

NUCLEAR ENGINEERING INTERNATIONAL media kit 2024



INTRODUCTION

www.neimagazine.com

Who are we, what we do..

Published continuously since 1956, *Nuclear Engineering International* (NEI) provides technical insight behind the news headlines for all aspects of civil nuclear power generation and its related supply chains. News, analysis and in-depth articles cover topics from front-end fuel cycle to power plant operations and decommissioning. In addition to technical subjects, we also examine market developments, economics, government policy and management issues. *Nuclear Engineering International* is a media partner for key conferences and exhibitions, allowing the opportunity for brand partnerships.

Our audience...

Nuclear Engineering International bridges the gap between the boardroom and the shop floor, attracting utility executives, managers, craft personnel, consultants, contractors and other interested parties. We attract audiences from well-established nuclear markets, and also nuclear newcomers. In addition to the power generation industry community, we are also followed by government bodies, national and international associations, and environmental groups.

Progressive

MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

Progressive Media International presents to you *Nuclear Engineering International* as part of a larger portfolio including *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro*, *World Wind Technology* and *World Mining Frontiers*.



Progressive

MEDIA INTERNATIONAL

AUDIENCE OVERVIEW

www.neimagazine.com

MAGAZINE DISTRIBUTION
100% qualified & paid

13,000 readers*

WEBSITE

87,000 average monthly impressions**

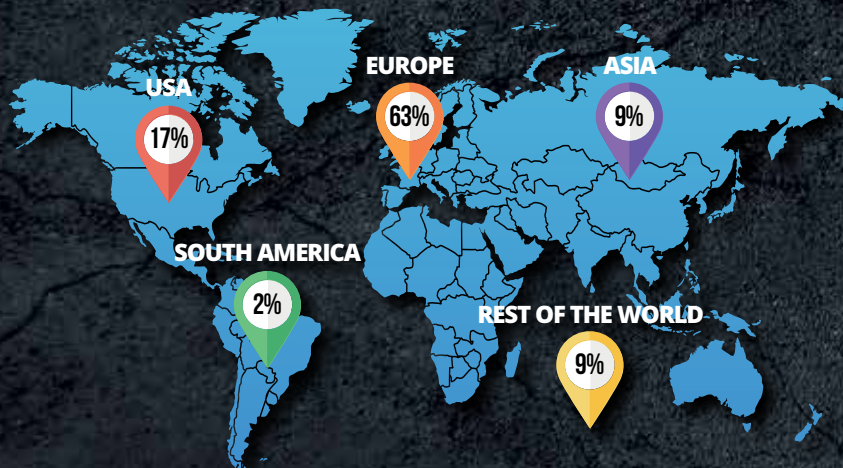
31,000 average unique monthly users**

E-NEWSLETTER
100% qualified

24,000 recipients

500
000

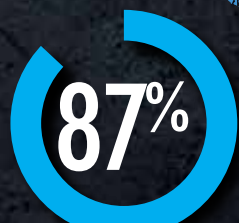
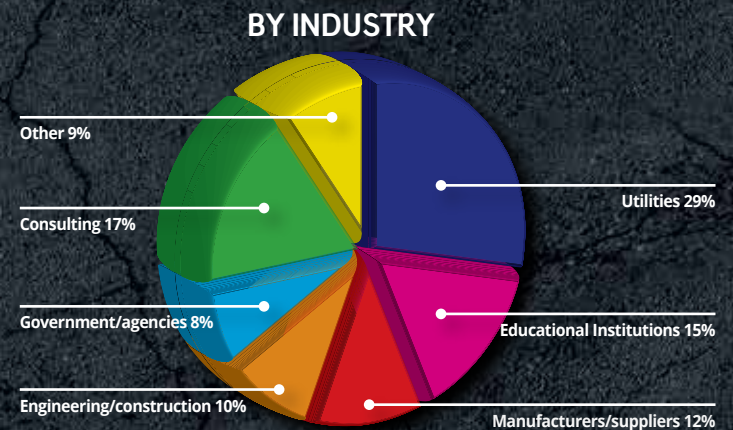
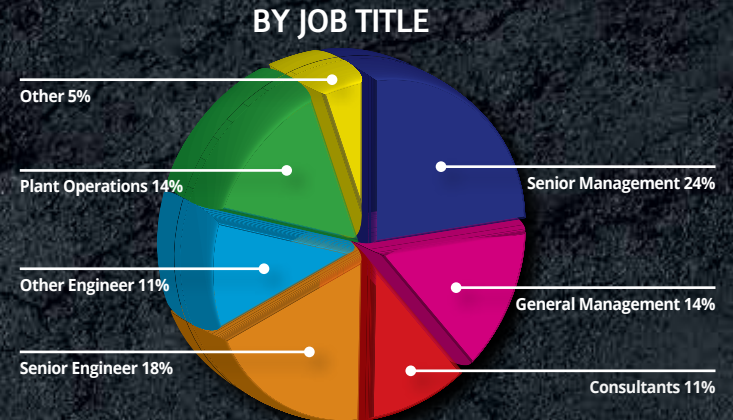
30% OF THE NEI AUDIENCE HAVE
PURCHASING AUTHORITY OF £500,000 OR ABOVE



7,000+ FOLLOWERS



8,000+ FOLLOWERS



