

## B2B Media

### Publisher's Statement

6 months ended December 31, 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		19,156
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Sponsored Individually Addressed - Print		16,640
Qualified Paid Sponsored Individually Addressed - Digital		19,107
<b>Total Qualified Paid Sponsored Individually Addressed</b>		<b>19,156</b>
<b>Total Average Qualified Paid Circulation</b>		<b>19,156</b>

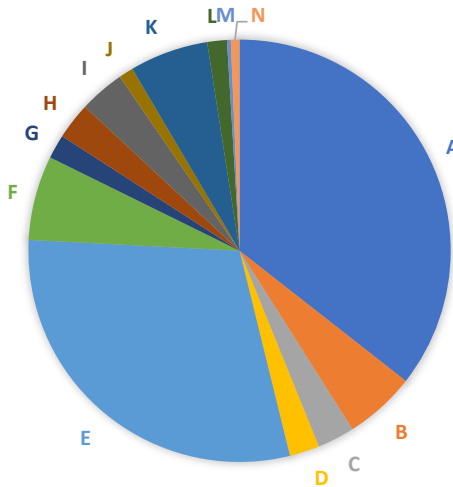
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	53
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>53</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	3,200
Nonqualified Miscellaneous, Including Staff Copies - Digital	3,472
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>3,872</b>
<b>Total Average Nonqualified Circulation</b>	<b>3,925</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Jul	16,693	19,160	19,209
Aug	16,639	19,096	19,145
Sep	16,673	19,149	19,198
Oct	16,660	19,123	19,172
Nov	16,615	19,088	19,137
Dec	16,562	19,027	19,076

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	17,682	92.4	15,694	17,636	6,745	937	483	365	5,075	1,135	299	462	535	179	1,090	255	26	96
2. Generation and Transmission Cooperatives	1,322	6.9	808	1,320	59	80	53	48	581	97	48	74	121	33	58	33	16	21
3. International Organizations	1	0.0		1	1													
4. Statewide Organizations	132	0.7	113	131	3	26	9	25	20	5	6	1	8	2	4		13	10
<b>Subtotal</b>	<b>19,137</b>	<b>100.0</b>	<b>16,615</b>	<b>19,088</b>	<b>6,808</b>	<b>1,043</b>	<b>545</b>	<b>438</b>	<b>5,676</b>	<b>1,237</b>	<b>353</b>	<b>537</b>	<b>664</b>	<b>214</b>	<b>1,152</b>	<b>288</b>	<b>55</b>	<b>127</b>
<b>Percent</b>	<b>100.0</b>		<b>86.8</b>	<b>99.7</b>	<b>35.6</b>	<b>5.5</b>	<b>2.8</b>	<b>2.3</b>	<b>29.7</b>	<b>6.5</b>	<b>1.8</b>	<b>2.8</b>	<b>3.5</b>	<b>1.1</b>	<b>6.0</b>	<b>1.5</b>	<b>0.3</b>	<b>0.7</b>
Other Paid Circulation: Subscriptions																		
Single Copy Sales																		
<b>Total Qualified Circulation</b>	<b>19,137</b>	<b>100.0</b>	<b>16,615</b>	<b>19,088</b>														
<b>Percent</b>			<b>86.8</b>	<b>99.7</b>														

SUPPLEMENTAL ANALYSIS			
Function		Qualified Paid - Print	%
A	Consumer-Member Elected Board	6,808	35.6
B	General Manager/Chief Executive Officer; Assistant General Manager	1,043	5.5
C	Administrative Management and Office Services	545	2.8
D	Communication	438	2.3
E	Engineering and Operation	5,676	29.7
F	Finance	1,237	6.5
G	Human Resources	353	1.8
H	Information Technology	537	2.8
I	Legal	664	3.5
J	Marketing	214	1.1
K	Consumer-Member Service	1,152	6.0
L	Purchasing and Inventory Management	288	1.5
M	Government Affairs	55	0.3
N	Functions Not Available	127	0.7
<b>Total Qualified Circulation</b>		<b>19,137</b>	<b>100.0</b>

BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION



MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Percent
Individual by Name and Title and/or Occupation	16,615	19,088	19,137	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
<b>Total Qualified Subscriptions</b>	<b>16,615</b>	<b>19,088</b>	<b>19,137</b>	<b>100.0</b>
Single Copy Sales				
<b>Total Qualified Circulation</b>			<b>19,137</b>	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Alabama	652	731	732
Arizona	304	345	345
Arkansas	344	477	477
California	78	81	81
Colorado	427	536	538
Connecticut			
Delaware	32	32	32
District of Columbia	4	4	4
Florida	496	508	524
Georgia	835	863	875
Idaho	159	165	165
Illinois	510	566	566
Indiana	805	1,273	1,277
Iowa	451	523	523
Kansas	452	483	484
Kentucky	403	451	451
Louisiana	204	205	205
Maine	53	70	70
Maryland	65	69	70
Massachusetts			
Michigan	193	227	227
Minnesota	615	720	720
Mississippi	487	497	498
Missouri	1,080	1,172	1,173
Montana	323	392	392
Nebraska	472	523	524
Nevada	83	83	83
New Hampshire	27	27	27
New Jersey	36	42	42
New Mexico	240	298	298
New York	67	67	67
North Carolina	848	943	943
North Dakota	379	392	394
Ohio	567	597	599
Oklahoma	675	723	723
Oregon	262	304	304
Pennsylvania	395	461	461
Rhode Island	11	11	11
South Carolina	499	532	532
South Dakota	438	623	623
Tennessee	352	388	388
Texas	1,007	1,184	1,189
Utah	54	66	66
Vermont	33	37	37
Virginia	352	391	391
Washington	164	202	202
West Virginia	13	13	13
Wisconsin	372	406	406
Wyoming	147	167	167
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>16,465</b>	<b>18,870</b>	<b>18,919</b>
Alaska	125	190	190
Hawaii	15	17	17
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>140</b>	<b>207</b>	<b>207</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>16,605</b>	<b>19,077</b>	<b>19,126</b>
Poss. & Other Areas	10	10	10
<b>U.S. &amp; POSS., etc.</b>	<b>16,615</b>	<b>19,087</b>	<b>19,136</b>
Canada		1	1
International			
Military or Civilian Personnel Overseas			
<b>Total International</b>		<b>1</b>	<b>1</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>16,615</b>	<b>19,088</b>	<b>19,137</b>

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 Nov 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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