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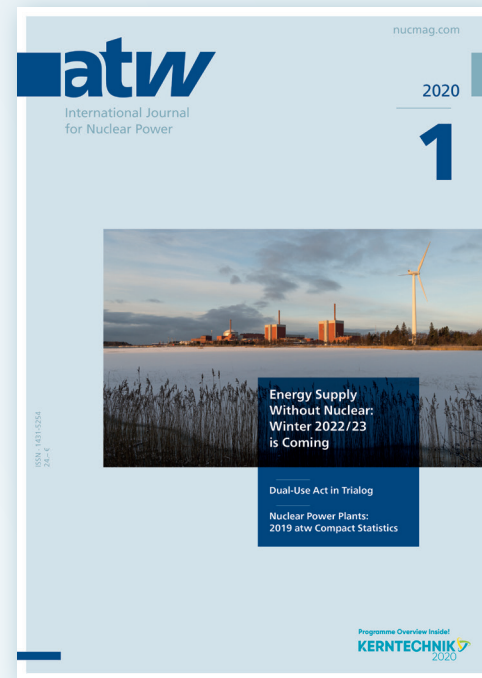
atw

International Journal
for Nuclear Power

Media Information

2020

valid per 1 January 2020



Brief Profile

Ever since its first issue in 1956, the atw – International Journal for Nuclear Power has been a publisher of specialist articles, background reports, interviews and news about developments and trends from all important sectors of nuclear energy, nuclear technology and the energy industry. Internationally current and competent, the professional journal atw is a valuable source of information.

It covers in particular the following topics:

- Energy policies, economic and legal issues
- Research and innovation
- Environment and safety
- Operation and new construction
- Decommissioning and waste disposal
- Fuel

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

The atw is published nine times a year and is simultaneously the official journal of Kerntechnische Gesellschaft e. V. (KTG), featuring the latest information from the nuclear technology community.

Readership

Readers of the atw include experts in the nuclear technology industry who promote the application and peaceful use of nuclear energy and nuclear technology.

Specialists and executives from industry and business as well as from research and technology, our readers are interested in these topics on a national and international level.

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 ▶ Preview KERntechnik 2020
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 technology applications ■ Nuclear law and regulatory codes
5	30 April 2020	6 April 2020	<ul style="list-style-type: none"> ■ Research reactors ▶ Operating results in Germany 2019
6/7	1 July 2020	5 June 2020	<ul style="list-style-type: none"> ■ Developments in final storage ▶ Nuclear power plants – Top Ten World 2019 ▶ KERntechnik 2020 Special
8/9	1 Sep 2020	4 Aug 2020	<ul style="list-style-type: none"> ■ Decommissioning and dismantling ▶ Operating results in Europe 2019
10	1 Oct 2020	7 Sep 2020	<ul style="list-style-type: none"> ■ Environment and climate protection ■ Radiation protection and radioactivity ▶ 60 Years of Nuclear Power in Germany
11/12	30 Nov 2020	3 Nov 2020	<ul style="list-style-type: none"> ■ Nuclear fuel supply ■ Nuclear fusion

**Programme
KT 2020**

**KT 2020
Edition**

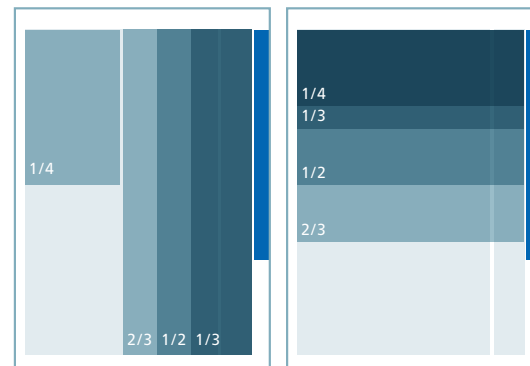
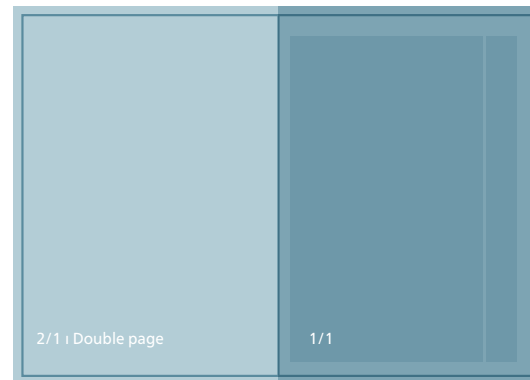
[Schedule of Topics 2021]

[Annual Directory 2020]

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.



