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Itron, Inc.

97%

Make the ad-brand connection
Like the ad
Have more favorable opinion
And/or are newly aware

38%

Report one or more
buying actions



Pg 1

Ad Exposure	Ad Engagement	Ad Involvement
Saw the Ad	Read Some	Read Most
73%	42%	39%

Audience Engagement

Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
57%	90%	54%	66%

Preliminary Buying Actions

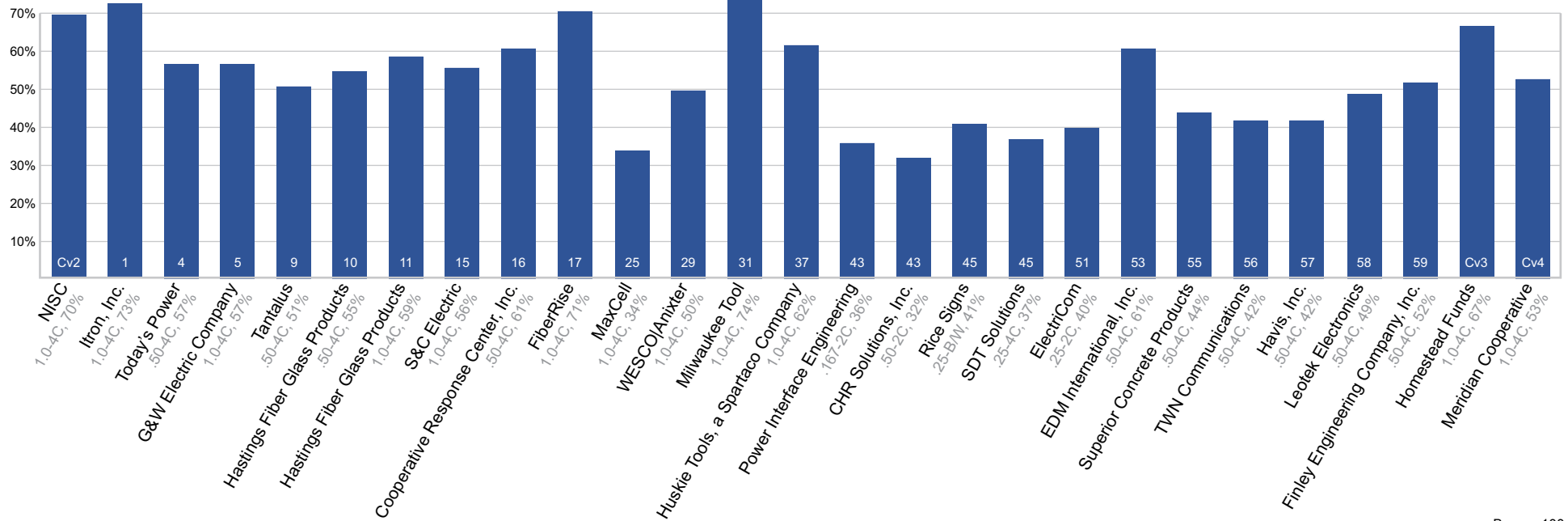
Save Ad	Discuss the Ad	Visit Ad's Website	Request Information
4%	12%	15%	1%

Active Buying Actions

Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
0%	7%	6%	4%



Executive Summary: Ad Traffic by Page Number



Base = 100

Top-performing ads based on respondent exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
Milwaukee Tool – 31	74%	EDM International, Inc. – 53	61%	100%	Hastings Fiber Glass... – 11	59%	52%
Itron, Inc. – 1	73%	Hastings Fiber Glass... – 10	55%	100%	Milwaukee Tool – 31	74%	51%
FiberRise – 17	71%	Meridian Cooperative – Cvr 4	53%	100%	Huskie Tools, a Spartaco... – 37	62%	51%
NISC – Cvr 2	70%	Tantalus – 9	51%	100%	Leotek Electronics – 58	49%	51%
Homestead Funds – Cvr3	67%	Leotek Electronics – 58	49%	100%	Hastings Fiber Glass... – 10	55%	49%
Huskie Tools, a Spartaco Company – 37	62%	Superior Concrete Products – 55	44%	100%	EDM International, Inc. – 53	61%	48%
Cooperative Response Center, Inc. – 16	61%	Havis, Inc. – 57	42%	100%	Homestead Funds – Cvr 3	67%	47%
EDM International, Inc. – 53	61%	TWN Communications – 56	42%	100%	S&C Electric – 15	56%	47%
Hastings Fiber Glass Products – 11	59%	ElectriCom – 51	40%	100%	G&W Electric Company – 5	57%	46%
G&W Electric Company – 5	57%	Power Interface Engineering – 43	36%	100%	Havis, Inc. – 57	42%	42%

Definitions of Scores



Total Ad Recall – Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence – Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions – Audience Involvement

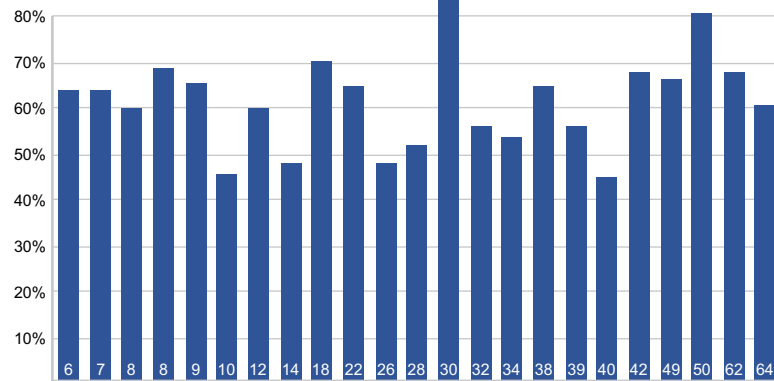
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either has or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 6.

