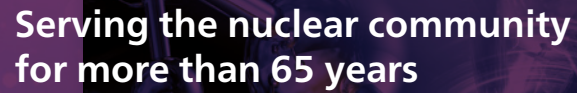


[nucmag.com](http://nucmag.com)

# atw

International Journal  
for Nuclear Power



Serving the nuclear community  
for more than 65 years

## Media Information

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# 2021

Valid per 1 January 2021

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## Background

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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.

atw covers in particular the following topics:

- Energy Policy, Economy & Law
- Environment & Safety
- Operation & New Build
- Decommissioning & Waste Management
- Fuel Cycle & Performance
- Research & Innovation
- Other Nuclear Applications

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 six times a year and features latest information for the nuclear community.**

## Audience

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atw subscribers include experts, specialists and executives from nuclear utilities and the supply chain as well as governmental and research institutions around the world.



International Journal  
for Nuclear Power

Issue	Publication Date	Ad Deadline	Focal Topics
1	1 Jan 2021	11 Nov 2020	■ International Trends & New Build Worldwide
2	1 March 2021	29 Jan 2021	■ Phase-out vs. Lifetime Extension
3	1 May 2021	31 March 2021	■ Advanced reactors: Light & Heavy Water, Gas- & Liquid-Metal-Cooled Reactors
4	1 July 2021	28 May 2021	■ Waste Management and Decommissioning & Dismantling
5	1 Sep 2021	30 July 2021	■ Uranium and Nuclear Fuel Cycle
6	1 Nov 2021	30 Sep 2021	■ Nuclear Safety and Security

<b>Frequency of publication</b>	bimonthly (6 times a year)
<b>Volume (year)</b>	66 (2021)
<b>Circulation</b>	3,000
<b>Purchase price<sup>1)</sup></b>	174.77 € per year <sup>1)</sup> (per 1 <sup>st</sup> January 2020)
<b>Single-issue price</b>	30.38 € <sup>2)</sup>
<b>Magazine format</b>	DIN A4, 210 mm x 297 mm (width x height)
<b>Type</b>	179 mm x 260 mm
<b>Printing process</b>	Offset
<b>Binding</b>	Adhesive binding

## Advertisements and Inserts

<b>Deadline</b>	See Editorial Programme, p. 4
<b>Print files</b>	20 days before publication date to petra.dinter@nucmag.com
<b>Print file format</b>	PDF/X-3:2002, CMYK, 300 dpi
<b>Bleed</b>	3 mm each edge (only ads in bleed)
<b>Online positions vacant ads</b>	PDF-File < 1 MB
<b>Inserts</b>	20 days before publication date specifying booked issue
<b>Send to</b>	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](https://www.kernd.de/kernd-wAssets/docs/mediadaten/AGB_atw.pdf)

## Privacy Statement

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

1) Price for 1-year subscription excluding postage for delivery outside of Germany.  
2) Prices for single issues are excluding postage.

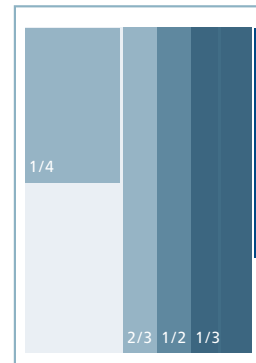
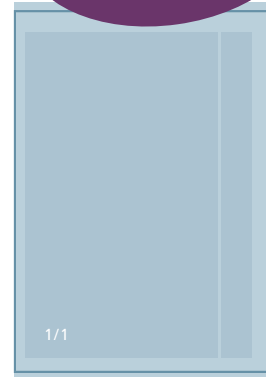


## Formats and Prices

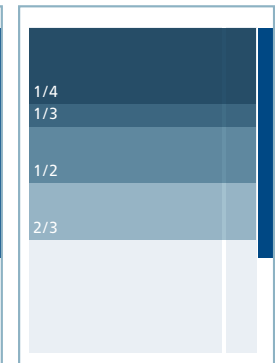
Format	Dimensions W x H in mm		4c in € <sup>(1)</sup>
Back cover	210 x 297	Bleed	4,150.–
Cover page or inside back cover	210 x 297	Bleed	3,950.–
1/1	179 x 260 210 x 297	Type Bleed	3,750.–
2/3	101 x 260 179 x 170	Portrait Landscape	2,600.–
1/2	75 x 260 179 x 124	Portrait Landscape	1,900.–
1/3	49 x 260 179 x 80	Portrait Landscape	1,300.–
1/4	75 x 124 179 x 60	Portrait Landscape	950.–

Special formats by individual arrangement.

