



Nuclear Institute



Media Pack

2024



Nuclear Institute

The Nuclear Institute is the only professional membership body dedicated to the nuclear sector. With more than 3500 members, including senior and highly qualified 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.

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 - Project Managers
- Radiation Protection Supervisors
- CEOs
- Business Development Managers

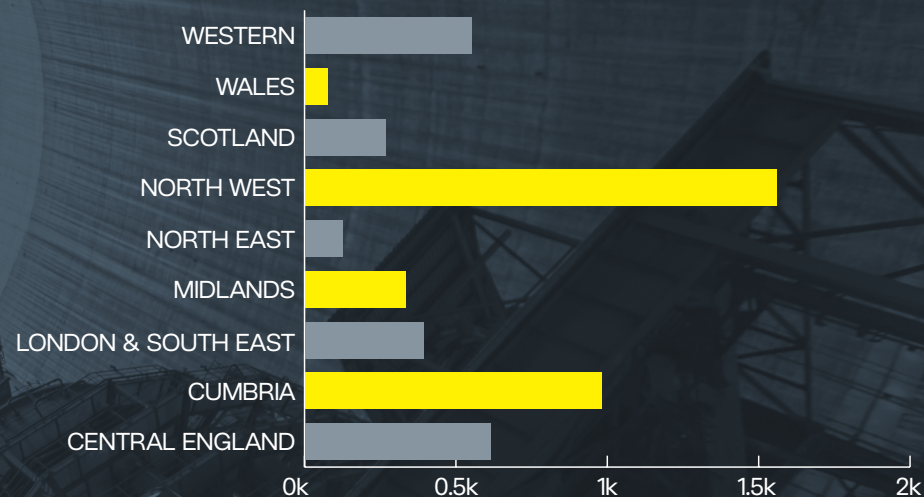
In order to become more sustainable, Nuclear Future is now being naked mailed. For those companies with a CSR/Net Zero commitment, we have the opportunity for a half page advertising space on the Outside Back Cover position – directly below the mailing stamp.



MEMBER AGES
of members providing a DOB

- UNDER 27 YEARS
- 27 TO 36 YEARS
- 37 TO 50 YEARS
- 51 TO 65 YEARS
- 66 AND ABOVE

CURRENT MEMBERS BY BRANCH



40%
Young Generation
Network readers

3,500+
magazine
circulation

net zero
advertising
opportunities

8,000
website visitors
per month

7,500+
monthly newsletter
subscribers

15,000+
followers on
social media

CONTACT US FOR MORE STATS

OPPORTUNITIES

PRINT - NUCLEAR FUTURE

Nuclear Future - the NI journal magazine

DISPLAY	COST PER INSERTION
DPS (advertorial)	£2,750
Full Page	£1,450
Full Page (advertorial)	£1,885
Half Page	£850
Quarter Page	£550

SPECIAL POSITIONS	COST PER INSERTION
Inside Front Cover	£2,150
Inside Back Cover	£1,950
Outside Back Cover (half page)	£1,200

SUPPLIERS DIRECTORY	COST PER INSERTION
Standard Listing	£195
Featured Listing	£250

DIGITAL

nuclearinst.com and NI socials

NI WEBSITE	COST PER MONTH
Top Banner	£2,000
Bottom Banner	£1,500

MONTHLY E-NEWSLETTER	COST PER INSERTION
Nuclear Institute e-newsletter (banner at top of newsletter)	£450
Sponsored content post	£995

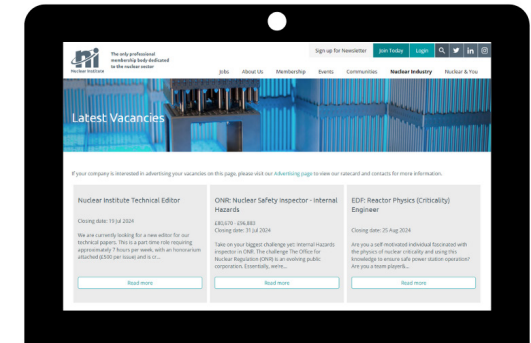
JOB LISTINGS ON NI WEBSITE	
Single job listing	£350
5 job listings	£1,500
10 job listings	£2,500
15 job listings	£3,000
Combination print and online offers	£POA

SOCIAL MEDIA	COST PER INSERTION
Post on all NI social media channels	£600
Post on NI Regional Branch social media	£POA
NI Young Generation Network social media	£300

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

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/June	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



ARTWORK SPECS

PRINT - NUCLEAR FUTURE

Nuclear Future - the NI journal magazine

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)	

All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. PDF, JPG or TIFF file.

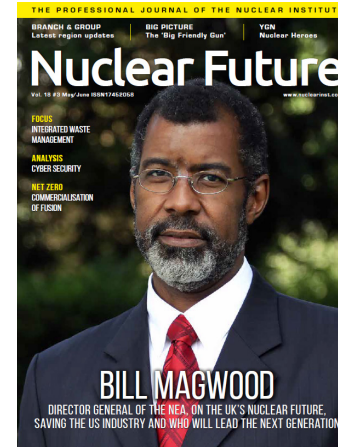
DIGITAL

nuclearinst.com and NI socials

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

All digital 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.



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.

ARTWORK CREATION

	COST	INC. I.P. RIGHTS		COST
NEW DESIGN			UPDATING EXISTING ARTWORK	
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.