

RE MAGAZINE 2025 EDITORIAL CALENDAR

TOPICS SUBJECT TO CHANGE

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	CEO Close-Up Conference	TechAdvantage Experience	Free Ad Study		Buyer's Guide	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: N/A Tech: - Ratemaking - Fracking and geothermal - Cost/Benefittools	Cover: Value of the co-op model Feature: PX/TA previews Tech: - FLISR - Wind tech training - Pole attachments	Cover: Snake River Dams Feature: CEO coaching Tech: - Organizational assessments - Broadband and the Board - Contract and procurement fraud	Cover: Int'l year of co-ops Feature: TBD Tech: - Serving unique load - Drivers of demand growth - Managing load	Cover: TBD Feature: Crisis communications Tech: - C&I Electrification - Cyber conf. preview - Wildfire tech	Cover: Cyber breach Feature: TBD Tech: - Physically securing cyber assets - Cyber risk assessments - Security engineering
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	Leadership journey	Types of international co-ops	EV planning	Cyber recovery process
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 <i>Event dates subject to change</i>	NRECA CEO Close-up Conference Jan 12-14, 2025 Marco Island, FL cooperative.com/ceocloseup NEXT Conference Feb 3-5, 2025 Bonita Springs, FL	NRECA PowerXchange Mar 7 - 12, 2025 Atlanta, GA The Expo at PowerXchange and TechAdvantage* Mar 10 - 12, 2025 Atlanta, GA techadvantage.org Distributech International Mar 24-27, 2025 Dallas, TX		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 Broadband Leadership Summit Jun 4-6, 2025 Washington D.C. NRECA Co-Op CyberTech Conference Jun 24-26, 2025 Denver, CO
ESTIMATED MAIL DATE	12/31/24	02/03/25	03/03/25	03/31/25	04/28/25	06/02/25

ISSUE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Membership Directory		Co-op Budget Planning Time	Co-op Budget Planning Time	Co-op Budget Planning Time	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: Wildfire mitigation Feature: TBD Tech: - Inverter-based DER interconnections - AMI data advances - Using networked smart meters	Cover: Co-op 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: TBD Tech: - Comms infrastructure - Broadband data center builds - Middle mile update	Cover: Safety Feature: Line safety Tech: - Robotics and safety - VR training - Quantum computing	Cover: NRECA International Feature: Military installations Tech: - Ransomware recovery - SCADA security - Data analytics and vegetation management	Cover: Tech Trends - Co-ops and AI Feature: CEO conf. preview Tech: - Can AI replace human co-op workers? - Cloud data platform - Utility/DER/Third party 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	Wildfire mitigation	Fiber and smart grid	Infrastructure spending	Apprentice lineworker training	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	Special Cybersecurity Insert		Value-Added Service for Advertisers: Complimentary Display Advertising Readership Study by Baxter Research
ADDITIONAL DISTRIBUTION <i>Event dates subject to change</i>	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