	Page Number	Recall Seeing	Read Some	Read Most
NEWS + ANALYSIS: NRECA International: A look ahead	6	64%	72%	37%
INFOGRAPHIC: Internet of things	7	64%	73%	47%
NEWS + ANALYSIS: A broadband hat trick	8	60%	65%	31%
NEWS + ANALYSIS: Line school for high schoolers	8	69%	80%	55%
NEWS + ANALYSIS: The industry's 'greatest challenge'	9	66%	80%	51%
NEWS + ANALYSIS: Waddle named to hall of fame	10	46%	50%	35%
CO-OP FORUM: What unexpected ways...	12	60%	65%	46%
BEHIND THE SCENES: "Conversaciones Electrificantes"	14	48%	63%	27%
COVER STORY: 'In a unique position to help'	18	71%	73%	50%
FEATURE STORY: 'Mr. Miracle'	22	65%	78%	45%
PUBLIC POLICY	26	48%	69%	33%
LAWMAKER PROFILE: Sen. Chuck Grassley	28	52%	65%	44%
CO-OP SHOTS: 2021 photo of the year	30	84%	70%	58%
THINKING BIG: 'They grow with us'	32	56%	75%	50%
TECH INSIGHTS: Highlighted goals and solutions	34	54%	69%	35%
TECH INSIGHTS: Hybrid Power	38	65%	74%	42%
TECH INSIGHTS: Island Microgrid	39	56%	68%	39%
TECH INSIGHTS: ITC Pieces Coming Together	40	45%	64%	31%
NEW PRODUCTS	42	68%	66%	44%
STAFFING	49	67%	67%	36%
CO-OP PEOPLE	50	81%	74%	47%
NEW EMPLOYEE SPOTLIGHT: Madeline Sievers	62	68%	66%	49%
CLOSING THOUGHTS: The infrastructure package	64	61%	69%	45%

Base = 200

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100 due to rounding.

Please see Definitions of Scores (3.0) and Methodology (9.1) for complete information.



Editorial: Reading Habits



Readers comment on the magazine




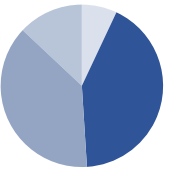
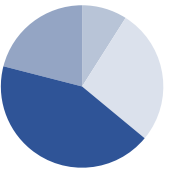
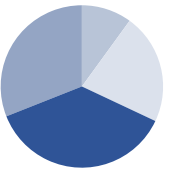
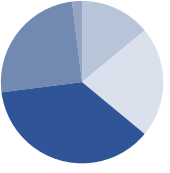
[Rural Electric Magazine] *helps me keep updated on current news and events surrounding the co-op world.*
— Vice President of Operations

[Rural Electric Magazine] *is the most relevant source of news in our industry, and the information is truly useful.*
— Director of Engineering

[Rural Electric Magazine] *is a great way to learn about what other co-ops are doing, especially when we've not been able to go to any conferences.*
— Vice President—Marketing & Corporate Communications

Note: The square brackets show that words have been added to direct quotations to provide enough context for the quote to make sense.

How, when, how long and how often respondents read *Rural Electric*

<p>Frequency</p> <ul style="list-style-type: none"> 4 of 4 most recent issues 38% 3 of 4 most recent issues 25% 2 of 4 most recent issues 25% 1 of 4 most recent issues 12% No response 0%  <p style="text-align: right;">Base = 200</p>	<p>When read</p> <ul style="list-style-type: none"> Same day the issue is received 7% Within three days 42% Within a week 38% One week or later 13% No response 0%  <p style="text-align: right;">Base = 200</p>
<p>Time spent reading</p> <ul style="list-style-type: none"> 45 minutes or more 9% 30 - 44 minutes 27% 15 - 29 minutes 43% Less than 15 minutes 21% No response 0%  <p style="text-align: right;">Base = 200</p>	<p>How often each issue is read</p> <ul style="list-style-type: none"> 4 or more times 10% 3 times 22% 2 times 37% 1 time 31% No response 0%  <p style="text-align: right;">Base = 200</p>
<p>Respondents rate <i>Rural Electric</i></p> <ul style="list-style-type: none"> Personal favorite 14% Very important 22% Important 37% Somewhat important 25% Not important 2% No response 0%  <p style="text-align: right;">Base = 200</p>	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Rural Electric</i> to a mean number of 1.3 other professionals.</p> <div style="text-align: right;"> <p>1.3 Other People</p> </div> <p style="text-align: right;">Base = 200</p>

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
AMI/AMR							
Itron, Inc.	1	1.0-4C	73%	42%	39%	97%	38%
Asset Management							
Finley Engineering Company, Inc.	59	.50-4C	52%	31%	38%	98%	21%
Billing/Financial							
NISC	Cvr 2	1.0-4C	70%	53%	49%	98%	29%
Homestead Funds	Cvr 3	1.0-4C	67%	49%	21%	98%	47%
Meridian Cooperative	Cvr 4	1.0-4C	53%	28%	27%	100%	31%
Category averages:			63%	43%	32%	99%	36%
Broadband Infrastructure							
WESCO Anixter	29	1.0-4C	50%	54%	37%	91%	32%
TWN Communications	56	.50-4C	42%	24%	20%	100%	26%
Category averages:			46%	39%	29%	96%	29%
Cables & Wires							
MaxCell	25	1.0-4C	34%	44%	27%	100%	42%
Call Centers							
Cooperative Response Center, Inc. (CRC)	16	.50-4C	61%	57%	40%	98%	24%
Computer Hardware & Software							
Havis, Inc.	57	.50-4C	42%	36%	27%	100%	42%
Consulting Services							
CHR Solutions, Inc.	43	.50-2C	32%	31%	40%	96%	33%
Cooperative Business Relationships							
Havis, Inc. (continued)	57	.50-4C	42%	36%	27%	100%	42%

Base = 100

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the “Recall Seeing” score.

Read Most is the percentage of the “Read Some” score.

Total Ad Influence is a percentage of the “Recall Seeing” score.

