RE MAGAZINE 2025 EDITORIAL CALENDAR

TOPICS SUBJECT TO CHANGE

ISSUE	JANUARY CEO Close-Up Conference	FEBRUARY TechAdvantage Experience	MARCH Free Ad Study	APRIL	MAY Buyer's Guide	JUNE Free Ad Study
RESERVATION DEADLINE	11/22/24	01/03/25	01/24/25	02/24/25	03/24/25	04/24/25
AD MATERIAL DEADLINE	11/29/24	01/08/25	01/31/25	03/03/25	03/31/25	05/01/25
FEATURE ARTICLES	**Cover:** Co-op Innovation **Feature:** Analysis – Co-ops Post-Chevron **Tech:** - Ratemaking - Supply Chain - Cost/Benefit tools	**Cover:** Value of the co-op model **Feature:** PX/TA Previews **Tech:** - FLISR - Iowa Lakes EC – wind tech training in local community colleges - Pole attachments	**Cover:** Int'l Year of Co-ops – how U.S. electric co-ops are celebrating **Feature:** CEO Coaching **Tech:** - Serving unique load - Drivers of demand growth - Managing load growth	**Cover:** Safety with so many new apprentice lineworkers **Feature:** Member expectation changes **Tech:** - Robotics and safety - VR training - Quantum computing	**Cover:** Wildfire and microgrids grants **Feature:** Crisis communications beyond storms and outages **Tech:** - C&I Electrification - Cyber conf preview - Wildfire tech	**Cover:** Leadership Journey **Feature:** Leading cross-generational teams **Tech:** - Organizational assessments – wholistic look at staffing levels - Broadband and the Board - Contract and procurement fraud
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 09/01/24	Co-op Case Study Submissions Due: 10/01/24	Co-op Case Study Submissions Due: 11/01/24	Co-op Case Study Submissions Due: 12/01/24	Co-op Case Study Submissions Due: 01/02/25	Co-op Case Study Submissions Due: 02/01/25
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 11/01/24	Product or Service Releases Due: 12/01/24	Product or Service Releases Due: 01/02/25	Product or Service Releases Due: 02/01/25	Product or Service Releases Due: 03/01/25	Product or Service Releases Due: 04/01/25
INFOGRAPHIC	Areas where co-ops are innovating	Navigating the Expo	Types of international co-ops	Apprentice Lineworker Training	EV Planning	Leadership Journey
SPECIAL SUPPLEMENTS		**Special Feature:** NRECA PowerXchange (formerly NRECA Annual Meeting) and TechAdvantage® Experience "The Official" Preview Guide w/ Exhibitor List	**Value-Added Service for Advertisers:** Complimentary Display Advertising Readership Study by Baxter Research		*RE Magazine* **BUYER'S GUIDE:** The Purchasing Source For Electric Cooperatives! *View Online Buyer's Guide:* rebuyersguide. nreca.coop/	**Value-Added Service for Advertisers:** Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION *Event dates subject to change*	NRECA CEO Close-up Conference Jan 12-14, 2025 Marco Island, FL cooperative.com/ ceocloseup NEXT Conference Feb 3-5, 2025 Bonita Springs, FL	DistribuTECH International Mar 24-27, 2025 Dallas, TX NRECA PowerXchange Mar 7 - 12, 2025 Atlanta, GA The Expo at PowerXchange and TechAdvantage® Mar 10 - 12, 2025 Atlanta, GA techadvantage.org		NRECA Safety Leadership Summit Apr 22-24, 2025 Arlington, TX cooperative.com/ safetysummit IEEE Rural Electric Power Confer & Expo Apr 29-May 1, 2025 Westminster, CO	NRECA Connect Conference May 13 - 15, 2025 Kansas City, MO cooperative.com/ connect	FiberConnect Jun 1-4, 2025 Nashville, TN NRECA Co-Op CyberTech Conference Jun 24-26, 2025 Denver, CO NRECA Broadband Leadership Summit Jun 4-6, 2025 Washington D.C.
ESTIMATED MAIL DATE	12/31/24	02/03/25	03/03/25	03/31/25	04/28/25	06/02/25

