

WREN

WYOMING RURAL ELECTRIC NEWS



Media Kit

Deliver your message with the most widely distributed magazine in rural Wyoming.

Contact Details

WREN@WYOMINGREA.ORG

307-286-8140

— WHY READERS —

Choose WREN Magazine

EDITORIAL INTEGRITY

WREN's award-winning editorial team researches, writes, photographs and designs the stories that enlighten and captivate Wyoming audiences.

WREN is the voice of the cooperative network in Wyoming, and readers trust the editorial team to present complete, balanced information.



RICH CONTENT

Each issue of WREN is packed with a month's worth of relevant, thought-provoking, useful and fun content that appeals to the full spectrum of our audience. In every issue, readers look forward to receiving:

- Facts, tips and advice tailored to electric consumers, rural families and property owners
- Electric policy and technology news at the co-op, state and national level
- Book reviews, puzzles and contests, reader-submitted poetry, photos and recipes, and content for kids



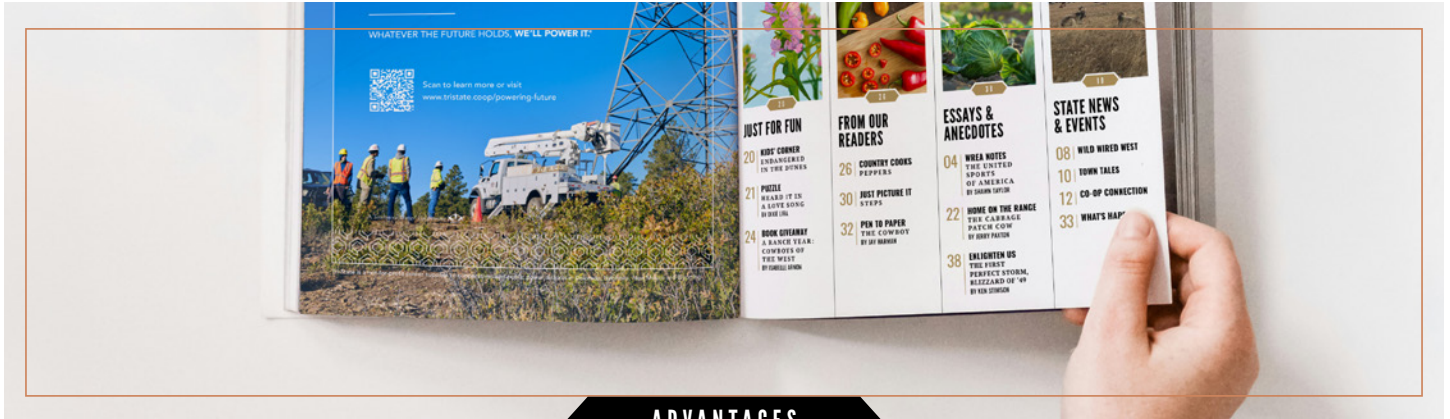
HOMETOWN CHARACTER

WREN is written for Wyomingites by Wyomingites and writers with direct connections to the state, its people and culture. This means every issue is genuinely Wyoming. WREN Magazine proudly presents:

- Authentic feature stories about Wyoming people, places and industries
- Announcements, discoveries and historical artifacts unique to Wyoming
- A comprehensive statewide events calendar and classified marketplace
- Essays and anecdotes from Wyoming voices on a variety of topics

— BENEFITS OF —

Print Advertising



ADVANTAGES

There are many advantages to advertising in a print publication, including building recognition for your brand and connecting with your customers, but there's so much more to it.

BRAND RECALL

According to a study by Two Sides North America, consumers recalled the brand from a print ad at a rate

70%

higher than from a digital ad.

TRUSTWORTHINESS

WREN readers trust the magazine

– what's printed on our pages and the organizations that are included; within the stories, in featured events and through advertisements.

VIEWERSHIP & COMPREHENSION

WREN readers read the magazine cover to cover, often more than once. They engage with the content – from the articles to the puzzles – and submit entries or giveaways and artwork for publication.

WREN readers will see your ad.



TACTILE EXPERIENCE

Reading a print publication is a tactile experience, from the weight of the magazine to the feel of the pages and the smell of the paper and ink. Engaging multiple senses creates a memorable interaction with the content, which makes advertisements feel more real and substantial. The physical presence of print ads also means they stay in homes longer, which leads to organic re-engagement and better recall.



EASE OF CONSUMPTION

Print ads are easier to read than digital counterparts, and print ads are delivered to audiences who expect to read – audiences with longer attention spans who choose to spend time with their printed materials.

In rural Wyoming, whom WREN serves, the benefits go even further.



REACH OFFLINE AUDIENCES

WREN serves a broad, rural audience. Many of our readers do not have a computer, or access to the internet is limited.



