



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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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**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

**RE 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

### RE MAGAZINE



6 issues in the period  
19,885 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>RE MAGAZINE</b> (6 issues in the period)	-	19,885	19,885

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1,852
Advertiser and Agency	239
Allocated for Trade Shows and Conventions	339
All Other	1,888
<b>TOTAL</b>	<b>4,318</b>

**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	19,885	100.0	-	-	19,885	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,885</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>19,885</b>	<b>100.0</b>

\*See Additional Data

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

2020 Issue	Total Qualified
July	19,849
August	19,907
September	19,917
October	19,880
November	19,850
December	19,905

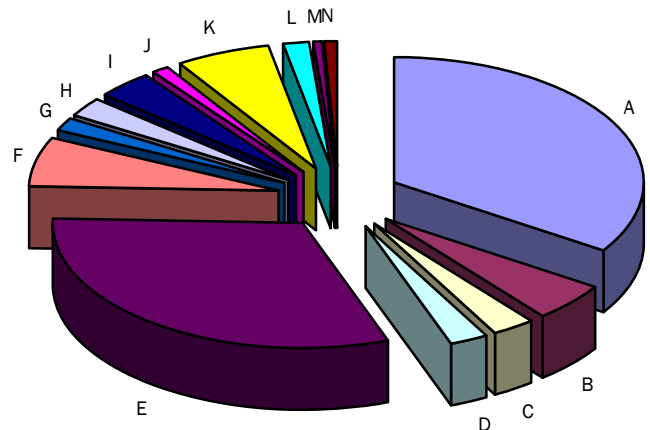
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

This issue is 0.2% or 42 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total		Classification by Function															
		Qualified	Non-Paid	Qualified	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	18,222	91.8	-	18,222	6,743	917	508	399	5,447	1,174	277	415	605	189	1,140	276	22	110	
Generation and Transmission Cooperatives	1,468	7.4	-	1,468	43	68	60	56	716	104	40	69	106	31	63	54	21	37	
Statewide Organizations	160	0.8	-	160	2	30	8	30	24	8	5	2	10	2	6	-	10	23	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,850</b>	<b>100.0</b>	<b>-</b>	<b>19,850</b>	<b>6,788</b>	<b>1,015</b>	<b>576</b>	<b>485</b>	<b>6,187</b>	<b>1,286</b>	<b>322</b>	<b>486</b>	<b>721</b>	<b>222</b>	<b>1,209</b>	<b>330</b>	<b>53</b>	<b>170</b>	
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>34.2</b>	<b>5.1</b>	<b>2.9</b>	<b>2.4</b>	<b>31.2</b>	<b>6.5</b>	<b>1.6</b>	<b>2.4</b>	<b>3.6</b>	<b>1.1</b>	<b>6.1</b>	<b>1.7</b>	<b>0.3</b>	<b>0.9</b>		

**3a. Breakout of Qualified Circulation By Function**

Function	Total Qualified	Percent of Total
A Consumer - Member Elected Board	6,788	34.2
B General Manager/Chief Executive Officer; Assistant General Manager	1,015	5.1
C Administrative Management and Office Services	576	2.9
D Communication	485	2.4
E Engineering and Operation	6,187	31.2
F Finance	1,286	6.5
G Human Resources	322	1.6
H Information Technology	486	2.4
I Legal	721	3.6
J Marketing	222	1.1
K Consumer - Member Service	1,209	6.1
L Purchasing and Inventory Management	330	1.7
M Government Affairs	53	0.3
N Functions Not Available	170	0.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,850</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

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

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	19,850	19,850	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>19,850</b>	<b>19,850</b>	<b>100.0</b>

**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 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	20,460	19,488	20,249	19,994	19,820	19,885
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	20,460	19,488	20,249	19,994	19,820	19,885
Post Expire Copies included in Total Qualified Circulation:	1.8%	0.7%	1.3%	1.0%	1.3%	1.5%
Average Annual Order Price:	\$40.86	\$40.85	\$40.79	\$40.89	\$40.82	\$40.81