**Agree they use NEI verticals throughout the entire buying process (research/evaluation/purchase)

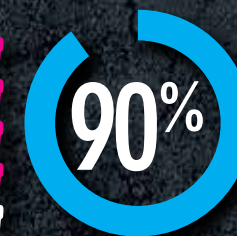


**Use social media platforms to communicate with business associates

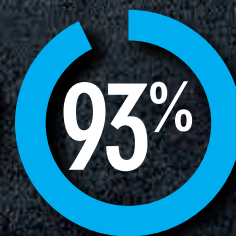


**Are likely to evaluate products from vendors that they haven't used before

**Publishers own survey data



**Use print and e-Magazines to identify new business opportunities



**Watch and refer to industry related videos as a primary source for information and learning

**Publishers own survey data



* Print and Digital global distribution () | **Average based on January - September 2023

EDITORIAL PROGRAMME 2024

www.neimagazine.com

Q1

JANUARY

- Steam generators
- Radwaste management
- Safety & security
- Fuel & fuel cycle
- Transportation

FEBRUARY

WM2024, PHOENIX

- Decontamination & decommissioning
- Instrumentation & control
- Fusion
- Training & recruitment
- Fuel & fuel cycle

MARCH

- Radiation monitoring & ALARA
- Power plant design
- Supply chain
- Focus on Europe

Q2

APRIL

WORLD ENERGY CONGRESS, ROTTERDAM

RAMTRANS 2024, LONDON

THE NORDIC NUCLEAR FORUM CONFERENCE, FINLAND

- NDE & inspection, diagnostics & robotics
- Power market developments
- Plant ageing & life management
- Safety & security
- SMRs and advanced reactors

MAY

INTERNATIONAL CONFERENCE ON NUCLEAR SECURITY, VIENNA

- Fuel & fuel cycle
- Condition monitoring
- Power plant cooling
- Improving performance
- Decontamination & decommissioning

JUNE

- Upgrading & uprating
- Outage management and O&M
- Emerging markets
- Balance of plants

Q3

JULY

- New build
- Radiation monitoring & ALARA
- Decontamination & decommissioning
- Transportation
- Training & recruitment

AUGUST

- Repair and Maintenance
- SMRs and advanced reactors
- Plant ageing & life management
- Focus on Asia
- Fusion

SEPTEMBER

WORLD UTILITIES CONGRESS, ABU DHABI

WORLD NUCLEAR SYMPOSIUM 23, LONDON

- Fuel review
- Fuel design data
- Balance of plant
- Radwaste management

Q4

OCTOBER

ICOND, AACHEN

- Instrumentation & control
- Simulators
- Power plant design
- Robotics & remote technology
- Decontamination & decommissioning