ISSUE	JULY Membership Directory	AUGUST	SEPTEMBER Co-op Budget Planning Time	OCTOBER Co-op Budget Planning Time	NOVEMBER Co-op Budget Planning Time	DECEMBER CEO CloseUp Preview Guide
RESERVATION DEADLINE	05/23/25	06/24/25	07/24/25	08/22/25	09/24/25	10/24/25
AD MATERIAL DEADLINE	06/01/25	07/01/25	07/31/25	08/29/25	10/01/25	10/31/25
FEATURE ARTICLES	**Cover:** Reliability Challenges **Feature:** Unique employee benefits that co-ops are offering **Tech:** - Inverter-based DER Interconnections - AMI data advances - Using networked smart meters	**Cover:** Rising Stars **Feature:** NA **Tech:** - Synergies between electric and broadband - Cyber issues in broadband - Fiber for reliability, smart grid, AI etc.	**Cover:** Infrastructure Update **Feature:** Crisis communication beyond weather and outages **Tech:** - Comms infrastructure - Broadband data center builds - Middle Mile update	**Cover:** Cyber – Co-op breach **Feature:** Cyber recovery **Tech:** - Physically securing cyber assets - Cyber risk assessments - Security Engineering	**Cover:** NRECA International **Feature:** Military installations **Tech:** - Ransomware recovery - SCADA security - Data analytics and vegetation management	**Cover:** Tech Trends – Co-ops and AI **Feature:** AI – EPRI research **Tech:** - Can AI replace human co-op workers? - Cloud data platform - Utility/DER/Third part data
TECH INSIGHTS Highlights how manufacturers help electric cooperatives solve challenges	Co-op Case Study Submissions Due: 03/01/25	Co-op Case Study Submissions Due: 04/01/25	Co-op Case Study Submissions Due: 05/01/25	Co-op Case Study Submissions Due: 06/01/25	Co-op Case Study Submissions Due: 07/01/25	Co-op Case Study Submissions Due: 08/01/25
NEW PRODUCTS New/enhanced products and services from trusted vendors	Product or Service Releases Due: 05/01/25	Product or Service Releases Due: 06/01/25	Product or Service Releases Due: 07/01/25	Product or Service Releases Due: 08/01/25	Product or Service Releases Due: 09/01/25	Product or Service Releases Due: 10/01/25
INFOGRAPHIC	NRECA RS plan explained	Fiber and smart grid	Infrastructure spending	Cyber Recovery process	TBD	AI Impact
SPECIAL SUPPLEMENTS	**MEMBERSHIP DIRECTORY** of Electric Cooperatives and Affiliated Organizations (Cooperative Members, Associate Members & Affiliate Members)	**Special Supplement:** Co-op Broadband Case Studies Supplement	**Value-Added Service for Advertisers:** Complimentary Display Advertising Readership Study by Baxter Research			**Value-Added Service for Advertisers:** Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION *Event dates subject to change*	NRECA TFACC Aug 3-6, 2025 Boston, MA		NRECA Regional Meetings 1 & 4 Sept. 3-5, 2025 Providence, RI NRECA Regional Meetings 5 & 6 Sept 23-25, 2025 Madison, WI	NRECA Regional Meetings 7 & 9 Oct 6-8, 2025 Bellevue, WA The Utility Expo Oct 7-9, 2025 Louisville, KY NRECA Regional Meetings 2 & 3 Oct 21-23, 2025 Biloxi, MS NRECA Regional Meetings 8 & 10 Oct 27-29, 2025 Round Rock, TX		
ESTIMATED MAIL DATE	06/30/25	07/28/25	08/28/25	09/29/25	10/27/25	12/03/25