One or More Buying Actions is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



[Rural Electric Magazine] gives me a better understanding of how other cooperatives are handling issues that affect my cooperative.
— Chief Operating Officer

I like reading about industry trends and seeing how fellow cooperatives address common issues.
— Assistant General Counsel

I read [Rural Electric Magazine] to keep abreast of co-op news around the nation.
— V.P., Finance and Accounting

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Customer Information Systems							
NISC	Cvr 2	1.0-4C	70%	53%	49%	98%	29%
Meridian Cooperative	Cvr 4	1.0-4C	53%	28%	27%	100%	31%
Category averages:			62%	41%	38%	99%	30%
Demand-Side Management							
Today's Power	4	.50-4C	57%	35%	35%	98%	19%
Distribution Automation Equipment							
S&C Electric	15	1.0-4C	56%	36%	35%	94%	47%
Energy Storage							
Power Interface Engineering	43	.167-2C	36%	44%	31%	100%	19%
Engineering Consulting							
FiberRise	17	1.0-4C	71%	51%	44%	97%	40%
SDT Solutions	45	.25-4C	37%	38%	36%	97%	28%
Power Interface Engineering	43	.167-2C	36%	44%	31%	100%	19%
CHR Solutions, Inc.	43	.50-2C	32%	31%	40%	96%	33%
Category averages:			44%	41%	38%	98%	30%
Fleet-Fuel Management & Maintenance							
Havis, Inc.	57	.50-4C	42%	36%	27%	100%	42%
Information Technology							
Itron, Inc.	1	1.0-4C	73%	42%	39%	97%	38%
FiberRise	17	1.0-4C	71%	51%	44%	97%	40%
NISC	Cvr 2	1.0-4C	70%	53%	49%	98%	29%
CHR Solutions, Inc.	43	.50-2C	32%	31%	40%	96%	33%
Category averages:			62%	44%	43%	97%	35%

(continued)

Base = 100



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



Along with my IEEE publications, [Rural Electric Magazine] keeps me informed about relevant industry information. RE specifically lets me know how rural cooperatives need to modify their mission/vision based on current information/technologies, legislation, and member expectations.

— Chief Operating Officer

[Rural Electric Magazine] has a little of everything to stay up-to-date on co-op news.

— VP Business Solutions

[I read Rural Electric Magazine] to stay informed of industry trends, and to learn what other co-ops are doing.

— Chief Administrative Officer

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Lighting							
Leotek Electronics	58	.50-4C	49%	41%	45%	100%	51%
Load Management							
Tantalus	9	.50-4C	51%	39%	15%	100%	30%
Mapping/GIS							
Meridian Cooperative	Cvr 4	1.0-4C	53%	28%	27%	100%	31%
Meter Data Management							
Itron, Inc.	1	1.0-4C	73%	42%	39%	97%	38%
Meters							
Hastings Fiber Glass Products	11	1.0-4C	59%	54%	38%	98%	52%
Hastings Fiber Glass Products	10	.50-4C	55%	51%	39%	100%	49%
Category averages:			57%	53%	39%	99%	51%
Pole line hardware							
Hastings Fiber Glass Products	11	1.0-4C	59%	54%	38%	98%	52%
Hastings Fiber Glass Products	10	.50-4C	55%	51%	39%	100%	49%
Category averages:			57%	53%	39%	99%	51%
Poles and Crossarms							
Hastings Fiber Glass Products	11	1.0-4C	59%	54%	38%	98%	52%
Hastings Fiber Glass Products	10	.50-4C	55%	51%	39%	100%	49%
Category averages:			57%	53%	39%	99%	51%
Power Generation							
Today's Power	4	.50-4C	57%	35%	35%	98%	19%

(continued)

Base = 100



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



[Rural Electric Magazine] helps me relate our co-op to others and see/read what others are doing, what trends are coming down the pipeline, and helps me see new faces and keep track of stars to watch around the nation. The features are always insightful and interesting.
— Marketing and Communications Manager

RE Magazine provides me with news from sister co-ops and keeps me up-to-date with industry trends.
— Vice President, Member Services

As a cooperative communicator, I particularly like seeing what other cooperatives are doing across the nation to address their members' needs.
— Communications Coordinator

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Right of Way Clearing							
SDT Solutions	45	.25-4C	37%	38%	36%	97%	28%
Safety							
Milwaukee Tool	31	1.0-4C	74%	43%	50%	97%	51%
Signs							
Rice Signs	45	.25-B/W	41%	46%	32%	97%	42%
Software Application Providers							
Tantalus	9	.50-4C	51%	39%	15%	100%	30%
Substation Equipment							
S&C Electric	15	1.0-4C	56%	36%	35%	94%	47%
Power Interface Engineering	43	.167-2C	36%	44%	31%	100%	19%
Category averages:			46%	40%	33%	97%	33%
Substation Security							
Superior Concrete Products	55	.50-4C	44%	50%	18%	100%	31%
Supply Chain Solutions							
WESCO Anixter	29	1.0-4C	50%	54%	37%	91%	32%
System Engineering & Design							
FiberRise	17	1.0-4C	71%	51%	44%	97%	40%
Finley Engineering Company, Inc.	59	.50-4C	52%	31%	38%	98%	21%
Category averages:			62%	41%	41%	98%	31%

(continued)

Base = 100

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

RE Magazine is a great resource for national news/happenings in the electric co-op world.

— Manager of Communications

I read [Rural Electric Magazine] to help keep abreast of topics within our industry.

— VP of Engineering and Operations

[Rural Electric Magazine] is the only print publication at a national level devoted to the interests of rural electric cooperatives. It's focused, timely and particularly well-edited.