\*NOTE: July - December 2020 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 \$40.81

Prices	Total	Percent	Use of Free Promotional Incentives	Total	Percent
<b>Offers (≥ 5% of Total Orders)</b>			Ordered without promotional incentive	6,967	100.0
12 Issues for \$39.00	3,812	54.7	Ordered with editorial promotional incentive including reprints	-	-
12 Issues for \$43.00	3,155	45.3	Ordered with other promotional incentive	-	-
All Others	-	-			
<b>TOTAL</b>	<b>6,967</b>	<b>100.0</b>	<b>TOTAL</b>	<b>6,967</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	52	52		Kentucky	-	435	435	
New Hampshire	-	23	23		Tennessee	-	419	419	
Vermont	-	45	45		Alabama	-	752	752	
Massachusetts	-	1	1		Mississippi	-	510	510	
Rhode Island	-	6	6		<b>EAST SO. CENTRAL</b>	-	<b>2,116</b>	<b>2,116</b>	<b>10.7</b>
Connecticut	-	-	-		Arkansas	-	476	476	
<b>NEW ENGLAND</b>	-	<b>127</b>	<b>127</b>	<b>0.6</b>	Louisiana	-	200	200	
New York	-	77	77		Oklahoma	-	768	768	
New Jersey	-	36	36		Texas	-	1,225	1,225	
Pennsylvania	-	511	511		<b>WEST SO. CENTRAL</b>	-	<b>2,669</b>	<b>2,669</b>	<b>13.4</b>
<b>MIDDLE ATLANTIC</b>	-	<b>624</b>	<b>624</b>	<b>3.2</b>	Montana	-	371	371	
Ohio	-	625	625		Idaho	-	150	150	
Indiana	-	1,355	1,355		Wyoming	-	178	178	
Illinois	-	563	563		Colorado	-	723	723	
Michigan	-	240	240		New Mexico	-	317	317	
Wisconsin	-	407	407		Arizona	-	228	228	
<b>EAST NO. CENTRAL</b>	-	<b>3,190</b>	<b>3,190</b>	<b>16.1</b>	Utah	-	68	68	
Minnesota	-	712	712		Nevada	-	181	181	
Iowa	-	513	513		<b>MOUNTAIN</b>	-	<b>2,216</b>	<b>2,216</b>	<b>11.2</b>
Missouri	-	1,253	1,253		Alaska	-	188	188	
North Dakota	-	415	415		Washington	-	201	201	
South Dakota	-	583	583		Oregon	-	300	300	
Nebraska	-	532	532		California	-	70	70	
Kansas	-	546	546		Hawaii	-	16	16	
<b>WEST NO. CENTRAL</b>	-	<b>4,554</b>	<b>4,554</b>	<b>22.9</b>	<b>PACIFIC</b>	-	<b>775</b>	<b>775</b>	<b>3.9</b>
Delaware	-	40	40		<b>UNITED STATES</b>	-	<b>19,842</b>	<b>19,842</b>	<b>100.0</b>
Maryland	-	74	74		U.S. Territories	-	8	8	
Washington, DC	-	5	5		Canada	-	-	-	
Virginia	-	402	402		Mexico	-	-	-	
West Virginia	-	13	13		Other International	-	-	-	
North Carolina	-	1,226	1,226		AP0/FPO	-	-	-	
South Carolina	-	519	519						
Georgia	-	826	826						
Florida	-	466	466						
<b>SOUTH ATLANTIC</b>	-	<b>3,571</b>	<b>3,571</b>	<b>18.0</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>-</b>	<b>19,850</b>	<b>19,850</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 19,885 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 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.

Date signed

January 13, 2021

County

Arlington

State

Virginia

Received by BPA Worldwide

January 13, 2021

Type

BJ

ID Number

R102B0D0

**About BPA Worldwide**

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