

Nuclear Future

The journal of the Nuclear Institute



RATE CARD 2024

COSTS

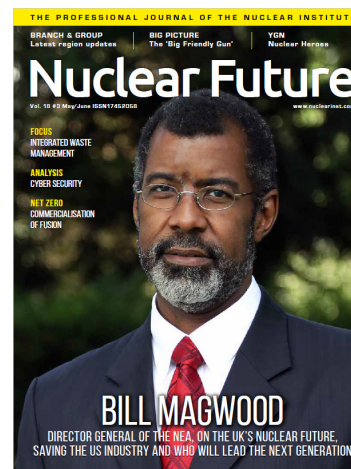
DISPLAY	COST PER INSERTION	NI WEBSITE	
DPS (advertorial)	£2,750	Top Banner	£2,000
Full Page	£1,450	Bottom Banner	£1,500
Full Page (advertorial)	£1,885		
Half Page	£850		
Quarter Page	£550		
SPECIAL POSITIONS	COST PER INSERTION	E-NEWSLETTER	COST PER INSERTION
Inside Front Cover	£2,150	Nuclear Institute e-newsletter (logo/banner)	£450
Inside Back Cover	£1,950	Sponsored content post	£995
Outside Back Cover (half page)	£1,200		
SUPPLIERS DIRECTORY	COST PER INSERTION	JOB LISTINGS ON NI WEBSITE	
Standard Listing	£195	Single job listing	£350
Featured Listing	£250	5 job listings	£1,500
		10 job listings	£2,500
		15 job listings	£3,000
		Combination print and online offers	£POA
		SOCIAL MEDIA	COST PER INSERTION
		Post on all NI social media channels	£600

In order to become more sustainable, Nuclear Future is now being naked mailed. For those companies with a CSR/Net Zero commitment, we have the opportunity for a half page advertising space on the Outside Back Cover position – directly below the mailing stamp.

DATES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE	PUBLISHING DATE
Jan/Feb	05 January	08 January	22 January	25 January
Mar/Apr	11 March	12 March	27 March	02 April
May/Jun	29 April	30 April	15 May	20 May
Jul/Aug	01 July	02 July	17 July	22 July
Sep/Oct	02 September	03 September	18 September	23 September
Nov/Dec	28 October	29 November	13 November	18 November

High res, press ready artwork should be supplied in digital format to steve.demassimi@cplone.co.uk. PDF, JPG or TIFF files accepted. Please note that Microsoft Word and Publisher files are not accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret that we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.



The Nuclear Institute is the only professional membership body dedicated to the nuclear sector. With more than 3,500 senior and highly qualified members, including leaders in their respective fields, the NI covers both the civil and defence sectors. Among its extensive activities are educational and outreach initiatives, and it organises must-attend conferences and events as well as publishing a respected industry journal.

The NI works with individual and corporate members to facilitate continuing professional development, provide independent recognition and accreditation of nuclear professionals, as well as offering routes to professional registration and chartership.

3,500+

circulation

Nuclear Future is the highly regarded journal of the Nuclear Institute. It is published six times a year and is distributed directly to more than 3,000 members, among them key decision-makers. *Nuclear Future* is relied upon by its members to communicate key news and events, interview leading figures, and provide detailed analysis, commentary and high quality technical papers. Put simply, *Nuclear Future* defines the nuclear industry.

- Nuclear engineers
- Specialist waste managers
- Procurement staff
- Technicians
- Nuclear safety consultants
- Decommissioning managers
- Structural engineers
- New build managers
- Lawyers
- Accountants

CONTACT US

ADVERTISING

Stel Charalambous
stel.charalambous@cplone.co.uk | 01727 739 190

ARTWORK

Steve De Massimi
steve.demassimi@cplone.co.uk | 01727 739 191

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ARTWORK SPECS

DISPLAY

DPS	width x height (mm)
Trim size	420 x 275
Type size	395 x 242
Bleed size*	426 x 281

Please do not place text in the 10mm either side of the vertical centre, to allow for the gutter

FULL PAGE	width x height (MM)
Trim size	210 x 275
Type size	195 x 260
Bleed size*	216 x 281

* Please remember to request a 3mm bleed around the page when artwork is being produced

HALF PAGE	width x height (MM)
Type size	185 x 121
Landscape (no bleed required)	

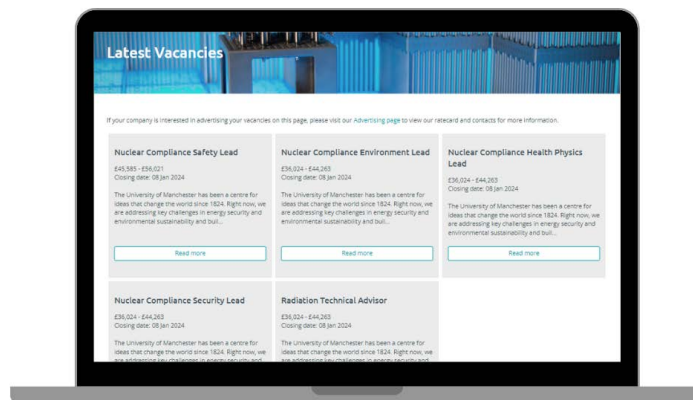
QUARTER PAGE	width x height (MM)
Trim size	88 x 121
Landscape (no bleed required)	

DIGITAL

E-NEWSLETTER	width x height - max size (px)
Logo (Square)	200 x 200
Logo (Rectangle)	264 x 150
Banner (Long Thin)	600 x 200
Banner (Long Wide)	600 x 400

WEBSITE	width x height
Top Banner	465 x 360
Bottom Banner	1336 x 156

For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG, GIF or PNG file. Please supply a URL for click-through. No embedded links can be accepted.



ARTWORK CREATION

NEW DESIGN	COST	INC. I.P. RIGHTS	UPDATING EXISTING ARTWORK	COST
DPS	£685	£795	Amending artwork	£50
Full Page	£415	£525	Small text amends	£30
Half Page	£265	£345	Extra amends/proof (per round)	£20
Quarter Page	£160	£245	Creating PDF from your files	£20

All prices quoted are subject to VAT. Please refer to our terms and conditions.

IF YOU WANT YOUR ARTWORK DESIGNED BY US...

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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