



Annual Frequency: 10 times/year

Field Served: 12 Virginia Electric Cooperatives.

Published by Virginia, Maryland & Delaware Association of Electric Co-ops

Publisher's Statement

6 months ended June 30, 2016, Subject to Audit

EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Circulation	Rate Base	Variance to Rate Base
510,589		510,589	503,000	7,589

TOTAL CIRCULATION BY ISSUE

Issue	Print				
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan	509,344		509,344		509,344
Feb	510,227		510,227		510,227
Mar/Apr	510,597		510,597		510,597
May	511,145		511,145		511,145
Jun	511,630		511,630		511,630
Average	510,589		510,589		510,589

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
Paid Subscriptions		
Association: Nondeductible	510,589	100.0
Total Paid Subscriptions	510,589	100.0
Verified Subscriptions		
Total Paid & Verified Subscriptions	510,589	100.0
Single Copy Sales		
Total Paid & Verified Circulation	510,589	100.0

PRICES

	Suggested Retail Prices (1)
Average Single Copy Subscription	N/A
	\$4.90

(1) For statement period

ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions
 Geographic Data
 Analysis of New & Renewal Paid Individual Subscriptions
 Trend Analysis

RATE BASE

Rate base shown in Executive Summary is for paid and verified circulation.

VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	496,000	504,536	504,536		
12/31/2014	490,000	499,630	499,630		
12/31/2013	490,000	493,967	493,967		

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NOTES

Rounding %: Due to rounding, percentages may not always add up to 100%.

Association: Nondeductible: Copies served where the subscription was included in the dues of an association. The subscription was nondeductible from dues.

Electrical Cooperatives: This magazine is provided to members of Local Electric Cooperatives, which make up the Virginia, Maryland and Delaware Association of Electric Cooperatives. Receipt of the magazine is through participation in the electric cooperative. No average price or source of subscription sales analysis is made.

Average Nonanalyzed Nonpaid: Average Nonanalyzed Nonpaid circulation for the period was: 1,052

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.

Parent Company: Virginia, Maryland & Delaware Association of Electric Co-ops

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