2024 World Nuclear Industry HANDBOOK

- Listing of operating nuclear plant
- Exclusive Buyers' Guide
- Organization & utility directory

NOVEMBER

- Transportation
- Water chemistry
- Research reactors
- Focus on USA & Canada
- SMRs and advanced reactors

DECEMBER

- Radwaste management
- IT and digital developments
- Radiation management & ALARA
- Asset management

Media partners/associate events

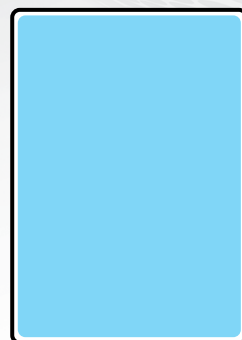


IN-PRINT ADVERTISING OPPORTUNITIES

www.neimagazine.com



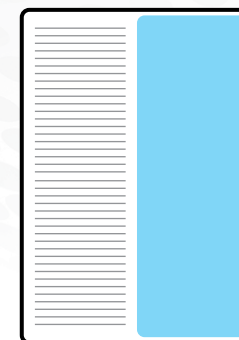
Double page spread
Bleed (H) 303mm x (W) 426mm
Trim (H) 297mm x (W) 420mm



Single page
Bleed (H) 303mm x (W) 216mm
Trim (H) 297mm x (W) 210mm



Half page landscape
Trim only
(H) 125mm x (W) 183mm



Half page portrait
Bleed (H) 303mm x (W) 116mm
Trim (H) 297mm x (W) 110mm



Quarter page
Trim only
(H) 124mm x (W) 86mm

Advertising rates

Double page spread (DPS)
£6,120
Single page
£4,150
Half page
£2,425
Quarter page
£1,310

Priority positions

Inside front cover
Rate plus 15%
Inside back cover
Rate plus 10%
Outside back cover
Rate plus 12.5%
Other guaranteed positions
Rate plus 5%

SUPPLYING PRINT AD MATERIAL FOR NEI

Ad material to be supplied as PDF with PDF/X-1a format option. We also accept ads built in these programs: InDesign, Illustrator and Photoshop. Please supply all fonts, images and artwork with ads supplied in these applications. NEI does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. All images must be CMYK and have a resolution of 300 dpi. We cannot guarantee good quality reproduction if these formats are not met. All fonts must be embedded in all graphics.

Classifieds

Classifieds are ideal for advertising business opportunities, consultants, recruitment, products, equipment, and services.

Placing classifieds with our industry brand ensures your advertising reaches a target audience of decision makers when they're ready to buy.

Products & Services

Product & Services entries appear in 12 issues of NEI magazine.

Single box 55mm deep by 55mm wide **GBP £1900**

Double box 55mm deep by 118mm wide **GBP £2500**

Double box 118mm deep by 55mm wide **GBP £2500**

Industry Showcase

Industry showcases are an affordable method of getting your promotional material into the hands of power professionals around the world.

Industry showcases can be booked per issue and are available in two sizes.

Eighth page 60mm deep by 90mm wide: **GBP £200**

Quarter page strip 60mm deep by 182mm wide: **GBP £400**

BESPOKE MARKETING OPPORTUNITIES

www.neimagazine.com

Inserts

Utilising the *NEI* circulation this offering provides an opportunity for you to place tailored marketing collateral, brochures or catalogues into the magazine. Alternatively, work with our editorial team to create a bespoke insert.

Bespoke supplements

Here is your chance to use *NEI*'s vast resources and global audience to create a bespoke supplement/printed material to promote a new product/service or educate on a new development a change in company etc. This is a joint project where you can benefit from our extensive publishing background and directly target an audience at our fingertips that is of great relevance to you.