REACH TARGETED DEMOGRAPHICS

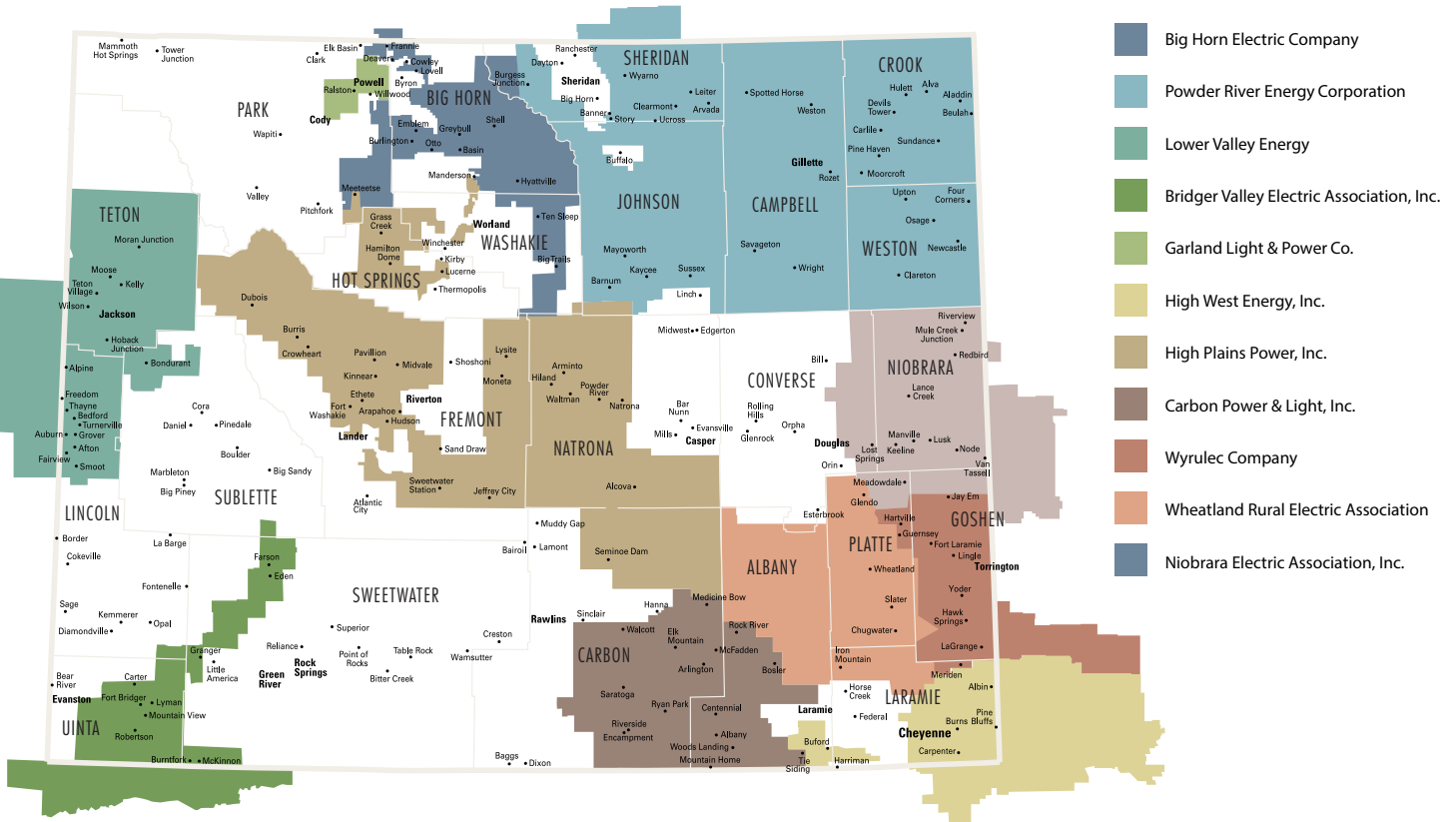
WREN's audience of rural electric cooperatives is a demographic with some specific interests and needs. Through WREN, solutions to these needs can be presented directly to them.

FROM OUR READERS

Thanks so much for your fine publication, I read it every month from front to back!