Special colours on requests.



Portrait



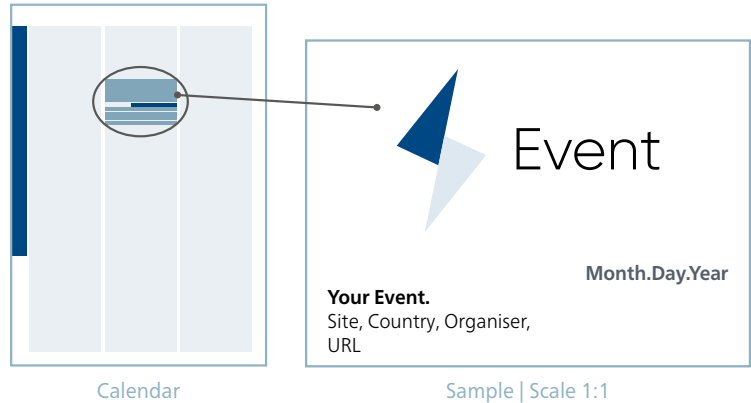
Landscape

1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number.  
No VAT is charged for EU member states outside Germany with VAT-Identification No. and all other countries.

## Formats and Prices for Event Advertisements

Logo and text on the Calendar Page.

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



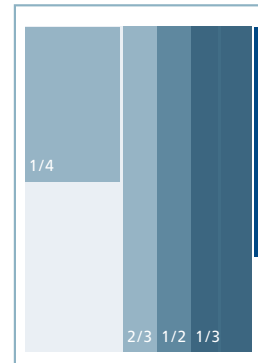
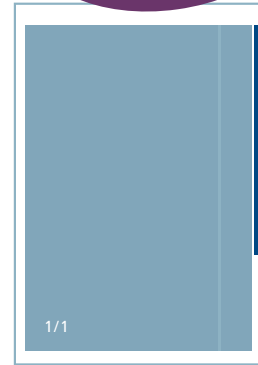
1) Prices shown excluding VAT for Germany and all EU member states without VAT identification number.  
No VAT is charged for EU member states outside Germany with VAT-Identification No. and all other countries.

**%  
Discount for  
New Customers**

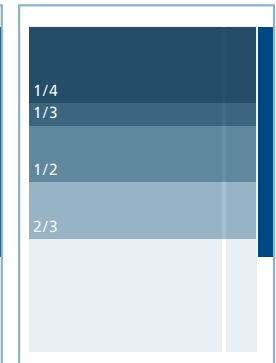
## Formats and Prices for Vacant Position Ads in Print, incl. Publication Online on nucmac.com and LinkedIn (hosted by KernD)

Format <sup>1)</sup>	Dimensions W x H in mm	Type	4c in € <sup>2)</sup>
1/1	179 x 260	Type	3,550.–
2/3	101 x 260	Portrait	2,500.–
	179 x 170	Landscape	
1/2	75 x 260	Portrait	1,750.–
	179 x 124	Landscape	
1/3	49 x 260	Portrait	1,200.–
	179 x 80	Landscape	
1/4	75 x 124	Portrait	900.–
	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 charged for EU member states outside Germany with VAT-Identification No. and all other countries.



## Inserts

Up to 60 g 477.– €<sup>1)</sup> | per 1,000 units  
Up to 100 g 782.– €<sup>1)</sup> | 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 discount 10 %

(Cannot be applied in conjunction with other discounts.)

## Media Partnership

Are you interested in a media partnership?  
We are glad to introduce our various opportunities to you!

Please contact: **Petra Dinter-Tumtzak**  
+49 30 498555-33 | [petra.dinter@nucmag.com](mailto:petra.dinter@nucmag.com)

## Media Partner 2021

Nuclear Decommissioning & Waste Management Summit

Nuclear Power Plants IV. Expo & VIII. Summit

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.

## Publisher

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