Bespoke Wallcharts

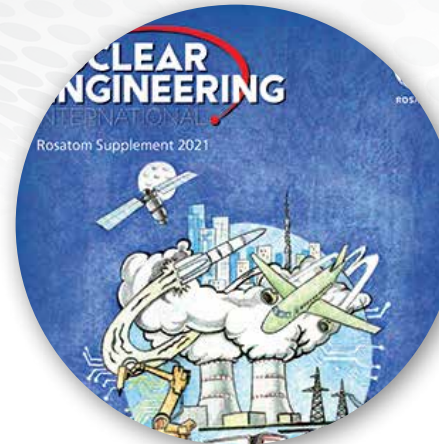
Widely acclaimed for detail and accuracy, *NEI* bespoke wall charts feature large-scale cutaways of power plants which, combined with a series of technical articles by our highly-respected editorial team, provide an unparalleled marketing opportunity. Tailor-made packages are priced individually on request.

Maps

A geographical overview of operable, planned, under construction, shut-down and decommissioned reactors. This is a great way to raise awareness with one of our poster-sized regional maps, distributed with the magazine and sold separately to universities and private companies.

Maps available:

- The Americas
- Europe
- South East Asia
- China



UNLOCK YOUR POTENTIAL

**Never underestimate the power
of online banner campaigns!**

Through the use of visually appealing text, graphics,
animation, and even video, high impact banners open new
opportunities for your business to grow and expand.



DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.neimagazine.com

£1000
per issue



Leaderboard

e-Magazine distribution partner

Location: e-Mail alert

Sent to: all digital edition subscribers, alerting them when a new issue is available

Specs: 160 (W) x 600 (H) pixels

Features: Solo or multi-sponsor

Platform: Browser Edition, iPad App Features

Links: Can link to internal pages or an external site

£1000
per issue



Belly band

e-Magazine cover wrap sponsorship (digital belly band)

Location: Displayed over front cover

Specs: (W) 216mm x (H) 75mm @300dpi. .jpg, .pdf + URL(s) if bellyband should be linked

Platform: Browser Edition, iPad App

Links: Can link to internal pages or an external site

e-Newsletter

Filled with trusted technical content by the industry's most knowledgeable experts, e-Newsletters are a simple and effective way to drive traffic and push your marketing message to professionals who are focused on the topic your products and services align with – this is targeted marketing at its best.

Providing broad reach at a low cost, The NEI e-Newsletter delivers the latest industry news and technology information to over 24,000 industry professionals worldwide. Every issue contains the latest industry news, blogs and opinion from leading market influencers, links to informative videos and technical white papers on our website.

Email list rental – £300 per one thousand emails

NEI email lists connect you with engaged decision-makers in the industry.

Our database is:

VERIFIED

Purchasers of power products and services

COMPREHENSIVE

Active within a 24 month period

TARGETED

Identified by job function, industry served and/or purchase influence

COMPLIANT

In keeping with latest regulations and ethical standards

TECHNICAL SPEC:

Leaderboard & Anchor: 728 pixels wide x 90 pixels deep

MPU 1 & 2: 300 pixels wide x 250 pixels deep

File as a HTML file

Click through URL

Any tag code required

£1050

One week
Leaderboard & Anchor



£770

One week
MPU 1

£1375

One week
Sponsored content
50-75 words plus image

£650

One week
MPU 2

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.neimagazine.com

Run of site opportunities

Through the use of visually appealing text, graphics, animation, and even video, high-impact ads open new opportunities for your business to grow and expand.

- Leaderboard & Anchor combo: £1500*
- MPU (rail positions): position 1 £1500*
- position 2: £1300*

* Rates based on booking for one month only. Discounts available for series bookings.



Leaderboard

728 pixels wide x 90 pixels deep

1

MPU (x2 positions)

300 pixels wide x 250 pixels deep

2

Anchor

728 pixels wide x 90 pixels deep

£3000

White Paper programme (3 month campaign)

White Papers ensure your content is visible where industry decision makers go to conduct purchasing research and create vendor short lists.

