

RE MAGAZINE 2021 EDITORIAL CALENDAR

Due to an ongoing magazine redesign, some of these features and departments may change.

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage	Free Ad Study		Buyer's Guide	Free Ad Study
RESERVATION DEADLINE	11/23/20	12/31/20	01/26/21	02/25/21	03/25/21	04/26/21
AD MATERIAL DEADLINE	11/30/20	01/06/21	02/03/21	03/03/21	03/31/21	05/04/21
FEATURE ARTICLES	Cover: Co-op Diversity, Equity, and Inclusion Feature: Passed over Feature: Survey on how co-ops performed during the pandemic Tech: Co-op fiber to the meter	Cover: Co-op of the future (illustrated feature) Feature: Changing co-op workplace Tech: Transmission supergrid	Cover: Has COVID changed co-ops forever? Feature: Puerto Rico cooperative effort Feature: Women and co-ops Tech: Real-time data	Cover: Carbon-free by... Feature: EVs and load management Feature: Smart communities Tech: Microgrid tech	Cover: Modernizing the cooperative grid Feature: Co-op Comms Feature: Members going off-grid Feature: The rise of third-party group Tech: Physical security	Cover: Steal this magazine - creative co-op ideas for you to use Feature: E&T Feature: Wildfires Tech: Smart home/smart grid technologies due to improved fiber networks
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/20	Co-op Case Study Submissions Due: 10/01/20	Co-op Case Study Submissions Due: 11/01/20	Co-op Case Study Submissions Due: 12/01/20	Co-op Case Study Submissions Due: 01/02/21	Co-op Case Study Submissions Due: 02/01/21
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/20	Product or Service Releases Due: 12/01/20	Product or Service Releases Due: 01/02/21	Product or Service Releases Due: 02/01/21	Product or Service Releases Due: 03/01/21	Product or Service Releases Due: 04/01/21
SPECIAL SUPPLEMENTS		Special Feature: NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage Experience "The Official" Preview Guide w/ Exhibitor List	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	Safety Products Showcase Insert	2021 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! View Online Buyer's Guide: rebuyersguide.nreca.coop/	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research Special Insert: Edu. & Training Opportunities
ADDITIONAL DISTRIBUTION Event dates subject to change	NRECA CEO Close-Up Conference Jan 13-16, 2021 Amelia Island, FL NET 2021 (NRECA Touchstone Energy® New & Emerging Technologies Conference) Feb 1-3, 2021 Indian Wells, CA		NRECA Directors Conference 2021 March 21-24, 2021 Austin, TX	DistribuTECH 2021 March 30-April 1, 2021 Orlando, FL NRECA Safety Leadership Summit April 6-8, 2021 Orlando, FL IEEE Rural Electric Power Confer & Expo April 26-30, 2021 Location TBA	NRECA & Touchstone Energy® CONNECT 2021 Conference May 4-6, 2021 Nashville, TN	FiberConnect Mid-June 2021 Gaylord Texan Resort, TX UTC Telecom & Technology 2021 June 21-25, 2021 Portland, OR
ESTIMATED MAIL DATE	12/23/20	01/29/21	02/25/21	03/25/21	04/23/21	5/27/21

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory Issue		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time
RESERVATION DEADLINE	05/25/21	06/25/21	07/27/21	08/24/21	09/24/21	10/26/21
AD MATERIAL DEADLINE	06/02/21	07/05/21	08/04/21	09/01/21	10/04/21	11/03/21
FEATURE ARTICLES	Cover: Duane Highley profile Feature: Are small-scale advanced reactors ready for prime time? Feature: Oil and Gas Futures Tech: Generation innovations	Cover: 20 co-op leaders to watch Feature: Broadband Developments Feature: Co-ops working with the military Tech: Broadband: Over or under design considerations	Cover: Emerging partners: co-ops and environmental groups Feature: BE/EVs and AG equipment Feature: Changing resource portfolio Tech: Energy storage advances	Cover: Safety Feature: IEEE 1547 implementation Feature: Serving hemp operations Tech: Cybersecurity weak links/disaster recovery	Cover: International Program Feature: Serving Low-income regions Feature: Community development Tech: AI/predictive analytics	Cover: Technology trends Feature: Holiday feature
PROJECT PROFILES Highlights how vendors help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/21	Co-op Case Study Submissions Due: 04/01/21	Co-op Case Study Submissions Due: 05/01/21	Co-op Case Study Submissions Due: 06/01/21	Co-op Case Study Submissions Due: 07/01/21	Co-op Case Study Submissions Due: 08/01/21
MARKETPLACE New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/21	Product or Service Releases Due: 06/01/21	Product or Service Releases Due: 07/01/21	Product or Service Releases Due: 08/01/21	Product or Service Releases Due: 09/01/21	Product or Service Releases Due: 10/01/21
SPECIAL SUPPLEMENTS	2021 Membership DIRECTORY OF ELECTRIC COOPERATIVES and Affiliated Organizations (Cooperative Members, Associate Members, & Affiliate Members)	Co-op Broadband Case Studies Insert	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research			Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION Event dates subject to change		NRECA Tax, Finance & Accounting Conference for Cooperatives July 31-Aug 3, 2021 Orlando, FL	NRECA Region Meetings 1&4 Sept 8-10, 2021 Nat'l Harbor, MD NRECA Region Meetings 5&6 Sept 15-17, 2021 Minneapolis, MN NRECA Region Meetings 7&9 Sept 28-30, 2021 Sacramento, CA	ICUEE, now The Utility Expo 2021 Sept 28-30, 2021 Louisville, KY 2021 PowerUp Conference Oct 11-13, 2021 Austin, TX NRECA Region Meetings 2&3 Oct 5-7, 2021 Birmingham, AL NRECA Region Meetings 8&10 Oct 13-15, 2021 Albuquerque, NM		
ESTIMATED MAIL DATE	06/25/21	07/27/21	08/26/21	09/27/21	10/26/21	11/29/21