

B2B Media

Publisher's Statement

6 months ended June 30, 2026

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.

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

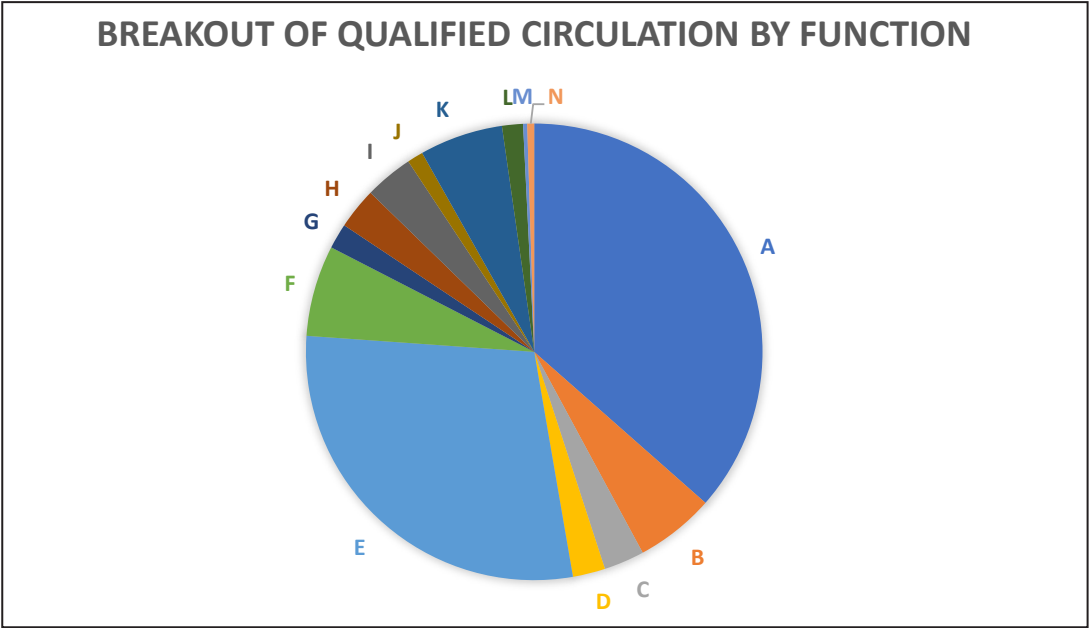
TOTAL AVERAGE QUALIFIED PAID CIRCULATION		18,727
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Sponsored Individually Addressed - Print		15,956
Qualified Paid Sponsored Individually Addressed - Digital		18,684
Total Qualified Paid Sponsored Individually Addressed		18,727
Total Average Qualified Paid Circulation		18,727

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	147
Total Nonqualified Allocated for Shows & Conventions	147
Nonqualified Miscellaneous, Including Staff Copies - Print	3,340
Nonqualified Miscellaneous, Including Staff Copies - Digital	3,711
Total Nonqualified Miscellaneous, Including Staff Copies	4,112
Total Average Nonqualified Circulation	4,259

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Jan	16,144	18,844	18,889
Feb	15,967	18,656	18,701
Mar	15,909	18,610	18,655
Apr	15,970	18,691	18,733
May	15,896	18,656	18,697
Jun	15,853	18,647	18,688

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	17,285	92.4	15,010	17,246	6,770	950	475	351	4,811	1106	283	471	515	175	1,040	241	28	69
2.	Generation and Transmission Cooperatives	1,293	6.9	779	1,291	53	78	53	51	564	96	43	74	120	34	62	36	16	13
3.	International Organizations	1	0.0		1	1													
4.	Statewide Organizations	118	0.6	107	118	1	22	8	28	16	3	8	1	6	3	2		10	10
	Subtotal	18,697	100.0	15,896	18,656	6,825	1,050	536	430	5,391	1,205	334	546	641	212	1,104	277	54	92
	Percent	100.0		85.0	99.8	36.5	5.6	2.9	2.3	28.8	6.4	1.8	2.9	3.4	1.1	5.9	1.5	0.3	0.5
	Other Paid Circulation:																		
	Subscriptions																		
	Single Copy Sales																		
	Total Qualified Circulation	18,697	100.0	15,896	18,656														
	Percent			85.0	99.8														

SUPPLEMENTAL ANALYSIS			
Function		Qualified Paid - Print	%
A	Consumer-Member Elected Board	6,825	36.5
B	General Manager/Chief Executive Officer; Assistant General Manager	1,050	5.6
C	Administrative Management and Office Services	536	2.9
D	Communication	430	2.3
E	Engineering and Operation	5,391	28.8
F	Finance	1,205	6.4
G	Human Resources	334	1.8
H	Information Technology	546	2.9
I	Legal	641	3.4
J	Marketing	212	1.1
K	Consumer-Member Service	1,104	5.9
L	Purchasing and Inventory Management	277	1.5
M	Government Affairs	54	0.3
N	Functions Not Available	92	0.5
Total Qualified Circulation		18,697	100.0



MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Percent
Individual by Name and Title and/or Occupation	15,896	18,656	18,697	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	15,896	18,656	18,697	100.0
Single Copy Sales				
Total Qualified Circulation			18,697	

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Alabama	627	724	725
Arizona	318	368	368
Arkansas	329	478	478
California	63	75	75
Colorado	430	534	534
Connecticut			
Delaware	27	27	27
District of Columbia	3	3	3
Florida	483	496	512
Georgia	845	885	897
Idaho	154	160	160
Illinois	499	559	559
Indiana	765	1,259	1,261
Iowa	444	526	526
Kansas	441	478	479
Kentucky	403	450	450
Louisiana	196	198	198
Maine	57	74	74
Maryland	63	67	68
Massachusetts		1	1
Michigan	190	227	227
Minnesota	602	706	706
Mississippi	476	494	495
Missouri	1,075	1,176	1,177
Montana	286	383	383
Nebraska	456	515	515
Nevada	80	82	82
New Hampshire	21	21	21
New Jersey	34	42	42
New Mexico	230	302	302
New York	69	69	69
North Carolina	793	886	886
North Dakota	346	374	376
Ohio	566	599	599
Oklahoma	589	633	633
Oregon	253	305	305
Pennsylvania	364	428	428
Rhode Island	9	9	9
South Carolina	507	550	550
South Dakota	438	633	633
Tennessee	349	389	389
Texas	913	1,111	1,115
Utah	49	61	61
Vermont	36	43	43
Virginia	237	279	279
Washington	148	190	190
West Virginia	14	14	14
Wisconsin	368	400	400
Wyoming	105	159	159
TOTAL 48 CONTERMINOUS STATES	15,750	18,442	18,483
Alaska	122	188	188
Hawaii	17	18	18
TOTAL ALASKA & HAWAII	139	206	206
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15,889	18,648	18,689
Poss. & Other Areas			
U.S. & POSS., etc.	15,889	18,648	18,689
Canada	7	7	7
International		1	1
Military or Civilian Personnel Overseas			
Total International	7	8	8
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	15,896	18,656	18,697

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 2026 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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