— Vice President of Communications

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
T&D Line Construction							
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	53%	36%	98%	51%
ElectriCom	51	.25-2C	40%	50%	30%	100%	28%
SDT Solutions	45	.25-4C	37%	38%	36%	97%	28%
Category averages:			46%	47%	34%	98%	36%
T&D System Equipment							
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	53%	36%	98%	51%
G&W Electric Company	5	1.0-4C	57%	51%	45%	96%	46%
S&C Electric	15	1.0-4C	56%	36%	35%	94%	47%
Category averages:			58%	47%	39%	96%	48%
Telecommunications							
Tantalus	9	.50-4C	51%	39%	15%	100%	30%
TWN Communications	56	.50-4C	42%	24%	20%	100%	26%
ElectriCom	51	.25-2C	40%	50%	30%	100%	28%
MaxCell	25	1.0-4C	34%	44%	27%	100%	42%
Category averages:			42%	39%	23%	100%	32%
Test Equipment							
Milwaukee Tool	31	1.0-4C	74%	43%	50%	97%	51%
Tools							
Milwaukee Tool	31	1.0-4C	74%	43%	50%	97%	51%
Transformer Maintenance							
WESCO Anixter	29	1.0-4C	50%	54%	37%	91%	32%
TWN Communications	56	.50-4C	42%	24%	20%	100%	26%
Category averages:			46%	39%	29%	96%	29%

(continued)

Base = 100

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



It is great to read what other cooperatives are doing to progress!
 — Vice President, Human Resources

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Vegetation Management							
ElectriCom	51	.25-2C	40%	50%	30%	100%	28%
Wildlife Protection							
EDM International, Inc.	53	.50-4C	61%	38%	22%	100%	48%

Base = 100

Ad Scores: Audience Engagement Totals with Influence Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
AMI/AMR								
Itron, Inc.	1	1.0-4C	73%	97%	57%	90%	54%	66%
Asset Management								
Finley Engineering Company, Inc.	59	.50-4C	52%	98%	36%	79%	40%	34%
Billing/Financial								
Meridian Cooperative	Cvr 4	1.0-4C	53%	100%	54%	88%	50%	46%
NISC	Cvr 2	1.0-4C	70%	98%	83%	88%	53%	80%
Homestead Funds	Cvr 3	1.0-4C	67%	98%	65%	90%	61%	71%
Category averages:			63%	99%	67%	89%	55%	66%
Broadband Infrastructure								
TWN Communications	56	.50-4C	42%	100%	33%	74%	38%	26%
WESCO Anixter	29	1.0-4C	50%	91%	34%	75%	45%	34%
Category averages:			46%	96%	34%	75%	42%	30%
Cables & Wires								
MaxCell	25	1.0-4C	34%	100%	32%	71%	61%	13%
Call Centers								
Cooperative Response Center, Inc. (CRC)	16	.50-4C	61%	98%	55%	88%	45%	59%
Computer Hardware & Software								
Havis, Inc.	57	.50-4C	42%	100%	32%	84%	50%	18%
Consulting Services								
CHR Solutions, Inc.	43	.50-2C	32%	96%	30%	74%	48%	37%
<i>(continued)</i>								
								Base = 100

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Cooperative Business Relationships								
Havis, Inc.	57	.50-4C	42%	100%	32%	84%	50%	18%
Customer Information Systems								
Meridian Cooperative	Cvr 4	1.0-4C	53%	100%	54%	88%	50%	46%
NISC	Cvr 2	1.0-4C	70%	98%	83%	88%	53%	80%
Category averages:			62%	99%	69%	88%	52%	63%
Demand-Side Management								
Today's Power	4	.50-4C	57%	98%	38%	79%	46%	38%
Distribution Automation Equipment								
S&C Electric	15	1.0-4C	56%	94%	43%	86%	59%	39%
Energy Storage								
Power Interface Engineering	43	.167-2C	36%	100%	25%	63%	38%	22%
Engineering Consulting								
Power Interface Engineering	43	.167-2C	36%	100%	25%	63%	38%	22%
FiberRise	17	1.0-4C	71%	97%	35%	86%	55%	29%
SDT Solutions	45	.25-4C	37%	97%	28%	63%	41%	31%
CHR Solutions, Inc.	43	.50-2C	32%	96%	30%	74%	48%	37%
Category averages:			44%	98%	30%	72%	46%	30%
Fleet-Fuel Management & Maintenance								
Havis, Inc.	57	.50-4C	42%	100%	32%	84%	50%	18%
Information Technology								
NISC	Cvr 2	1.0-4C	70%	98%	83%	88%	53%	80%
Itron, Inc.	1	1.0-4C	73%	97%	57%	90%	54%	66%
<i>(continued)</i>								Base = 100

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Information Technology <i>continued</i>								
FiberRise	17	1.0-4C	71%	97%	35%	86%	55%	29%
CHR Solutions, Inc.	43	.50-2C	32%	96%	30%	74%	48%	37%
Category averages:			62%	97%	51%	85%	53%	53%
Lighting								
Leotek Electronics	58	.50-4C	49%	100%	38%	87%	64%	38%
Load Management								
Tantalus	9	.50-4C	51%	100%	34%	81%	45%	30%
Mapping/GIS								
Meridian Cooperative	Cvr 4	1.0-4C	53%	100%	54%	88%	50%	46%
Meter Data Management								
Itron, Inc.	1	1.0-4C	73%	97%	57%	90%	54%	66%
Meters								
Hastings Fiber Glass Products	10	.50-4C	55%	100%	65%	92%	65%	61%
Hastings Fiber Glass Products	11	1.0-4C	59%	98%	73%	95%	64%	73%
Category averages:			57%	99%	69%	94%	65%	67%
Pole line hardware								
Hastings Fiber Glass Products	10	.50-4C	55%	100%	65%	92%	65%	61%
Hastings Fiber Glass Products	11	1.0-4C	59%	98%	73%	95%	64%	73%
Category averages:			57%	99%	69%	94%	65%	67%
Poles and Crossarms								
Hastings Fiber Glass Products	10	.50-4C	55%	100%	65%	92%	65%	61%
Hastings Fiber Glass Products	11	1.0-4C	59%	98%	73%	95%	64%	73%
Category averages:			57%	99%	69%	94%	65%	67%
<i>(continued)</i>								

