

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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

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

**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 PRINT MAGAZINE**



**EXECUTIVE SUMMARY**

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

|   | Non-Paid | Paid   | Average |
|---|----------|--------|---------|
| <b>RE PRINT MAGAZINE</b> (6 issues in the period) | -        | 19,535 | 19,535  |

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified Not Included Elsewhere      | Copies       |
|---|--------------|
| Other Paid Circulation                    | 1,930        |
| Advertiser and Agency                     | 120          |
| Allocated for Trade Shows and Conventions | 300          |
| All Other                                 | 1,849        |
| <b>TOTAL</b>                              | <b>4,199</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             | 19,535          | 100.0        | -                  | -        | 19,535         | 100.0        |
| Membership Benefit                 | -               | -            | -                  | -        | -              | -            |
| Multi-Copy Same Addressee          | -               | -            | -                  | -        | -              | -            |
| Single Copy Sales                  | -               | -            | -                  | -        | -              | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>19,535</b>   | <b>100.0</b> | <b>-</b>           | <b>-</b> | <b>19,535</b>  | <b>100.0</b> |

\*See Additional Data

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

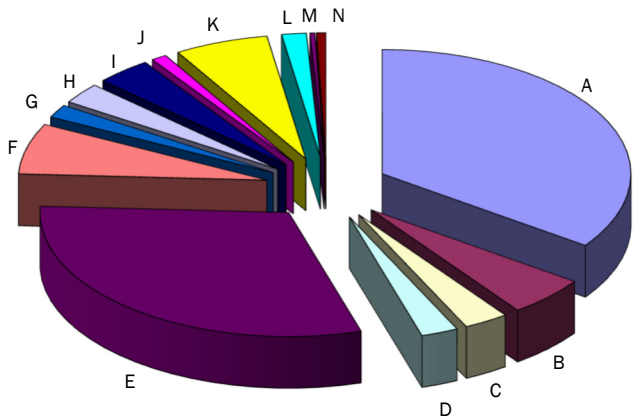
| 2022 Issue | Total Qualified |
|------------|-----------------|
| January    | 19,735          |
| February   | 19,273          |
| March      | 19,355          |
| April      | 19,700          |
| May        | 19,575          |
| June       | 19,569          |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**  
This issue is 0.3% or 49 copies above the average of the other 5 issues reported in Paragraph 2.

| Business and Industry   | Total Qualified | Percent of Total | Qualified Non-Paid | Qualified Paid | Classification by Function      |  |   |               |                           |              |                 |                        |            |            |                           |                                     |                    |                         |
|---|-----------------|------------------|--------------------|----------------|---------------------------------|--|---|---------------|---------------------------|--------------|-----------------|------------------------|------------|------------|---------------------------|-------------------------------------|--------------------|-------------------------|
|   |                 |                  |                    |                | 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 | 17,959          | 91.7             | -                  | 17,959         | 6,760                           | 919  | 496   | 400           | 5,250                     | 1,169        | 281             | 455                    | 579        | 165        | 1,118                     | 271                                 | 18                 | 78                      |
| Generation and Transmission Cooperatives  | 1,468           | 7.5              | -                  | 1,468          | 60                              | 75   | 57  | 48            | 705                       | 110          | 40              | 72                     | 112        | 29         | 68                        | 44                                  | 23                 | 25                      |
| Statewide Organizations   | 148             | 0.8              | -                  | 148            | 2                               | 30   | 6   | 24            | 21                        | 7            | 6               | 2                      | 10         | 2          | 6                         | -                                   | 13                 | 19                      |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>19,575</b>   | <b>100.0</b>     | <b>-</b>           | <b>19,575</b>  | <b>6,822</b>                    | <b>1,024</b>   | <b>559</b>                                    | <b>472</b>    | <b>5,976</b>              | <b>1,286</b> | <b>327</b>      | <b>529</b>             | <b>701</b> | <b>196</b> | <b>1,192</b>              | <b>315</b>                          | <b>54</b>          | <b>122</b>              |
| <b>PERCENT</b>  | <b>100.0</b>    | <b>-</b>         | <b>100.0</b>       | <b>34.8</b>    | <b>5.2</b>                      | <b>2.9</b>   | <b>2.4</b>                                    | <b>30.5</b>   | <b>6.6</b>                | <b>1.7</b>   | <b>2.7</b>      | <b>3.6</b>             | <b>1.0</b> | <b>6.1</b> | <b>1.6</b>                | <b>0.3</b>                          | <b>0.6</b>         |                         |