— WHO ARE THE READERS? —

Circulation details



THE WREN MAGAZINE REACHES ALL MEMBERS, MANAGERS, STAFF AND BOARD MEMBERS AT THE FOLLOWING WYOMING ELECTRIC COOPERATIVES:

Big Horn Rural Electric Company	2,042
Carbon Power and Light	4,232
Garland Light and Power Company	1,829
Niobrara Electric Association	880
Powder River Energy Corporation	12,314
Wyrulec Company	2,300

TOTAL (including 414 other subscribers) : 24,011*

*Current as of January 2026

PLACE YOUR WREN AD

wren@wyomingrea.org | 307-286-8140

THE WREN IS ALSO READ BY STATE AND COMMUNITY LEADERS INCLUDING:

- Wyoming's five elected officials
- Members of the Wyoming State Legislature
- Wyoming County Commissioners

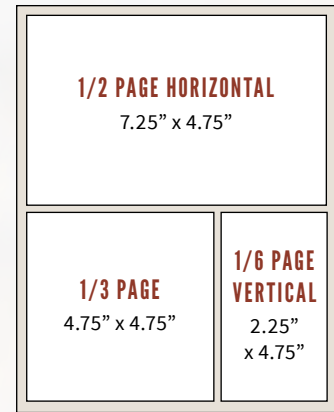
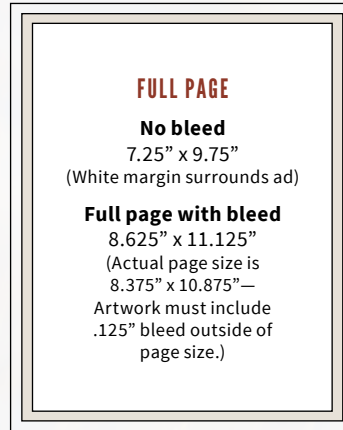
IT IS A TRUSTED INFORMATION SOURCE FOR KEY DECISION MAKERS AT THE FOLLOWING COMPANIES:

- Tri-State Generation and Transmission Association
- Deseret Power
- Basin Electric Power Cooperative
- Missouri Basin Power Project

— ADVERTISING SPECIFICATIONS —

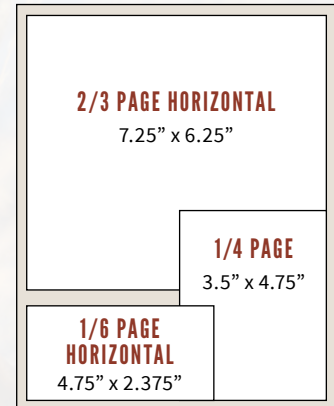
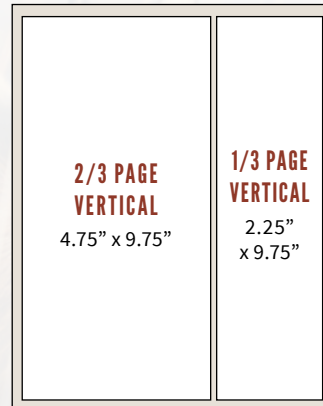
DISPLAY ADVERTISING RATES

Full Page	\$1,475
2/3 Page	\$982
1/2 Page	\$748
1/3 Page	\$505
1/4 Page	\$374
1/6 Page	\$260



PREMIUM POSITIONS

Inside front cover	\$1,667
Inside back cover	\$1,631
Back cover	\$1,707



FREQUENCY DISCOUNTS

Discount pricing is available for 3-, 6- and 11-issue insertions (3%, 5% and 10%, respectively) when a contract is signed at the time of the first space reservation. Ask your ad representative for more information.

DESIGN SERVICES

WREN Magazine's art department is available to create a custom ad for you. Ask your ad representative for more information.

wren@wyomingrea.org | 307-286-8140

REQUIREMENTS

Digital artwork is accepted as a pdf, jpg, tif, eps, or packaged InDesign file. Embed all fonts and images. Graphics must be 300dpi and saved in a CMYK or grayscale color profile.

Closing dates. WREN Magazine is issued the third week of each month except January. Advertising deadline is the 12th of the month preceding the month of publication. All art files must be received on or before the 24th; no changes or cancellations will be accepted after closing dates.

General. The publisher reserves the right to decline or discontinue any advertisement. See the preceding page for more information.

Commission. 15 percent on ads larger than 2 inches will be paid to agencies recognized by WREN Magazine.

Billing. Billing date is the 1st of each month; a credit card payment is required for all new advertisers.

Accolades & Applause

— FROM OUR READERS —

“

I'm loving your series on the Energy Mix this year. I'm proudly collecting them all.

“

Thanks for such an informative and beautiful publication. I look forward to it every month.

“

Thank you so much for the quality of the WREN Magazine. I appreciate every single page, including the meaningful WREA Notes from Shawn. I've passed several of the science fair projects to my grandson in California & enjoy each article, photo, recipe & poem. The WREN seems to connect us & verifies the adage “. . . Wyoming is one big town with really long streets.” We feel fortunate in these crazy times to have the utmost confidence in how our power is managed throughout Wyoming.