Base = 100

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Power Generation								
Today's Power	4	.50-4C	57%	98%	38%	79%	46%	38%
Right of Way Clearing								
SDT Solutions	45	.25-4C	37%	97%	28%	63%	41%	31%
Safety								
Milwaukee Tool	31	1.0-4C	74%	97%	76%	93%	70%	77%
Signs								
Rice Signs	45	.25-B/W	41%	97%	28%	75%	42%	28%
Software Application Providers								
Tantalus	9	.50-4C	51%	100%	34%	81%	45%	30%
Substation Equipment								
Power Interface Engineering	43	.167-2C	36%	100%	25%	63%	38%	22%
S&C Electric	15	1.0-4C	56%	94%	43%	86%	59%	39%
Category averages:			46%	97%	34%	75%	49%	31%
Substation Security								
Superior Concrete Products	55	.50-4C	44%	100%	33%	85%	64%	23%
Supply Chain Solutions								
WESCO Anixter	29	1.0-4C	50%	91%	34%	75%	45%	34%
System Engineering & Design								
Finley Engineering Company, Inc.	59	.50-4C	52%	98%	36%	79%	40%	34%
FiberRise	17	1.0-4C	71%	97%	35%	86%	55%	29%
Category averages:			62%	98%	36%	83%	48%	32%

(continued)

Base = 100

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
T&D Line Construction								
ElectriCom	51	.25-2C	40%	100%	50%	83%	58%	39%
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	98%	53%	91%	63%	65%
SDT Solutions	45	.25-4C	37%	97%	28%	63%	41%	31%
Category averages:			46%	98%	44%	79%	54%	45%
T&D System Equipment								
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	98%	53%	91%	63%	65%
G&W Electric Company	5	1.0-4C	57%	96%	60%	84%	56%	54%
S&C Electric	15	1.0-4C	56%	94%	43%	86%	59%	39%
Category averages:			58%	96%	52%	87%	59%	53%
Telecommunications								
Tantalus	9	.50-4C	51%	100%	34%	81%	45%	30%
TWN Communications	56	.50-4C	42%	100%	33%	74%	38%	26%
ElectriCom	51	.25-2C	40%	100%	50%	83%	58%	39%
MaxCell	25	1.0-4C	34%	100%	32%	71%	61%	13%
Category averages:			42%	100%	37%	77%	51%	27%
Test Equipment								
Milwaukee Tool	31	1.0-4C	74%	97%	76%	93%	70%	77%
Tools								
Milwaukee Tool	31	1.0-4C	74%	97%	76%	93%	70%	77%
Transformer Maintenance								
TWN Communications	56	.50-4C	42%	100%	33%	74%	38%	26%
WESCO Anixter	29	1.0-4C	50%	91%	34%	75%	45%	34%
Category averages:			46%	96%	34%	75%	42%	30%

(continued)

Base = 100

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Vegetation Management								
ElectriCom	51	.25-2C	40%	100%	50%	83%	58%	39%
Wildlife Protection								
EDM International, Inc.	53	.50-4C	61%	100%	38%	84%	60%	31%

Base = 100

Ad Scores: Involvement Totals with Buying Action Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
AMI/AMR												
Itron, Inc.	1	1.0-4C	73%	38%	4%	12%	15%	1%	0%	7%	6%	4%
Asset Management												
Finley Engineering Company, Inc.	59	.50-4C	52%	21%	4%	9%	13%	6%	2%	4%	2%	0%
Billing/Financial												
Homestead Funds	Cvr 3	1.0-4C	67%	47%	11%	19%	11%	6%	3%	5%	2%	2%
Meridian Cooperative	Cvr 4	1.0-4C	53%	31%	4%	15%	13%	0%	4%	2%	2%	0%
NISC	Cvr 2	1.0-4C	70%	29%	3%	15%	8%	8%	8%	5%	11%	6%
Category averages:			63%	36%	6%	16%	11%	5%	5%	4%	5%	3%
Broadband Infrastructure												
WESCO Anixter	29	1.0-4C	50%	32%	5%	18%	11%	2%	2%	2%	0%	2%
TWN Communications	56	.50-4C	42%	26%	5%	13%	8%	3%	0%	0%	3%	0%
Category averages:			46%	29%	5%	16%	10%	3%	1%	1%	2%	1%

(continued)

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 100



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Cables & Wires												
MaxCell	25	1.0-4C	34%	42%	0%	23%	10%	6%	3%	10%	0%	0%
Call Centers												
Cooperative Response Center, Inc. (CRC)	16	.50-4C	61%	24%	2%	16%	7%	2%	0%	5%	3%	0%
Computer Hardware & Software												
Havis, Inc.	57	.50-4C	42%	42%	0%	13%	18%	5%	0%	8%	3%	0%
Consulting Services												
CHR Solutions, Inc.	43	.50-2C	32%	33%	7%	15%	19%	4%	0%	0%	4%	0%
Cooperative Business Relationships												
Havis, Inc.	57	.50-4C	42%	42%	0%	13%	18%	5%	0%	8%	3%	0%
Customer Information Systems												
Meridian Cooperative	Cvr 4	1.0-4C	53%	31%	4%	15%	13%	0%	4%	2%	2%	0%
NISC	Cvr 2	1.0-4C	70%	29%	3%	15%	8%	8%	8%	5%	11%	6%
Category averages:			62%	30%	4%	15%	11%	4%	6%	4%	7%	3%
Demand-Side Management												
Today's Power	4	.50-4C	57%	19%	4%	8%	6%	4%	4%	4%	2%	0%
Distribution Automation Equipment												
S&C Electric	15	1.0-4C	56%	47%	4%	18%	18%	4%	2%	6%	6%	2%
Energy Storage												
Power Interface Engineering	43	.167-2C	36%	19%	3%	3%	3%	6%	0%	0%	3%	0%

(continued)

