



International Journal
for Nuclear Power

Media Information

2020

valid per 1 July 2020



Background

Ever since its first issue in 1956, atw – International Journal for Nuclear Power has been a publisher of specialist articles, background reports, interviews and news on developments and trends from all important sectors of international nuclear energy, nuclear technology and the energy industry.

It covers in particular the following topics:

- Energy Policy, Economy & Law
- Environment & Safety
- Operation & New Build
- Decommissioning & Waste Management
- Fuel
- Research & Innovation

atw independently compiles news from nuclear technology facilities around the world and publishes the material in the form of up-to-date statistics.

Exclusive commentaries from respected experts in combination with national and international legal, political and economic developments complete the range of our topics.

Moreover, atw includes announcements of events in the nuclear industry worldwide and is a media partner for conferences and exhibitions.

atw is published nine times a year and features latest information for the nuclear community.

Audience

atw subscribers includes experts, specialists and executives from nuclear utilities and supply chain as well as governmental and research institutes globally.



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Schedule of Topics and Dates

Issue	Publication Date	Ad Deadline	Focal Topics
1	30 Dec 2019	28 Nov 2019	<ul style="list-style-type: none"> ■ Nuclear energy – international trends
2	31 Jan 2020	9 Jan 2020	<ul style="list-style-type: none"> ■ New construction and trends worldwide ▶ World Nuclear Performance Report
3	28 Feb 2020	4 Feb 2020	<ul style="list-style-type: none"> ■ International reactor development and safety research ■ Control, guidance and safety technology, digitalisation
4	1 April 2020	4 March 2020	<ul style="list-style-type: none"> ■ Other nuclear applications ■ Nuclear law and regulatory codes
5	30 April 2020	6 April 2020	<ul style="list-style-type: none"> ■ Research reactors
6/7	1 July 2020	5 June 2020	<ul style="list-style-type: none"> ■ Developments in final storage
8/9	1 Sep 2020	4 Aug 2020	<ul style="list-style-type: none"> ■ Decommissioning and dismantling
10	1 Oct 2020	7 Sep 2020	<ul style="list-style-type: none"> ■ Environment and climate protection ■ Radiation protection and radioactivity ▶ Nuclear power plants – Top Ten World 2019
			[Schedule of Topics 2021]
11/12	30 Nov 2020	3 Nov 2020	<ul style="list-style-type: none"> ■ Nuclear fuel supply ■ Nuclear fusion
			[Annual Directory 2020]

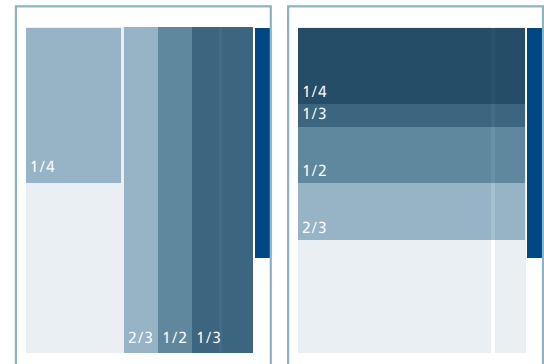
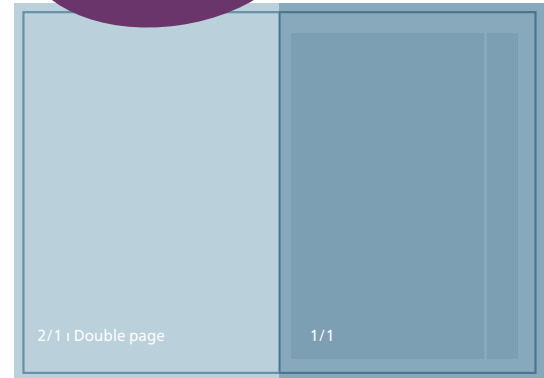
**%
Discount for
New Customers**

Formats and Prices

Format	Dimensions W x H in mm		4c in € ¹⁾
2/1 Double page	420 x 297	Bleed	7,320.–
Inside front, back cover	210 x 297	Bleed	4,910.–
Inside back cover	210 x 297	Bleed	4,760.–
1/1	179 x 260 210 x 297	Type Bleed	4,590.–
2/3	101 x 260 179 x 170	Portrait Landscape	3,260.–
1/2	75 x 260 179 x 124	Portrait Landscape	2,350.–
1/3	49 x 260 179 x 80	Portrait Landscape	1,650.–
1/4	75 x 124 179 x 60	Portrait Landscape	1,190.–

Special colours on requests.

1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number. No VAT is levied for EU member states with tax number and all other countries.