“

My name is Blair and I honestly just wanted to take the time and let you know how impressive I think your magazine is. I have a (primarily self-taught) background in graphic design and currently do the client newsletter for our company PCS. I'm always looking for layout inspiration, especially applicable to the utility field and have spent hours searching through various publications from all over the country to learn and get inspiration. I have to say, your magazine not only is well done, but the way you incorporate various fonts and graphics while still maintaining a consistent feel is excellent. I know how much work goes into creating a publication of this caliber and want you to know your efforts are very much recognized.

“

The magazine has grown over the years and your articles continue to weave our communities together.

— FROM OUR CONTRIBUTORS —

“

I was so proud of how everything turned out. The layout looked incredible. You guys did a wonderful job putting everything together.

“

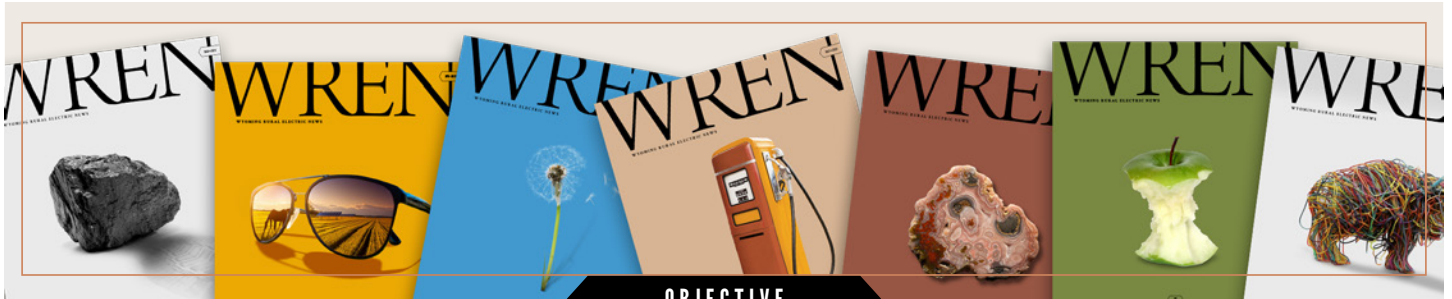
Oh, how I love working with you and your staff. Your published products indicate respect and care for the writer as well as the reader.

“

I just got the magazine and I couldn't be more pleased. It brought tears to my eyes to see what you had done to my article. I deeply appreciate it. My wife let out a little yell when she saw that! I'm so proud to be in your magazine. I get choked up even talking about it. You did such a good job on that, my gosh! Thank you.

Advertising

— IN WREN MAGAZINE —



OBJECTIVE

Since 1954, Wyoming Rural Electric News (WREN) magazine's primary objective has been to be a trusted source of information for rural Wyoming readers. This promise is upheld through a commitment to journalistic integrity, fair and balanced reporting, richness and diversity of content, and by promising that each issue contains at least 65% quality editorial content.

CONTENT



POLITICAL ADVERTISING

Advertising promoting candidates for public office only (no issue ads) are accepted upon review by the Editor of WREN and the Executive Director of WREA.



SUBSTANCES OF QUESTIONABLE VALUE

Advertising, the sole purpose of which is to promote consumption of tobacco products, alcohol, and non-pharmaceutical remedies will not be accepted. Advertisements from establishments that simply mention alcoholic beverages among several other acceptable consumer offerings (resorts lodging, hotel rooms, restaurant meals, golf, etc.) shall not be restricted by this provision.



PRODUCTS OF LOW VALUE

WREN staff reserves the right to evaluate the integrity of products or services to be advertised, and to reject those ads that are determined to be deceptive, unable to deliver the value being promised, or that do not contribute to the type of image that WREN seeks to build about Wyoming's quality of life.



ADVERTISING BALANCE

It shall be the priority of the WREN staff to seek advertising that matches the demographic profile of the electric cooperative customer base and contributes to the goal of broadening WREN's appeal to all readers. WREN staff works to ensure that each issue contains at least 65% quality editorial content.



COMPETITIVE FUELS

Advertising of fuels competing with electricity will be accepted at the discretion of the WREN staff and the WREA Executive Director. Any advertising for a competing fuel that discredits electricity as an economical home, farm or business fuel source will not be accepted.



GAMBLING/GAMING, PARAMUTUAL RACING

Advertising of legalized gambling will be accepted only when the gambling service is sponsored by a Native American tribal entity, the State of Wyoming, or by privately owned and state licensed paramutual horse racing facilities, or when the advertisement describes gambling as one of several acceptable consumer offerings available from an establishment or community.



GOOD TASTE

Advertising not restricted by the provisions of this policy must nonetheless adhere to the principles of honesty, good taste and fair dealing.

RESPONSIBILITY

Final responsibility for advertising content rests with WREN staff and the Executive Director of the WREA.



WREN
M A G A Z I N E

RESERVE
YOUR
SPOT

WREN@WYOMINGREA.ORG

☎ 307-286-8140