Base = 100



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
Engineering Consulting												
FiberRise	17	1.0-4C	71%	40%	5%	18%	11%	6%	0%	2%	5%	0%
CHR Solutions, Inc.	43	.50-2C	32%	33%	7%	15%	19%	4%	0%	0%	4%	0%
SDT Solutions	45	.25-4C	37%	28%	9%	9%	13%	0%	3%	3%	6%	0%
Power Interface Engineering	43	.167-2C	36%	19%	3%	3%	3%	6%	0%	0%	3%	0%
Category averages:			44%	30%	6%	11%	12%	4%	1%	1%	5%	0%
Fleet-Fuel Management & Maintenance												
Havis, Inc.	57	.50-4C	42%	42%	0%	13%	18%	5%	0%	8%	3%	0%
Information Technology												
FiberRise	17	1.0-4C	71%	40%	5%	18%	11%	6%	0%	2%	5%	0%
Itron, Inc.	1	1.0-4C	73%	38%	4%	12%	15%	1%	0%	7%	6%	4%
CHR Solutions, Inc.	43	.50-2C	32%	33%	7%	15%	19%	4%	0%	0%	4%	0%
NISC	Cvr 2	1.0-4C	70%	29%	3%	15%	8%	8%	8%	5%	11%	6%
Category averages:			62%	35%	5%	15%	13%	5%	2%	4%	7%	3%
Lighting												
Leotek Electronics	58	.50-4C	49%	51%	9%	22%	13%	7%	2%	7%	4%	2%
Load Management												
Tantalus	9	.50-4C	51%	30%	4%	15%	15%	0%	2%	0%	0%	0%
Mapping/GIS												
Meridian Cooperative	Cvr 4	1.0-4C	53%	31%	4%	15%	13%	0%	4%	2%	2%	0%
Meter Data Management												
Itron, Inc.	1	1.0-4C	73%	38%	4%	12%	15%	1%	0%	7%	6%	4%

(continued)

Base = 100



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Meters												
Hastings Fiber Glass Products	11	1.0-4C	59%	52%	4%	16%	21%	7%	11%	16%	18%	11%
Hastings Fiber Glass Products	10	.50-4C	55%	49%	12%	12%	14%	4%	2%	8%	6%	10%
Category averages:			57%	51%	8%	14%	18%	6%	7%	12%	12%	11%
Pole line hardware												
Hastings Fiber Glass Products	11	1.0-4C	59%	52%	4%	16%	21%	7%	11%	16%	18%	11%
Hastings Fiber Glass Products	10	.50-4C	55%	49%	12%	12%	14%	4%	2%	8%	6%	10%
Category averages:			57%	51%	8%	14%	18%	6%	7%	12%	12%	11%
Poles and Crossarms												
Hastings Fiber Glass Products	11	1.0-4C	59%	52%	4%	16%	21%	7%	11%	16%	18%	11%
Hastings Fiber Glass Products	10	.50-4C	55%	49%	12%	12%	14%	4%	2%	8%	6%	10%
Category averages:			57%	51%	8%	14%	18%	6%	7%	12%	12%	11%
Power Generation												
Today's Power	4	.50-4C	57%	19%	4%	8%	6%	4%	4%	4%	2%	0%
Right of Way Clearing												
SDT Solutions	45	.25-4C	37%	28%	9%	9%	13%	0%	3%	3%	6%	0%
Safety												
Milwaukee Tool	31	1.0-4C	74%	51%	3%	21%	20%	11%	4%	21%	7%	19%
Signs												
Rice Signs	45	.25-B/W	41%	42%	8%	14%	17%	6%	6%	17%	6%	3%
Software Application Providers												
Tantalus	9	.50-4C	51%	30%	4%	15%	15%	0%	2%	0%	0%	0%

(continued)

Base = 100



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
Substation Equipment												
S&C Electric	15	1.0-4C	56%	47%	4%	18%	18%	4%	2%	6%	6%	2%
Power Interface Engineering	43	.167-2C	36%	19%	3%	3%	3%	6%	0%	0%	3%	0%
Category averages:			46%	33%	4%	11%	11%	5%	1%	3%	5%	1%
Substation Security												
Superior Concrete Products	55	.50-4C	44%	31%	3%	18%	10%	8%	5%	5%	3%	3%
Supply Chain Solutions												
WESCO Anixter	29	1.0-4C	50%	32%	5%	18%	11%	2%	2%	2%	0%	2%
System Engineering & Design												
FiberRise	17	1.0-4C	71%	40%	5%	18%	11%	6%	0%	2%	5%	0%
Finley Engineering Company, Inc.	59	.50-4C	52%	21%	4%	9%	13%	6%	2%	4%	2%	0%
Category averages:			62%	31%	5%	14%	12%	6%	1%	3%	4%	0%
T&D Line Construction												
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	51%	7%	18%	18%	7%	2%	18%	2%	0%
ElectriCom	51	.25-2C	40%	28%	0%	17%	6%	6%	0%	3%	3%	0%
SDT Solutions	45	.25-4C	37%	28%	9%	9%	13%	0%	3%	3%	6%	0%
Category averages:			46%	36%	5%	15%	12%	4%	2%	8%	4%	0%
T&D System Equipment												
Huskie Tools, a Spartaco Company	37	1.0-4C	62%	51%	7%	18%	18%	7%	2%	18%	2%	0%
S&C Electric	15	1.0-4C	56%	47%	4%	18%	18%	4%	2%	6%	6%	2%
G&W Electric Company	5	1.0-4C	57%	46%	8%	20%	16%	6%	0%	8%	2%	6%
Category averages:			58%	48%	6%	19%	17%	6%	1%	11%	3%	3%

(continued)

