

RE MAGAZINE 2023 EDITORIAL CALENDAR

DRAFT-SUBJECT TO CHANGE

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
	CEO Close-Up Conference	TechAdvantage Experience	Free Ad Study		Buyer's Guide	Free Ad Study	
RESERVATION DEADLINE	11/23/22	01/02/23	01/26/23	02/24/23	03/27/23	04/25/23	
AD MATERIAL DEADLINE	12/01/22	01/05/23	02/02/23	03/02/23	04/03/23	05/03/23	
FEATURE ARTICLES	Cover: Co-op Leadership on Reliability and the Energy Transition Feature: Co-op Workforce Challenges Tech: - Annual meeting tech - Supporting remote workers - Co-op recruiting tech	Cover: New Women Co-op Leaders Features: - PowerXchange/TechAdvantage Experience® preview - Rate Hikes and Rising Costs Tech: - Stray voltage - Setting demand rates - GIS	Cover: Co-ops and Growhouses Feature: Member Loyalty Index Tech: - Consumer segmentation studies - Paperless billing tech - Heat pump programs	Cover: Governance Changing member expectations Feature: EV Update Tech: - Electric boats and ferries - Megawatt Charging System - Grid-scale battery storage	Cover: Clean hydrogen Feature: EV Update Tech: - Electric boats and ferries - Megawatt Charging System - Grid-scale battery storage	Cover: Community development/revitalization Features: - ET&E - Touchstone Energy® 25th anniversary Tech: - Integrated vegetation management advances - RADWIND update - DERMS/energy management systems	
TECH INSIGHTS	Co-op Case Study Submissions Due: 09/01/22	Co-op Case Study Submissions Due: 10/01/22	Co-op Case Study Submissions Due: 11/01/22	Co-op Case Study Submissions Due: 12/01/22	Co-op Case Study Submissions Due: 01/02/23	Co-op Case Study Submissions Due: 02/01/23	
NEW PRODUCTS	Product or Service Releases Due: 11/01/22	Product or Service Releases Due: 12/01/22	Product or Service Releases Due: 01/02/23	Product or Service Releases Due: 02/01/23	Product or Service Releases Due: 03/01/23	Product or Service Releases Due: 04/01/23	
INFOGRAPHIC	How closing a coal plant impacts the grid	How does a heat pump work?	Serving a growhouse	How co-op governance can break down	How a hydrogen powerplant works	How IVM (integrated vegetation management) works	
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	Special Insert: Electric Vehicles-Co-ops Work to Educate Members, Build Charging Networks and Prepare Their Systems for Increased Demand	2023 RE Magazine BUYER'S GUIDE: The Purchasing Source For Electric Cooperatives! View Online rebuyersguide.nreca.coop/	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	
ADDITIONAL DISTRIBUTION	NRECA CEO Close-up Conference Jan. 8-10, 2023 Marco Island, FL DistribuTECH International February 7-9, 2023 San Diego, CA NEXT Conference (formerly NET) February 6-8, 2023 Bonita Springs, FL <i>Event dates subject to change</i>	NRECA PowerXchange March 3-8, 2023 Nashville, TN NRECA TechAdvantage® Experience March 5-8, 2023 Nashville, TN techadvantage.org		IEEE Rural Electric Power Confer & Expo April 25-28, 2023 Cleveland, OH	CONNECT Conference May 2-4, 2023 Jacksonville, FL UTC Telecom & Technology 2023 June 5-9, 2023 Ft. Lauderdale, FL		
ESTIMATED MAIL DATE	12/23/22	01/25/23	02/23/23	03/23/23	04/25/23	05/25/23	

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
	Membership Directory		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	
RESERVATION DEADLINE	05/25/23	06/23/23	07/25/23	08/25/23	09/26/23	10/25/23	
AD MATERIAL DEADLINE	06/01/23	06/30/23	08/02/23	09/01/23	10/03/23	11/01/23	
FEATURE ARTICLES	Cover: Broadband Feature: Supply Chain Update Tech: - Getting the most from a fiber network - Using a Data Strategy - Climate risks in utility planning/ops	Cover: Co-op Rising Stars Tech: - Microgrids - Integrated Distributed Resource Planning (IDRP) - Smart Inverters	Cover: Project Tundra profile Feature: Co-op Projects and Federal Infrastructure Funds Tech: - Idle line/line retirement - Geothermal generation - ITC Update	Cover: Cybersecurity Feature: Safety Tech: - Protecting members from identity theft - Physical security - Accident investigation technologies	Cover: International Feature: Mutual aid - not just lineworkers Tech: - Internal comms tech - EV school bus programs - Combating misinformation	Cover: Tech Trends - NRECA Research Feature: Co-ops and DEI/ESG Tech: - Distributed intelligence - Automated load forecasts - Drones update	
TECH INSIGHTS	Co-op Case Study Submissions Due: 03/01/23	Co-op Case Study Submissions Due: 04/01/23	Co-op Case Study Submissions Due: 05/01/23	Co-op Case Study Submissions Due: 06/01/23	Co-op Case Study Submissions Due: 07/01/23	Co-op Case Study Submissions Due: 08/01/23	
NEW PRODUCTS	Product or Service Releases Due: 05/01/23	Product or Service Releases Due: 06/01/23	Product or Service Releases Due: 07/01/23	Product or Service Releases Due: 08/01/23	Product or Service Releases Due: 09/01/23	Product or Service Releases Due: 10/01/23	
INFOGRAPHIC	Energy sources and land use	How does IDRP work?	How does carbon capture and storage work?	Substation security	Co-op mutual aid explained	How climate change impacts co-ops	
SPECIAL SUPPLEMENTS	2023 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		Special Insert: Co-op Cybersecurity-How Co-ops Are Securing the Grid by Getting Ahead of Increasing Cybersecurity Challenges.	Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research	
ADDITIONAL DISTRIBUTION	NRECA Tax, Finance & Accounting Conference for Cooperatives July 23-26, 2023 Portland, OR		Regions 1&4 Sept. 6-8, 2023 Richmond, VA Regions 5&6 Sept. 12-14, 2023 Des Moines, IA Regions 7&9 Sept. 26-28, 2023 Omaha, NE Regions 2&3 Oct. 11-13, 2023 Louisville, KY The Utility Expo Sept. 26-28, 2023 Louisville, KY	Regions 8&10 Oct. 18-20, 2023 New Orleans, LA			
ESTIMATED MAIL DATE	06/22/23	07/24/23	08/23/23	09/25/23	10/23/23	11/22/23	