

AUDIT REPORT
Magazine Media

Annual Frequency: See Individual Reports
Published by Statewide Editors Association (SEA)

Field Served: Members of 26 different electric co-ops.

AVERAGE CIRCULATION FOR 3 MONTHS ENDED MARCH 31, 2018:

TOTAL AVERAGE CIRCULATION

	Audited Circulation
Paid & Verified Circulation:	
Subscriptions:	
Paid	9,423,391
Verified	
Total Paid & Verified Subscriptions	<u>9,423,391</u>
Single Copy Sales	
Total Paid & Verified Circulation	<u>9,423,391</u>
Rate Base:	None Claimed
Variance to Rate Base:	

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription			

(1) See Individual Reports
(2) See Notes

PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	9,751,936		9,751,936		9,751,936
Feb	9,018,230		9,018,230		9,018,230
Mar	9,500,006		9,500,006		9,500,006

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	Average for Period
PAID SUBSCRIPTIONS	
Individual Subscriptions*	5,915
Association: Nondeductible*	9,417,476
TOTAL PAID SUBSCRIPTIONS	9,423,391
VERIFIED SUBSCRIPTIONS	
TOTAL VERIFIED SUBSCRIPTIONS	
TOTAL PAID & VERIFIED SUBSCRIPTIONS	9,423,391
SINGLE COPY SALES	
TOTAL SINGLE COPY SALES	
TOTAL PAID & VERIFIED CIRCULATION	9,423,391

*Included in Average Price calculation

AUDIT STATEMENT

This is an Initial Audit covering the three months ended March 31, 2018 and release of this report constitutes qualification and acceptance of membership.

GEOGRAPHIC DATA for the January 2018 issue

STATE	PAID SUBSCRIBITIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	398,347		398,347		398,347
Arizona	17,143		17,143		17,143
Arkansas	367,623		367,623		367,623
California	29,371		29,371		29,371
Colorado	210,502		210,502		210,502
Connecticut	2,052		2,052		2,052
Delaware	1,452		1,452		1,452
District of Columbia	1,594		1,594		1,594
Florida	120,045		120,045		120,045
Georgia	989,205		989,205		989,205
Idaho	28,676		28,676		28,676
Illinois	203,846		203,846		203,846
Indiana	245,024		245,024		245,024
Iowa	5,657		5,657		5,657
Kansas	135,545		135,545		135,545
Kentucky	437,662		437,662		437,662
Louisiana	135,309		135,309		135,309
Maine	442		442		442
Maryland	11,562		11,562		11,562
Massachusetts	2,013		2,013		2,013
Michigan	5,317		5,317		5,317
Minnesota	6,111		6,111		6,111
Mississippi	448,583		448,583		448,583
Missouri	547,134		547,134		547,134
Montana	3,994		3,994		3,994
Nebraska	55,716		55,716		55,716
Nevada	28,215		28,215		28,215
New Hampshire	616		616		616
New Jersey	6,855		6,855		6,855
New Mexico	91,655		91,655		91,655
New York	9,193		9,193		9,193
North Carolina	694,242		694,242		694,242
North Dakota	79,016		79,016		79,016

STATE	PAID SUBSCRIBITIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	311,169		311,169		311,169
Oklahoma	319,599		319,599		319,599
Oregon	158,906		158,906		158,906
Pennsylvania	166,204		166,204		166,204
Rhode Island	283		283		283
South Carolina	566,743		566,743		566,743
South Dakota	1,988		1,988		1,988
Tennessee	556,377		556,377		556,377
Texas	1,565,874		1,565,874		1,565,874
Utah	4,196		4,196		4,196
Vermont	314		314		314
Virginia	511,577		511,577		511,577
Washington	55,111		55,111		55,111
West Virginia	7,407		7,407		7,407
Wisconsin	158,408		158,408		158,408
Wyoming	1,851		1,851		1,851
TOTAL 48 CONTERMINOUS STATES	9,705,724		9,705,724		9,705,724
Alaska	45,170		45,170		45,170
Hawaii	514		514		514
TOTAL ALASKA & HAWAII	45,684		45,684		45,684
U.S. Unclassified	4		4		4
TOTAL UNITED STATES	9,751,412		9,751,412		9,751,412
Poss. & Other Areas	295		295		295
U.S. & POSS., etc.	9,751,707		9,751,707		9,751,707
Canada	49		49		49
International	163		163		163
Other Unclassified					
Military or Civilian Personnel Overseas	17		17		17
GRAND TOTAL	9,751,936		9,751,936		9,751,936

NOTES

Electric Cooperatives: These magazines are provided to members in local electric cooperatives which make up the National Rural Electric Cooperative Association (NRECA). Receipt of these magazines continues throughout the subscriber's participation in the cooperative. No average price or source of subscription sales analysis is made.

Average Nonanalyzed Nonpaid: Average nonanalyzed nonpaid circulation for the period was: 86,908

Issue by Issue Circulation by Title in Network:

Title	Annual Frequency	Jan-18	Feb-18	Mar-18	3 Month Avg.
Alabama Living (AL):	12	414,692	414,854	414,342	414,629
Arkansas Living (AR):	12	387,077	387,398	387,123	387,199
Carolina Country (NC):	12	709,447	697,260	695,262	700,656
Colorado Country Life (CO):	12	224,998	226,852	226,975	226,275
Cooperative Living (VA):	10	520,689	521,194	521,858	521,247
Currents (AZ):	6	15,646		15,742	10,463
Electric Consumer (IN):	12	246,276	260,438	261,353	256,022
Enchantment (NM):	12	101,827	101,847	101,753	101,809
Florida Currents (FL):	12	92,105	91,989	91,981	92,025
Georgia Magazine (GA):	12	997,753	275,428	651,055	641,412
Illinois Country Living (IL):	12	187,689	187,876	187,547	187,704
Kansas Country Living (KS):	12	127,980	128,052	128,104	128,045
Kentucky Living (KY):	12	446,699	458,645	431,307	445,550
Louisiana Country (LA):	12	123,483	95,544	123,508	114,178
Rural Missouri (MO):	12	556,258	538,849	555,750	550,286
North Dakota Living (ND):	12	81,156	104,629	80,354	88,713
Ohio Cooperative Living (OH):	12	300,547	300,582	300,867	300,665
Oklahoma Living (OK):	12	324,456	324,645	324,467	324,523
Penn Lines (PA):	12	165,124	165,154	165,175	165,151
Rural Electric Nebraskan (NE):	12	54,196	54,317	54,155	54,223
Ruralite (AK, CA, ID, MT, NV, OR, WA):	12	329,129	328,067	330,746	329,314
South Carolina Living (SC):	11	591,419	618,177	618,275	609,290
Texas Co-op Power (TX):	12	1,554,227	1,530,254	1,533,248	1,539,243
The Tennessee Magazine (TN):	12	566,867	558,325	650,243	591,812
Today in Mississippi (MS):	11	460,244	435,518	435,521	443,761
Wisconsin Energy Coop News (WI):	12	171,952	172,101	172,382	172,145
WREN (WY):	11		40,235	40,913	27,049

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

Parent Company: National Rural Electric Cooperative Association (NRECA)

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