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

| Function   | Total Qualified | Percent of Total |
|--|-----------------|------------------|
| A Consumer - Member Elected Board                                    | 6,822           | 34.8             |
| B General Manager/Chief Executive Officer; Assistant General Manager | 1,024           | 5.2              |
| C Administrative Management and Office Services                      | 559             | 2.9              |
| D Communication  | 472             | 2.4              |
| E Engineering and Operation  | 5,976           | 30.5             |
| F Finance  | 1,286           | 6.6              |
| G Human Resources  | 327             | 1.7              |
| H Information Technology   | 529             | 2.7              |
| I Legal  | 701             | 3.6              |
| J Marketing  | 196             | 1.0              |
| K Consumer - Member Service  | 1,192           | 6.1              |
| L Purchasing and Inventory Management                                | 315             | 1.6              |
| M Government Affairs   | 54              | 0.3              |
| N Functions Not Available  | 122             | 0.6              |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                   | <b>19,575</b>   | <b>100.0</b>     |



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

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

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

| Mailing Address                               | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function | -                  | -              | -               | -            |
| Individuals by name only                      | -                  | 19,575         | 19,575          | 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>19,575</b>  | <b>19,575</b>   | <b>100.0</b> |

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

| 6-Month Period Ended:                                       | Audited Data         | Audited Data        | Audited Data         | Audited Data        | Circulation Claim     | Circulation Claim    |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
|   | July - December 2019 | January - June 2020 | July - December 2020 | January - June 2021 | July - December 2021* | January - June 2022* |
| Total Audit Average Qualified:                              | 19,994               | 19,820              | 19,885               | 19,799              | 19,723                | 19,535               |
| Qualified Non-Paid:   | -                    | -                   | -                    | -                   | -                     | -                    |
| Qualified Paid:   | 19,994               | 19,820              | 19,885               | 19,799              | 19,723                | 19,535               |
| Post Expire Copies included in Total Qualified Circulation: | 1.0%                 | 1.3%                | 1.5%                 | 1.2%                | 1.6%                  | 2.7%                 |
| Average Annual Order Price:                                 | \$40.89              | \$40.82             | \$40.81              | \$40.81             | \$40.93               | \$40.81              |

\*NOTE: July 2021 - June 2022 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                           | 9,836        | 100.0        |
| 12 Issues for \$39.00                | 5,387        | 54.8         | Ordered with editorial promotional incentive including reprints | -            | -            |
| 12 Issues for \$43.00                | 4,449        | 45.2         | Ordered with other promotional incentive                        | -            | -            |
| All Others                           | -            | -            |   |              |              |
| <b>TOTAL</b>                         | <b>9,836</b> | <b>100.0</b> | <b>TOTAL</b>  | <b>9,836</b> | <b>100.0</b> |