Base = 100



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

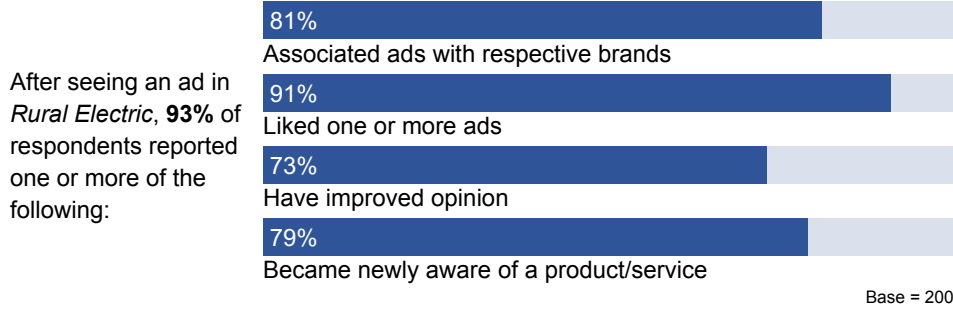
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
Telecommunications												
MaxCell	25	1.0-4C	34%	42%	0%	23%	10%	6%	3%	10%	0%	0%
Tantalus	9	.50-4C	51%	30%	4%	15%	15%	0%	2%	0%	0%	0%
ElectriCom	51	.25-2C	40%	28%	0%	17%	6%	6%	0%	3%	3%	0%
TWN Communications	56	.50-4C	42%	26%	5%	13%	8%	3%	0%	0%	3%	0%
Category averages:			42%	32%	2%	17%	10%	4%	1%	3%	2%	0%
Test Equipment												
Milwaukee Tool	31	1.0-4C	74%	51%	3%	21%	20%	11%	4%	21%	7%	19%
Tools												
Milwaukee Tool	31	1.0-4C	74%	51%	3%	21%	20%	11%	4%	21%	7%	19%
Transformer Maintenance												
WESCO Anixter	29	1.0-4C	50%	32%	5%	18%	11%	2%	2%	2%	0%	2%
TWN Communications	56	.50-4C	42%	26%	5%	13%	8%	3%	0%	0%	3%	0%
Category averages:			46%	29%	5%	16%	10%	3%	1%	1%	2%	1%
Vegetation Management												
ElectriCom	51	.25-2C	40%	28%	0%	17%	6%	6%	0%	3%	3%	0%
Wildlife Protection												
EDM International, Inc.	53	.50-4C	61%	48%	9%	21%	19%	2%	2%	14%	2%	0%

Base = 100

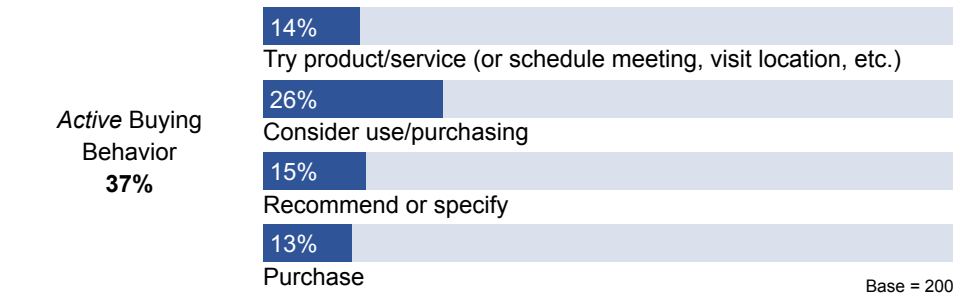
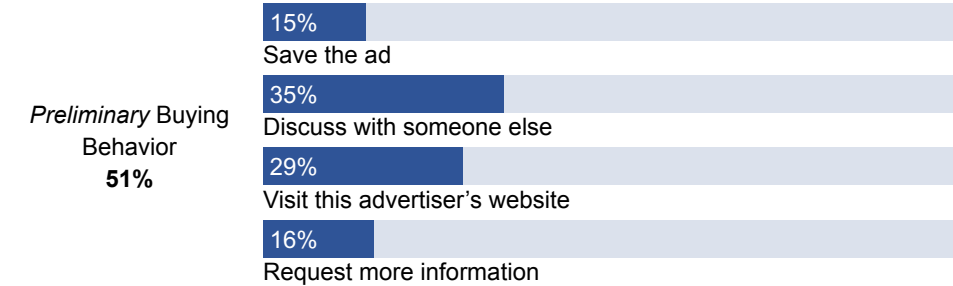
Demographics: Influence and Action Totals



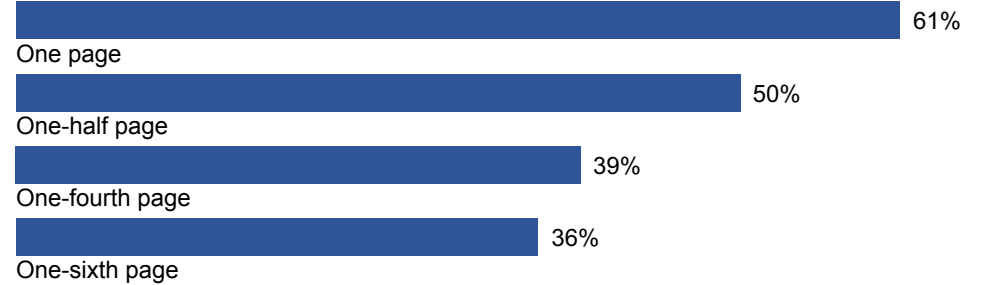
Total ad influence for all studied ads



Total Buying Behavior 60% Sixty percent (60%) of respondents indicated that after seeing an ad in *Rural Electric* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:



Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
One page	12	61%	47%	37%
One-half page	11	50%	39%	31%
One-fourth page	3	39%	45%	33%
One-sixth page	1	36%	44%	31%
Issue averages:		53%	43%	34%

Base = 100

Demographics: Reader Profile



Company role/title

Engineering Services	14%
Accounting and Financial Services	13%
Marketing and Communications	11%
Member Services	11%
Operations	10%
Administrative Services	8%
Equipment Repairs and Operations	8%
Human Resources	7%
Information Technology	5%
Legal and Compliance	4%
Procurement	4%
General Manager	2%
Power Production	2%
Telecommunications	2%
Apprentice Line Technician Level 1 (below 69kV) (15Q)	1%
Government Affairs	1%
Unknown	2%
No response	0%

Base = 200

Consumers served

125,000 or more	4%
75,000-124,999	7%
50,000-74,999	6%
25,000-49,999	19%
10,000-24,999	33%
5,000-9,999	17%
0-4,999	7%
Not applicable	7%
No response	0%

Base = 200

Member type

Distribution	91%
G&T	7%
Statewide	2%
Service	0%
No response	0%

Base = 200

Demographics: Purchasing



Purchasing involvement

Seventy-eight percent (78%) of respondents report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

