



## 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

**67K+**  
NRECA News  
e-newsletter  
recipients

**21K+**  
RE Magazine  
e-newsletter  
recipients

Unrivaled Reach.  
Leadership Audience.  
Powerful Platforms.

## RE MAGAZINE — PRINT ADVERTISING

NRECA's flagship publication, *RE Magazine* underwent a full cover-to-cover redesign in 2021 based 100% on reader feedback. Since 1942, *RE* has been 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 issues<sup>1</sup>

**76%** of subscribers read most issues<sup>1</sup>

**49%** participate in purchasing decisions<sup>3</sup>

### Readership Breakdown

**92%** Distribution Cooperatives, Public Power Districts and Public Utility Districts<sup>2</sup>

**7%** Generation and Transmission Cooperatives<sup>2</sup>

**1%** Statewide Organizations<sup>2</sup>

### Reach

**19,799** Average Qualified, Paid Subscribers<sup>2</sup>

**37,618** Pass-Along Readership<sup>3</sup>

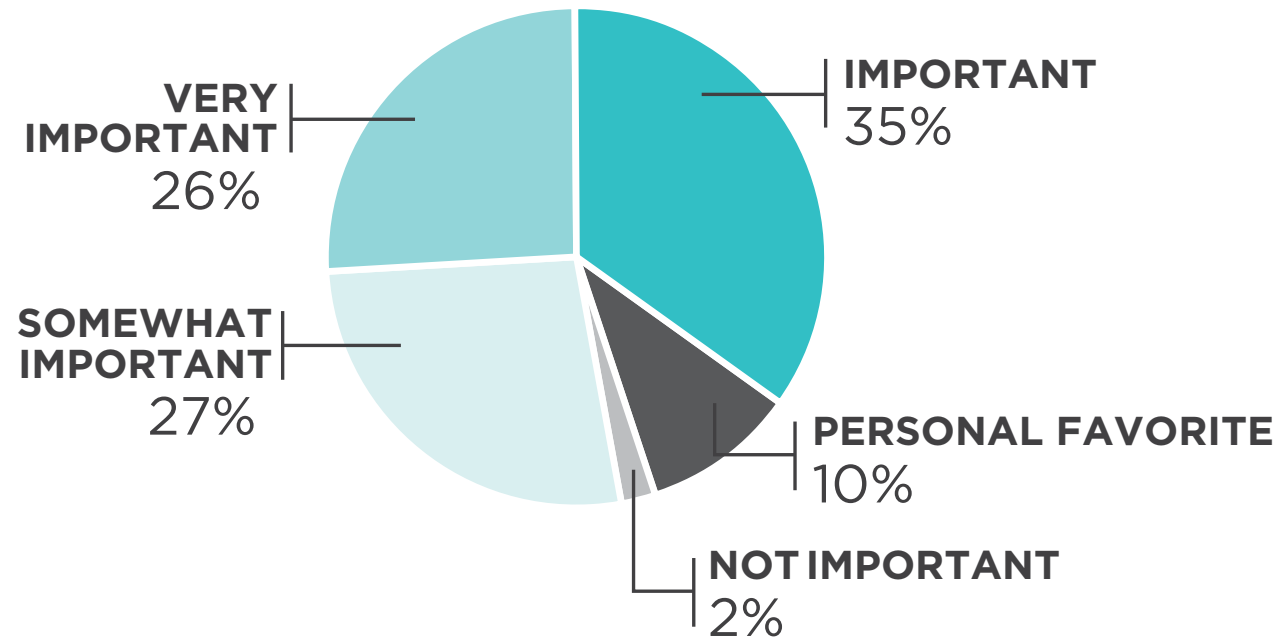
<sup>1</sup> NRECA Market Research Services, 2016

<sup>2</sup> BPA Brand Report, July 2021

<sup>3</sup> Baxter Research Center study, June 2021  
Readership based on mean pass-along rate (0.9)

### 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 2021

### Breakout of Circulation by Job Function

JOB FUNCTION	NUMBER OF SUBSCRIBERS
Member-Elected Board of Directors	6,776
Engineering & Operations	6,100
Finance	1,307
Consumer Member Services	1,200
GM/CEO	1,008
Legal	710
Administrative Management	558
IT	507
Communications	488
HR	332
Purchasing	324
Marketing	213

Source: BPA statement, June 2021

### 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.*



Source: Baxter Research Study, June 2021

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.