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**

| State                   | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent     | State                              | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|-------------------------|--------------------|----------------|-----------------|-------------|------------------------------------|--------------------|----------------|-----------------|--------------|
| Maine                   | -                  | 56             | 56              |             | Kentucky                           | -                  | 425            | 425             |              |
| New Hampshire           | -                  | 26             | 26              |             | Tennessee                          | -                  | 442            | 442             |              |
| Vermont                 | -                  | 42             | 42              |             | Alabama                            | -                  | 730            | 730             |              |
| Massachusetts           | -                  | -              | -               |             | Mississippi                        | -                  | 508            | 508             |              |
| Rhode Island            | -                  | 9              | 9               |             | <b>EAST SO. CENTRAL</b>            | -                  | <b>2,105</b>   | <b>2,105</b>    | <b>10.8</b>  |
| Connecticut             | -                  | -              | -               |             | Arkansas                           | -                  | 481            | 481             |              |
| <b>NEW ENGLAND</b>      | -                  | <b>133</b>     | <b>133</b>      | <b>0.7</b>  | Louisiana                          | -                  | 206            | 206             |              |
| New York                | -                  | 76             | 76              |             | Oklahoma                           | -                  | 764            | 764             |              |
| New Jersey              | -                  | 34             | 34              |             | Texas                              | -                  | 1,192          | 1,192           |              |
| Pennsylvania            | -                  | 481            | 481             |             | <b>WEST SO. CENTRAL</b>            | -                  | <b>2,643</b>   | <b>2,643</b>    | <b>13.5</b>  |
| <b>MIDDLE ATLANTIC</b>  | -                  | <b>591</b>     | <b>591</b>      | <b>3.0</b>  | Montana                            | -                  | 402            | 402             |              |
| Ohio                    | -                  | 594            | 594             |             | Idaho                              | -                  | 150            | 150             |              |
| Indiana                 | -                  | 1,381          | 1,381           |             | Wyoming                            | -                  | 175            | 175             |              |
| Illinois                | -                  | 565            | 565             |             | Colorado                           | -                  | 675            | 675             |              |
| Michigan                | -                  | 236            | 236             |             | New Mexico                         | -                  | 299            | 299             |              |
| Wisconsin               | -                  | 417            | 417             |             | Arizona                            | -                  | 222            | 222             |              |
| <b>EAST NO. CENTRAL</b> | -                  | <b>3,193</b>   | <b>3,193</b>    | <b>16.3</b> | Utah                               | -                  | 66             | 66              |              |
| Minnesota               | -                  | 713            | 713             |             | Nevada                             | -                  | 71             | 71              |              |
| Iowa                    | -                  | 535            | 535             |             | <b>MOUNTAIN</b>                    | -                  | <b>2,060</b>   | <b>2,060</b>    | <b>10.5</b>  |
| Missouri                | -                  | 1,217          | 1,217           |             | Alaska                             | -                  | 186            | 186             |              |
| North Dakota            | -                  | 419            | 419             |             | Washington                         | -                  | 196            | 196             |              |
| South Dakota            | -                  | 595            | 595             |             | Oregon                             | -                  | 282            | 282             |              |
| Nebraska                | -                  | 535            | 535             |             | California                         | -                  | 70             | 70              |              |
| Kansas                  | -                  | 538            | 538             |             | Hawaii                             | -                  | 20             | 20              |              |
| <b>WEST NO. CENTRAL</b> | -                  | <b>4,552</b>   | <b>4,552</b>    | <b>23.3</b> | <b>PACIFIC</b>                     | -                  | <b>754</b>     | <b>754</b>      | <b>3.8</b>   |
| Delaware                | -                  | 35             | 35              |             | <b>UNITED STATES</b>               | -                  | <b>19,567</b>  | <b>19,567</b>   | <b>100.0</b> |
| Maryland                | -                  | 70             | 70              |             | U.S. Territories                   | -                  | 8              | 8               |              |
| Washington, DC          | -                  | 5              | 5               |             | Canada                             | -                  | -              | -               |              |
| Virginia                | -                  | 393            | 393             |             | Mexico                             | -                  | -              | -               |              |
| West Virginia           | -                  | 13             | 13              |             | Other International                | -                  | -              | -               |              |
| North Carolina          | -                  | 1,097          | 1,097           |             | AP0/FPO                            | -                  | -              | -               |              |
| South Carolina          | -                  | 532            | 532             |             |                                    |                    |                |                 |              |
| Georgia                 | -                  | 862            | 862             |             |                                    |                    |                |                 |              |
| Florida                 | -                  | 529            | 529             |             |                                    |                    |                |                 |              |
| <b>SOUTH ATLANTIC</b>   | -                  | <b>3,536</b>   | <b>3,536</b>    | <b>18.1</b> |                                    |                    |                |                 |              |
|                         |                    |                |                 |             | <b>TOTAL QUALIFIED CIRCULATION</b> | -                  | <b>19,575</b>  | <b>19,575</b>   | <b>100.0</b> |

**ADDITIONAL DATA**

**OFFICIAL PUBLICATION OF:**

RE Magazine is the official publication of NRECA (National Rural Electric Cooperative Association).

**PARAGRAPH 1:**

Qualified paid "sponsored individually addressed" subscriptions averaging 19,535 copies were sold to qualified recipients at subscription prices of \$39.00 and \$43.00, in quantities of 1 to 399.

**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               | July 11, 2022 |
| State                     | Virginia      |
| County                    | Arlington     |
| Received by BPA Worldwide | July 11, 2022 |
| Type                      | BJ            |
| ID Number                 | R102BJ2       |

**About BPA Worldwide.**

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.**

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