

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.

National Rural Electric
Cooperative Association
(NRECA)
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About

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

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.

Magazine Channel Format

RE MAGAZINE is produced in a print and online format. The editorial for the print copy is the same for all recipients.

CHANNELS

RE MAGAZINE Magazine



6 issues in period

19,799 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RE MAGAZINE (6 issues in period)	-	19,799	19,799

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED

Not Included Elsewhere	Copies
Other Paid Circulation	1,895
Advertiser and Agency	229
Allocated for Trade Shows If; and Conventions	2
All Other	1,881
TOTAL	4,007

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	19,799	100.0	-	-	19,799	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,799	100.0	-	-	19,799	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January	-	19,970	19,970
February	-	19,786	19,786
March	-	19,790	19,790
April	-	19,756	19,756
May	-	19,716	19,716
June	-	19,775	19,775

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

This issue is 0.5% or 99 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 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	Funeral Homes
Distribution Cooperatives, Public Power Districts, and Public Utility Districts	18,086	91.7	-	18,086	6,732	905	492	403	5,362	1,191	284	432	588	184	1,126	268	21	98
Generation and Transmission Cooperatives	1,474	7.5	-	1,474	42	70	58	57	715	110	43	73	112	27	67	56	23	21
Statewide Organizations	156	0.8	-	156	2	33	8	28	23	6	5	2	10	2	7	-	9	21
TOTAL QUALIFIED CIRCULATION	19,716	100.0	-	19,716	6,776	1,008	558	488	6,100	1,307	332	507	710	213	1,200	324	53	140
PERCENT	100.0	-	-	100.0	34.4	5.1	2.8	2.5	30.9	6.6	1.7	2.6	3.6	1.1	6.1	1.6	0.3	0.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2021

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. TOTAL - 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	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	-	-	-	-	-	-
PERCENT	-	-	-	-	-	-	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent of Total
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	-	19,716	19,716	100.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multiple Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
Total Qualified Circulation	-	19,716	19,716	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2	January - June 2	July - December 2	January - June 2	July - December 2	January - June 20
	018	019	019	020	020*	21*
Total Audit Average Qualified:	19,488	20,249	19,994	19,820	19,885	19,716
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	19,488	20,249	19,994	19,820	19,885	19,716
Post Expire Copies in Total Qualified Circulation:	0.70	1.30	1.00	1.30	1.50	1.20
Average Annual Order Price:	\$40.85	\$40.79	\$40.89	\$40.82	\$40.81	\$40.82

*NOTE: July-June 2021 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 \$40.81

PRICES	Total	Percent
Offers (≥ 5.0% of Total Orders)		
12 Issues for \$39.00	5,597	54.8
12 Issues for \$43.00	4,608	45.2
All Others	-	-
TOTAL	10,205	100.0

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

Includes gross subscription sales/orders with unpaid invoices pending.

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	10,205	100.0
Ordered with editorial promotional incentive including reprints	-	-
Ordered with other promotional incentive	-	-
Total	10,205	100.0

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

State	SCS	Total Paid	Qualified Non-Paid	Total Qualified	Percent
Maine	-	53	-	53	
New Hampshire	-	27	-	27	
Vermont	-	45	-	45	
Massachusetts	-	1	-	1	
Rhode Island	-	6	-	6	
Connecticut	-	-	-	-	
NEW ENGLAND	-	132	-	132	0.7
New York	-	74	-	74	
New Jersey	-	36	-	36	
Pennsylvania	-	491	-	491	
MIDDLE ATLANTIC	-	601	-	601	3.0
Ohio	-	630	-	630	
Indiana	-	1,355	-	1,355	
Illinois	-	559	-	559	
Michigan	-	232	-	232	
Wisconsin	-	404	-	404	
EAST NO. CENTRAL	-	3,180	-	3,180	16.1
Minnesota	-	707	-	707	
Iowa	-	521	-	521	
Missouri	-	1,246	-	1,246	
North Dakota	-	415	-	415	
South Dakota	-	572	-	572	
Nebraska	-	523	-	523	
Kansas	-	553	-	553	
WEST NO. CENTRAL	-	4,537	-	4,537	23.0
Delaware	-	36	-	36	
Maryland	-	73	-	73	
Washington, DC	-	5	-	5	
Virginia	-	410	-	410	
West Virginia	-	12	-	12	
North Carolina	-	1,213	-	1,213	
South Carolina	-	500	-	500	
Georgia	-	845	-	845	
Florida	-	472	-	472	
SOUTH ATLANTIC	-	3,566	-	3,566	18.1
Kentucky	-	436	-	436	

Tennessee	-	435	-	435	
Alabama	-	738	-	738	
Mississippi	-	514	-	514	
EAST SO. CENTRAL	-	2,123	-	2,123	10.8
Arkansas	-	480	-	480	
Louisiana	-	201	-	201	
Oklahoma	-	741	-	741	
Texas	-	1,205	-	1,205	
WEST SO. CENTRAL	-	2,627	-	2,627	13.3
Montana	-	386	-	386	
Idaho	-	150	-	150	
Wyoming	-	178	-	178	
Colorado	-	714	-	714	
New Mexico	-	299	-	299	
Arizona	-	225	-	225	
Utah	-	66	-	66	
Nevada	-	180	-	180	
MOUNTAIN	-	2,198	-	2,198	11.1
Alaska	-	179	-	179	
Washington	-	199	-	199	
Oregon	-	281	-	281	
California	-	66	-	66	
Hawaii	-	19	-	19	
PACIFIC	-	744	-	744	3.8
UNITED STATES	-	19,708	-	19,708	100.0
U.S. Territories	-	8	-	8	
Canada	-	-	-	-	
Mexico	-	-	-	-	
Other International	-	-	-	-	
APO/FPO	-	-	-	-	
TOTAL	-	19,716	-	19,716	100.0

ADDITIONAL DATA

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION:

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

PARAGRAPH 1:

Qualified paid "sponsored individually addressed" subscriptions averaging 19,799 copies were sold to qualified recipients at subscription prices of \$39 and \$43, in quantities of 1 to 418.

PUBLISHER'S AFFIDAVIT

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

Veronica Franco, Circulation Manager
Scott Hoffman, Editor

Date signed

July 13, 2021

State

VA

County

Arlington

(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 13, 2021

IMPORTANT NOTE:

This unaudited circulation statement 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

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.