AMI/AMR	33%	Wireless Communications	20%
Tools	31%	T&D Line Construction	19%
Outage Management Systems	30%	Call Centers	18%
Cables & Wires	29%	Distributed Generation	18%
Protective Clothing	29%	Distribution Automation Equipment	18%
Mapping/GIS	28%	Renewable Energy	18%
Meters	28%	Substation Security	18%
Consulting Services	27%	Transformer Pads	18%
Signs	27%	Buildings, Enclosures, Shelters	17%
Lighting	26%	Customer Information Systems	16%
Pole Inspection & Treatment	26%	Power Theft Prevention	16%
Wildlife Protection	26%	T&D System Equipment	16%
SCADA	25%	Bank/Lending Institution	15%
Meter Data Management	24%	Equipment Distributor	15%
Test Equipment	24%	Meter Recycling	12%
Vegetation Management	23%	Cable Restoration	9%
Transformer Maintenance	22%	None of the above	22%
Mobile Workforce Management	21%	No Response	0%
Insurance	20%		

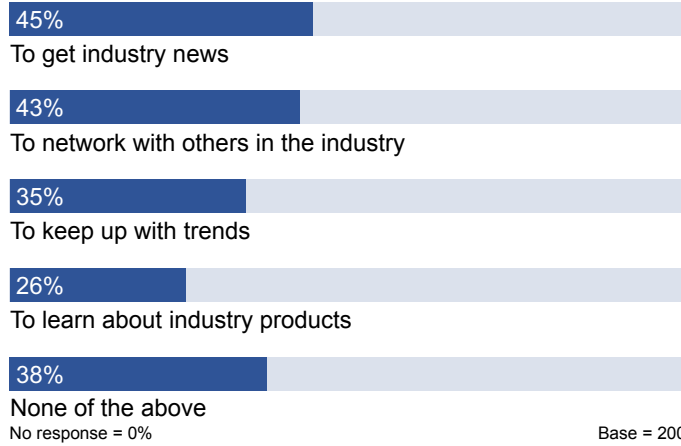
Base = 200

Demographics: Social Media



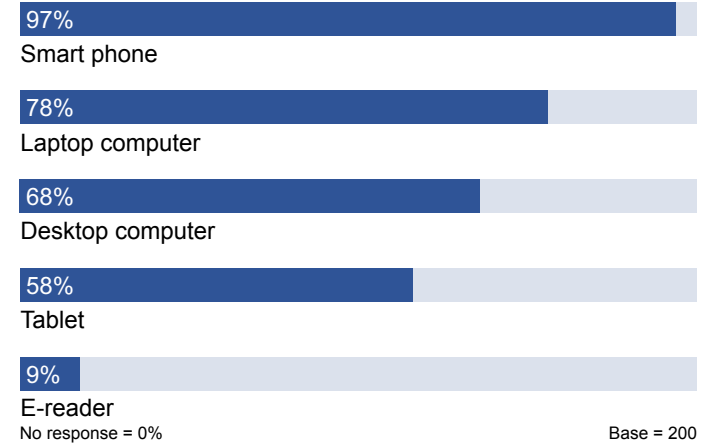
Professional use of social media

Sixty-two percent (62%) of Rural Electric respondents report one or more of these reasons for using social media.



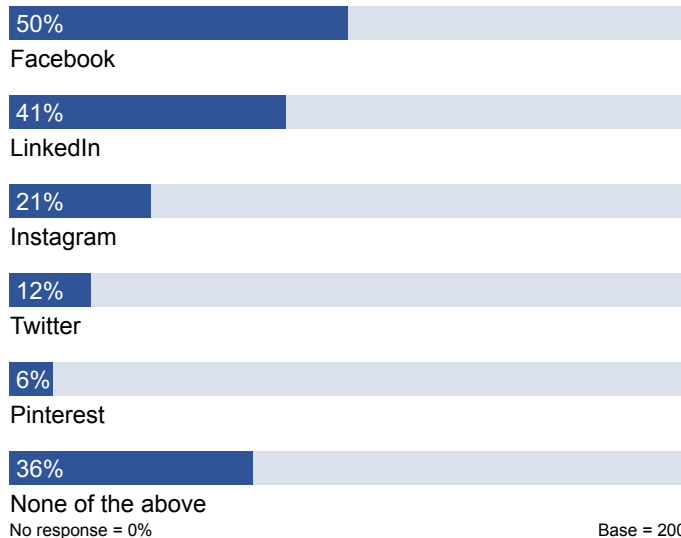
Digital devices owned or used by respondents

One hundred percent (100%) of Rural Electric respondents report having access to one or more of these digital devices.



Social media platforms used for work

Sixty-four percent (64%) of Rural Electric respondents report using one or more of these social media platforms for work.



2022

Ad Study Schedule

Reserve your space now!

March <i>closing</i> January 31	June <i>closing</i> April 28	September <i>closing</i> August 1	December <i>closing</i> October 31
Contact your <i>Rural Electric</i> sales representative now to reserve your space in the next ad study issue.			
<i>Rural Electric</i> reserves the right to change this research schedule without notice.			

About adViewPro



What are some of the concepts behind adViewPro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

Why does adViewPro focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

¹ Les Binet and Peter Field, *Marketing in the Era of Accountability* (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | ² [ibid, 77] | ³ [ibid, 77] | ⁴ [ibid, 2]

Total Ad Recall *Audience Exposure*

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

Total Ad Influence *Audience Engagement*

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

Total Buying Action *Audience Involvement*

Preliminary Buying Action

- Save the ad for future reference
- Discuss the advertised product
- Visit advertiser website
- Contact advertiser salesperson

Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

About adViewPro: Methodology



Baxter Research Center's (BRC) *adViewPro* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 19,723* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the online survey is available upon request from BRC.

* December 2021 BPA WorldwideSM Statement

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



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Rural Electric (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 include case studies of technological deployments and analysis of regulatory and power supply issues affecting cooperatives and the 42 million-plus consumer-members they serve, across 47 states.

Baxter Research Center (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

