO. CENTRAL</b>	-	<b>3,272</b>	-	<b>3,272</b>	<b>16.5</b>
Minnesota	-	724	-	724	
Iowa	-	514	-	514	
Missouri	-	1,240	-	1,240	
North Dakota	-	420	-	420	
South Dakota	-	578	-	578	
Nebraska	-	526	-	526	
Kansas	-	534	-	534	
<b>WEST NO. CENTRAL</b>	-	<b>4,536</b>	-	<b>4,536</b>	<b>22.9</b>
Delaware	-	41	-	41	
Maryland	-	75	-	75	
Washington, DC	-	5	-	5	
Virginia	-	426	-	426	
West Virginia	-	12	-	12	
North Carolina	-	1,190	-	1,190	
South Carolina	-	521	-	521	
Georgia	-	782	-	782	
Florida	-	470	-	470	
<b>SOUTH ATLANTIC</b>	-	<b>3,522</b>	-	<b>3,522</b>	<b>17.8</b>
Kentucky	-	414	-	414	
Tennessee	-	428	-	428	
Alabama	-	743	-	743	
Mississippi	-	517	-	517	
<b>EAST SO. CENTRAL</b>	-	<b>2,102</b>	-	<b>2,102</b>	<b>10.6</b>
Arkansas	-	472	-	472	
Louisiana	-	190	-	190	
Oklahoma	-	774	-	774	
Texas	-	1,157	-	1,157	
<b>WEST SO. CENTRAL</b>	-	<b>2,593</b>	-	<b>2,593</b>	<b>13.1</b>
Montana	-	376	-	376	
Idaho	-	146	-	146	
Wyoming	-	238	-	238	
Colorado	-	756	-	756	
New Mexico	-	315	-	315	
Arizona	-	214	-	214	
Utah	-	68	-	68	
Nevada	-	171	-	171	
<b>MOUNTAIN</b>	-	<b>2,284</b>	-	<b>2,284</b>	<b>11.5</b>
Alaska	-	179	-	179	
Washington	-	188	-	188	
Oregon	-	284	-	284	
California	-	64	-	64	
Hawaii	-	17	-	17	
<b>PACIFIC</b>	-	<b>732</b>	-	<b>732</b>	<b>3.7</b>
<b>UNITED STATES</b>	-	<b>19,798</b>	-	<b>19,798</b>	<b>100.0</b>
U.S. Territories	-	7	-	7	
Canada	-	-	-	-	

Mexico	-	-	-	-	
Other International	-	-	-	-	
APO/FPO	-	-	-	-	
<b>TOTAL</b>	-	<b>19,805</b>	-	<b>19,805</b>	<b>100.0</b>

**ADDITIONAL DATA**

**OFFICIAL PUBLICATION OF:**

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

**PARAGRAPH 1:**

Qualified paid "Sponsored Individually Addressed" subscriptions averaging 19,820 copies were sold to qualified recipients at subscription prices \$39.00 and \$43.00, in quantities of 1 to 435.

**PUBLISHER'S AFFIDAVIT**

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

Date signed

July 04, 2020

Veronica Franco , Circulation Manager

City

Arlington

Scot Hoffman, Editor

State

VA

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

Received by BPA Worldwide

July 04, 2020

**IMPORTANT NOTE:**

Type

PJ

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

ID Number

R102P0J0

Worldwide.

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.