Portrait

Landscape

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.

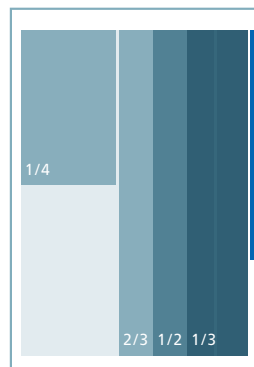
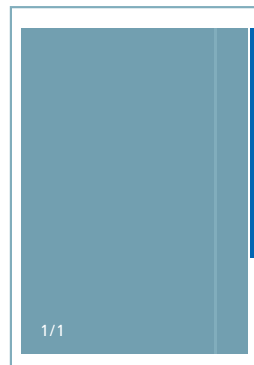
Formats and Prices for Positions Vacant Ads in Print, incl. Publication Online on www.kernenergie.de

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

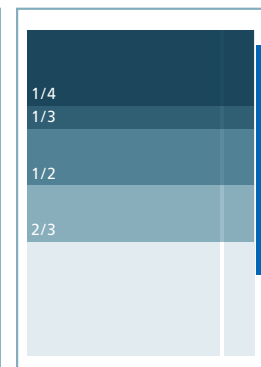
Special colours on requests.

Prices Online

Positions vacant ads can also be published exclusively on www.kernenergie.de. The price²⁾ is 790.– € for 4 weeks and 490.– € for an additional 4 weeks.



Portrait



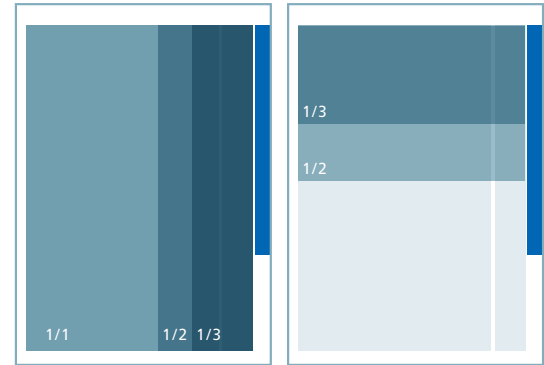
Landscape

1) Positions vacant 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 Publisher's Advertisements

Format ¹⁾	Dimensions W x H in mm		4c in € ²⁾
1/1	179 x 260	Type	3,950.–
1/2	75 x 260	Portrait	2,050.–
	179 x 124	Landscape	
1/3	49 x 260	Portrait	1,380.–
	179 x 80	Landscape	



Portrait

Landscape

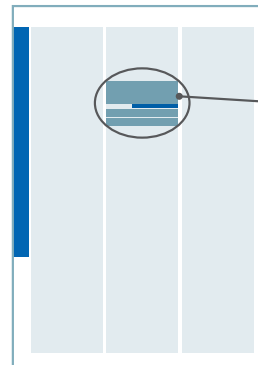
Formats and Prices for Calendar Entries and Event Advertisements

Logo und Text auf der Kalendersseite in der atw.

Area	1-column Width: 59 mm
Date	DD.MM.-DD.MM.YYYY
Logo/Text (bold)	Event name
Text	Site, organiser, URL Additional information

40 mm high 200.– €

60 mm high 300.– €



Calendar



Sample | Scale 1:1

1) Publisher's advertisements are published exclusively 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.

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

KernD members 20 %
(Cannot be applied in conjunction with other 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 Partnerships

Are you interested in a media partnership with us?
Please contact us:

Petra Dinter-Tumtzak

Phone +49 30 498555-30

Fax +49 30 498555-18

E-mail petra.dinter@nucmag.com

We will be happy to describe to you the various opportunities for a media partnership.

Media Partnerships 2020

KERNTECHNIK 2020

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
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-Datei < 1 MB
Beilagen	20 days before publication date specifying booked issue
Send to	Printlogistik Bonn GmbH & Co. KG Brühler Strasse 26a, 53119 Bonn

Layout-Service

Image ads On request

General Terms and Conditions of Business for Advertisements and Inserts

www.kernenergie.de/atw-agb

Privacy Statement

www.kernenergie.de/kernenergie/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 within Germany including postage.
Delivery outside of Germany excluding postage.
- 3) Prices for single issues are excluding postage.

Publisher

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