

B2B Media

Publisher's Statement

6 months ended December 31, 2025

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.

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)



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

TOTAL AVERAGE QUALIFIED PAID CIRCULATION		18,921
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Sponsored Individually Addressed - Print		16,233
Qualified Paid Sponsored Individually Addressed - Digital		18,876
Total Qualified Paid Sponsored Individually Addressed		18,921
Total Average Qualified Paid Circulation		18,921

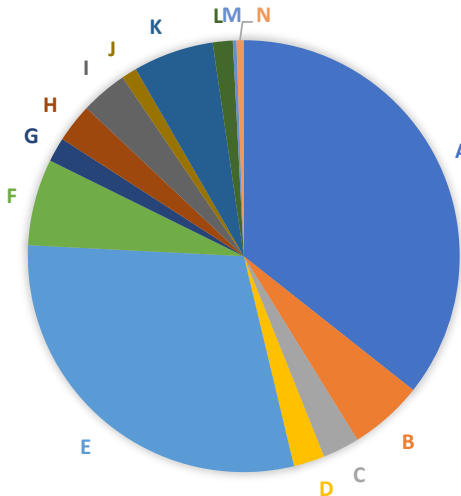
AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	70
Total Nonqualified Allocated for Shows & Conventions	70
Nonqualified Miscellaneous, Including Staff Copies - Print	3,181
Nonqualified Miscellaneous, Including Staff Copies - Digital	3,459
Total Nonqualified Miscellaneous, Including Staff Copies	3,858
Total Average Nonqualified Circulation	3,928

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Jul	16,192	18,827	18,873
Aug	16,290	18,942	18,986
Sep	16,302	18,942	18,986
Oct	16,249	18,868	18,912
Nov	16,192	18,826	18,870
Dec	16,169	18,849	18,894

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	17,446	92.5	15,286	17,404	6,663	946	465	365	4,979	1,123	294	477	530	184	1,072	244	28	76
2. Generation and Transmission Cooperatives	1,307	6.9	801	1,305	59	79	50	47	579	98	45	70	121	31	63	38	14	13
3. International Organizations	1	0.0		1	1													
4. Statewide Organizations	116	0.6	105	116	2	20	6	27	18	2	6	1	8	2	2		9	13
Subtotal	18,870	100.0	16,192	18,826	6,725	1,045	521	439	5,576	1,223	345	548	659	217	1,137	282	51	102
Percent	100.0		85.8	99.8	35.6	5.5	2.8	2.3	29.5	6.5	1.8	2.9	3.5	1.1	6.0	1.5	0.3	0.5
Other Paid Circulation: Subscriptions																		
Single Copy Sales																		
Total Qualified Circulation	18,870	100.0	16,192	18,826														
Percent			85.8	99.8														

SUPPLEMENTAL ANALYSIS			
Function		Qualified Paid - Print	%
A	Consumer-Member Elected Board	6,725	35.6
B	General Manager/Chief Executive Officer; Assistant General Manager	1,045	5.5
C	Administrative Management and Office Services	521	2.8
D	Communication	439	2.3
E	Engineering and Operation	5,576	29.5
F	Finance	1,223	6.5
G	Human Resources	345	1.8
H	Information Technology	548	2.9
I	Legal	659	3.5
J	Marketing	217	1.1
K	Consumer-Member Service	1,137	6.0
L	Purchasing and Inventory Management	282	1.5
M	Government Affairs	51	0.3
N	Functions Not Available	102	0.5
Total Qualified Circulation		18,870	100.0

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	16,192	18,826	18,870	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	16,192	18,826	18,870	100.0
Single Copy Sales				
Total Qualified Circulation			18,870	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Alabama	651	736	737
Arizona	316	367	367
Arkansas	331	490	490
California	79	80	80
Colorado	434	543	543
Connecticut			
Delaware	28	28	28
District of Columbia	3	3	3
Florida	480	493	509
Georgia	826	867	878
Idaho	156	162	162
Illinois	500	553	553
Indiana	768	1,258	1,261
Iowa	460	523	523
Kansas	434	460	461
Kentucky	404	451	451
Louisiana	197	199	199
Maine	51	69	69
Maryland	64	68	69
Massachusetts			
Michigan	186	226	226
Minnesota	601	699	699
Mississippi	481	499	500
Missouri	1,077	1,176	1,177
Montana	297	387	387
Nebraska	450	509	510
Nevada	81	81	81
New Hampshire	22	22	22
New Jersey	35	43	43
New Mexico	238	298	298
New York	69	69	69
North Carolina	801	892	892
North Dakota	363	374	376
Ohio	567	596	598
Oklahoma	673	721	721
Oregon	255	305	305
Pennsylvania	371	434	434
Rhode Island	10	10	10
South Carolina	498	536	536
South Dakota	433	634	634
Tennessee	342	377	377
Texas	917	1,108	1,112
Utah	50	62	62
Vermont	35	37	37
Virginia	343	384	384
Washington	164	204	204
West Virginia	13	13	13
Wisconsin	370	404	404
Wyoming	122	164	164
TOTAL 48 CONTERMINOUS STATES	16,046	18,614	18,658
Alaska	123	187	187
Hawaii	15	17	17
TOTAL ALASKA & HAWAII	138	204	204
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	16,184	18,818	18,862
Poss. & Other Areas			
U.S. & POSS., etc.	16,184	18,818	18,862
Canada	8	8	8
International			
Military or Civilian Personnel Overseas			
Total International	8	8	8
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	16,192	18,826	18,870

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 November 2025 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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