



B2B Media

Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

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.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

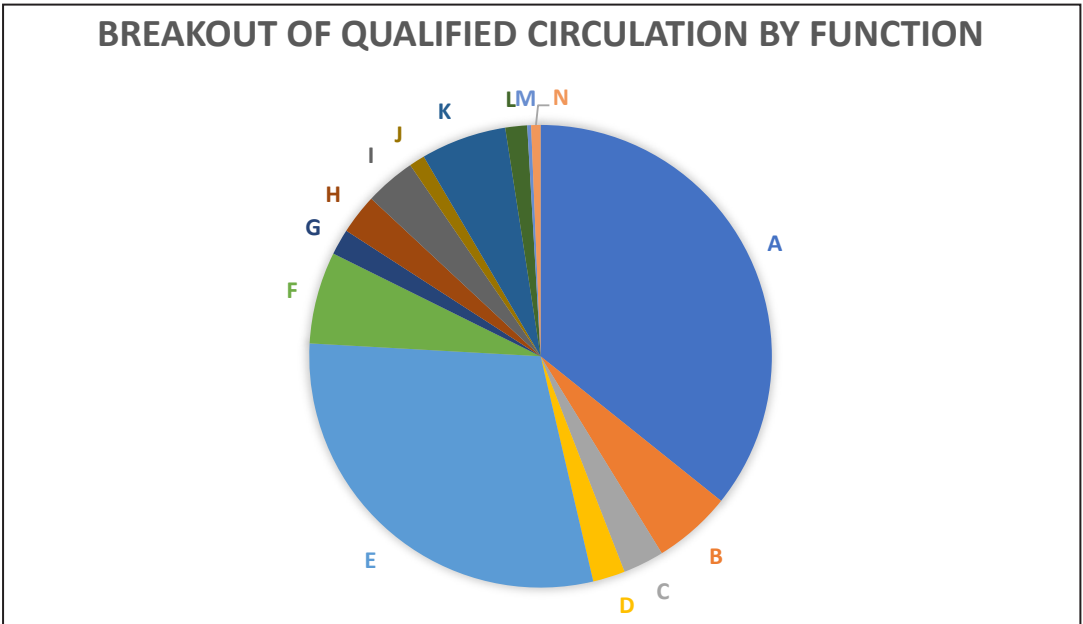
TOTAL AVERAGE QUALIFIED PAID CIRCULATION		19,112
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Sponsored Individually Addressed - Print		16,634
Qualified Paid Sponsored Individually Addressed - Digital		19,060
Total Qualified Paid Sponsored Individually Addressed		19,112
Total Average Qualified Paid Circulation		19,112

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Digital	172
Total Nonqualified Allocated for Shows & Conventions	172
Nonqualified Miscellaneous, Including Staff Copies - Print	3,186
Nonqualified Miscellaneous, Including Staff Copies - Digital	3,398
Total Nonqualified Miscellaneous, Including Staff Copies	3,799
Total Average Nonqualified Circulation	3,971

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Jan	16,730	19,125	19,177
Feb	16,549	18,940	18,992
Mar	16,579	18,984	19,036
Apr	16,538	18,984	19,036
May	16,678	19,129	19,180
Jun	16,724	19,192	19,242

BUSINESS ANALYSIS																		
Classification by Business & Industry	Total	%	Qualified Paid - Print	Qualified Paid - Digital	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
1. Distribution Cooperatives, Public Power Districts, and Public Utility Districts	17,724	92.4	15,757	17,676	6,799	942	486	360	5,064	1132	296	461	551	174	1,085	257	23	94
2. Generation and Transmission Cooperatives	1,316	6.9	793	1,314	55	78	54	47	580	97	45	75	121	35	58	35	16	20
3. International Organizations	1	0.0		1	1													
4. Statewide Organizations	139	0.7	128	138	2	29	10	25	23	5	6	1	8	2	4		13	11
Subtotal	19,180	100.0	16,678	19,129	6,857	1,049	550	432	5,667	1,234	347	537	680	211	1,147	292	52	125
Percent			87.0	99.7	35.8	5.5	2.9	2.3	29.5	6.4	1.8	2.8	3.5	1.1	6.0	1.5	0.3	0.7
Other Paid Circulation: Subscriptions																		
Single Copy Sales																		
Total Qualified Circulation	19,180	100.0	16,678	19,129														
Percent			87.0	99.7														

SUPPLEMENTAL ANALYSIS		
Function	Qualified Paid - Print	%
A Consumer-Member Elected Board	6,857	35.8
B General Manager/Chief Executive Officer; Assistant General Manager	1,049	5.5
C Administrative Management and Office Services	550	2.9
D Communication	432	2.3
E Engineering and Operation	5,667	29.5
F Finance	1,234	6.4
G Human Resources	347	1.8
H Information Technology	537	2.8
I Legal	680	3.5
J Marketing	211	1.1
K Consumer-Member Service	1,147	6.0
L Purchasing and Inventory Management	292	1.5
M Government Affairs	52	0.3
N Functions Not Available	125	0.7
Total Qualified Circulation	19,180	100.0



MAILING ADDRESS ANALYSIS

	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Percent
Individual by Name and Title and/or Occupation	16,678	19,129	19,180	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	16,678	19,129	19,180	100.0
Single Copy Sales				
Total Qualified Circulation			19,180	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Alabama	658	726	727
Arizona	307	345	345
Arkansas	351	483	483
California	77	79	79
Colorado	429	541	543
Connecticut			
Delaware	32	33	33
District of Columbia	4	4	4
Florida	508	520	536
Georgia	823	850	863
Idaho	154	160	160
Illinois	518	569	569
Indiana	804	1,274	1,278
Iowa	457	530	530
Kansas	493	522	523
Kentucky	405	448	448
Louisiana	201	202	202
Maine	53	71	71
Maryland	61	67	68
Massachusetts			
Michigan	203	240	240
Minnesota	623	734	734
Mississippi	489	499	500
Missouri	1,063	1,158	1,159
Montana	332	397	397
Nebraska	471	522	523
Nevada	81	81	81
New Hampshire	27	27	27
New Jersey	36	42	42
New Mexico	243	303	303
New York	69	69	69
North Carolina	826	922	922
North Dakota	387	400	402
Ohio	569	598	601
Oklahoma	679	727	727
Oregon	248	291	291
Pennsylvania	400	470	470
Rhode Island	10	10	10
South Carolina	492	517	517
South Dakota	439	627	627
Tennessee	346	382	382
Texas	1,013	1,186	1,191
Utah	53	65	65
Vermont	33	38	38
Virginia	359	399	399
Washington	164	201	201
West Virginia	14	14	14
Wisconsin	378	408	408
Wyoming	145	169	169
TOTAL 48 CONTERMINOUS STATES	16,527	18,920	18,971
Alaska	127	182	182
Hawaii	15	17	17
TOTAL ALASKA & HAWAII	142	199	199
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	16,669	19,119	19,170
Poss. & Other Areas	9	9	9
U.S. & POSS., etc.	16,678	19,128	19,179
Canada		1	1
International			
Military or Civilian Personnel Overseas			
Total International		1	1
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	16,678	19,129	19,180

NOTES

Price Data	Basic Prices
Sponsored Individually Addressed - Print	1 yr \$43.00; \$39.00
Sponsored Individually Addressed - Digital	1 yr \$43.00; \$39.00

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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