Portrait

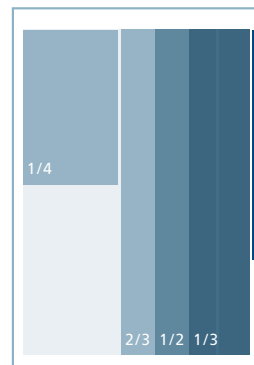
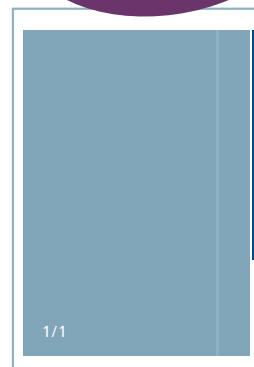
Landscape

**%
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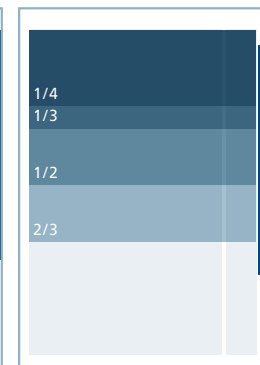
Formats and Prices for Vacant Position Ads in Print, incl. Publication Online on Nucmac.com and LinkedIn

Format ¹⁾	Dimensions W x H in mm		4c in € ²⁾
1/1	179 x 260	Type	3,950.–
2/3	101 x 260	Portrait	2,750.–
	179 x 170	Landscape	
1/2	75 x 260	Portrait	2,050.–
	179 x 124	Landscape	
1/3	49 x 260	Portrait	1,350.–
	179 x 80	Landscape	
1/4	75 x 124	Portrait	1,020.–
	179 x 60	Landscape	

Special colours on requests.



Portrait



Landscape

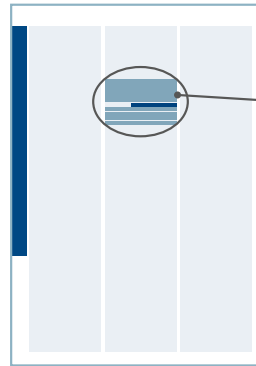
1) Vacant position ads are published solely in type.

2) Prices shown excluding VAT for Germany and all EU member states without VAT identification number. No VAT is levied for EU member states with tax number and all other countries.

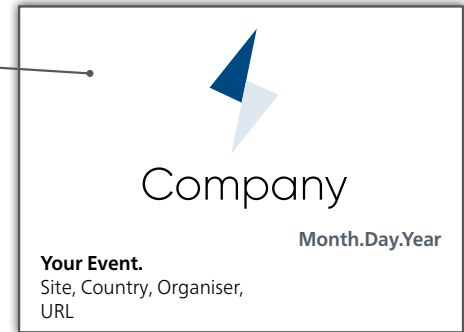
Formats and Prices for Event Advertisements

Logo and text on the calendar page.

Area	1-column Width: 59 mm
Date	MM.DD.-MM.DD.YYYY
Logo/Text (bold)	Event name
Text	Site, organiser, URL Additional information
40 mm high	200.– € ¹⁾
60 mm high	300.– € ¹⁾



Calendar



Sample | Scale 1:1

1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number. No VAT is levied for EU member states with tax number and all other countries.

Inserts

Up to 60 g 477.– €¹⁾ | per 1,000 units
Up to 100 g 782.– €¹⁾ | per 1,000 units

Inserts must conform with postal service requirements.
Please submit insert samples to the publisher in advance.

Discounts

For same-time order within one calendar year:

2 booked advertisements/inserts 10 %
3 booked advertisements/inserts 15 %
4 booked advertisements/inserts 20 %

(Discounts for advertisements and/or inserts are calculated separately and cannot be applied in conjunction with other discounts.)

Agency Commission

Agency discount²⁾ 10 %

Media Partnership

Are you interested in a media partnership?
We are happy to introduce our various opportunities to you!
Please contact:

Petra Dinter-Tumtzak

Phone +49 30 498555-33

E-mail petra.dinter@nucmag.com

1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number. No VAT is levied for EU member states with tax number and all other countries.

2) Agency discount cannot be applied in conjunction with other discounts.

Frequency of publication	9 times a year (double issues: 6/7, 8/9, 11/12)
Volume (year)	65 (2020)
Circulation	3,000
Purchase price¹⁾	174.77 € per year ²⁾ (per 1 st January 2019)
Single-issue price	22.43 € ³⁾
Magazine format	DIN A4, 210 mm x 297 mm (width x height)
Type	179 mm x 260 mm
Printing process	Offset
Binding	Adhesive binding

Advertisements and Inserts

Advertisement deadline	See Schedule of Topics and Events, p. 3
Print files	20 days before publication date to petra.dinter@nucmag.com
Print file format	PDF/X-3:2002, CMYK, 300 dpi
Bleed	3 mm each edge (only ads in bleed)
Online positions vacant ads	PDF-File < 1 MB
Inserts	20 days before publication date specifying booked issue
Send to	Printlogistik Bonn GmbH & Co. KG Brühler Strasse 26a, 53119 Bonn, Germany

Layout-Service

Image ads On request

General Terms and Conditions of Business for Advertisements and Inserts

https://www.kernd.de/kernd-wAssets/docs/mediadaten/AGB_atw.pdf

Privacy Statement

<https://www.kernd.de/kernd-en/datenschutz/>

- 1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number. No VAT is levied for EU member states with tax number and all other countries.
- 2) Price for 1-year subscription excluding postage for delivery outside of Germany.
- 3) Prices for single issues are excluding postage.

Publisher

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