

Nuclear Future

Bringing news of nuclear power developments to our readers in the industry and beyond

NOTES FOR ADVERTISERS

Nuclear Future is the journal of the Nuclear Institute. It is a bi-monthly consisting of a minimum of 56, A4 pages (many in colour) with an average circulation of 3,500 copies per issue - mostly to the membership, subscribers and supporting companies.

Nuclear Future, therefore, provides an opportunity for advertisers to reach those concerned with the design, manufacture, construction, installation, maintenance, operation and decommissioning of whole process plants as well as promoting individual items of related equipment. It is also the ideal medium for recruitment advertising.

The following table shows the advertising rates and sizes (all prices ex-VAT):

	Quarter Page (120mmH x 80mmW)	Half Page (120mmH x 165mmW)	Full Page (240mmH x 165mmW)*				Front Cover Sponsorship (175mmH x 175mmW)
			Internal	Inside Rear Cover	Inside Front Cover	Outside Rear Cover	
Mono	£160	£310	£510	£620	£690	N/A	N/A
Colour	£550	£690	£935	£1,040	£1,100	£1,150	£1,250

* With regard to full-page advertisements, the dimensions given relate to the available space between the normal page header and footer. If required, and at no extra cost, the header and footer could be removed so as to allow the full-page advertisement to bleed off the A4-page.

Special price reductions are available for advertisements appearing in more than one issue.

An Agency Discount of 15% applies.

Advertisements can be accepted in most electronic formats (preferably .pdf or .jpg files) on disc, by email or ISDN. Whichever method is used, a hard copy version should be sent to the address below for proofing purposes. The production schedule is as follows:

ISSUE	ISSUED IN:	SPACE BOOKING:	COPY DATE:
1 - Jan/Feb	2nd week of January	before end of October	before end of November
2 - Mar/Apr	2nd week of March	before end of December	before end of January
3 - May/June	2nd week of May	before end of February	before end of March
4 - Jul/Aug	2nd week of July	before end of April	before end of May
5 - Sep/Oct	2nd week of September	before end of June	before end of July
6 - Nov/Dec	2nd week of November	before end of August	before end of September

Loose leaf inserts, provided by the client before the end of the even-numbered month, are carried at a cost of £320 up to 10gm in weight.