Online White Paper sponsorships leverage our sites' content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads. White Papers are posted to our website to generate leads not only from our audience but from online search as well.

To increase exposure and maximise performance, emails are sent to targeted users from our database.

- 3x months on NEI home page (logo/graphic and teaser text to encourage click through)
- Gated registration page for data capture
- One promotional email to pre-registered NEI audience based on criteria set by sponsor
- 4x promotional adverts to appear on weekly NEI e-Newsletter
- 12x months archive in White Paper library



SOCIAL MEDIA OUTREACH

www.neimagazine.com

NUCLEAR ENGINEERING INTERNATIONAL



SOCIAL MEDIA MARKETING REACH

The *Nuclear Engineering International* page is currently exceeding 18,000 followers and is continuing to grow.

As such the group is now a trusted source of content on LinkedIn with high engagement and impressions on every post that is published.

Sponsored Post Campaign:

The average post within the *NEI* group is currently exceeding 5,000 impressions.

We are now able to offer a limited number of sponsored posts (text, image, video & URL) within the group to showcase your products and expertise.

The price is £1,000 per post*

**subject to review as audience continues to grow*

Example Campaign

VTT Technical Research Centre of Finland - published 21.04.2023

Performance:

14,100 post impressions

LINKEDIN NEWSLETTER

NEI will be launching a monthly newsletter on LinkedIn at the start of January 2024.

Designed to educate our subscribers and network on LinkedIn the newsletter audience will grow rapidly.

Featuring a summary of the best stories from *NEI* over the past month, the newsletter is posted directly on LinkedIn and sent directly to the subscribers emails as used to register for LinkedIn

Audience Reach

The *NEI* LinkedIn page has 18,000+ subscribers (As of September 2023)

BANNER CAMPAIGN

We are now able to offer a limited number of newsletter banners (Leader png / jpg & URL) on the banner to showcase your products and expertise and drive traffic to your sites.

The price is £1500 per month*

**subject to review as audience continues to grow*



LEAD GENERATION

www.neimagazine.com

GUARANTEED LEAD GENERATION PROGRAM

Protect your investment via our Cost-Per-Lead (CPL) guarantee program.

Your marketing objectives are carefully analysed to in order for us to mutually agree a lead-volume guarantee.

We then guarantee to hit it for you. *Nuclear Engineering International* will fulfill CPL guarantees on white papers, webinars, ebooks, guides and most other common types of B2B collateral – and on Lead Generation Surveys too.

How We Fulfill Cost-Per-Lead Campaigns:

Nuclear Engineering International employs a portfolio of scheduled newsletters, social media, online presence as well as branding alongside our premium content to engage with the end user and achieve high quality downloads.



COST-PER-LEAD PRICING

Your campaign goals, target persona and the nature of your content will determine the campaign CPL rate.

Your *Nuclear Engineering International* Business account manager will then proactively work with you to make the lead-generation program easy and low-risk for you. We will employ the following outbound marketing tactics to achieve your goal;

- **Laser focused and targeted email marketing:**
Bespoke email marketing targeting your specified segment of our database for maximum ROI & high quality lead generation
- **Daily & weekly newsletters:**
Promote your brand by featuring in one of our daily or weekly newsletters read by 28,000+ industry decision makers
- **Whitepapers & case studies:**
Featuring on our dedicated *Nuclear Engineering International* whitepaper page grants you maximum coverage and a unique space to promote your latest whitepapers and case studies

Progressive

MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

The authoritative voice of the energy sector, NS Energy Business is leading the debate on the evolution of the market through extensive research, data analysis, policy reports and up-to-the-minute reporting from the power, renewables, mining and oil & gas industries (plus many more).

This definitive destination for informed energy professionals is driven by unbiased and authoritative editorial content brought to you by an expert team of 20 full-time journalists.

NS Energy Business is also proud to feature editorial content from *Modern Power Systems*, *International Water Power & Dam Construction*, *World Expro*, *World Wind Technology* and *World Mining Frontiers*.

Since its first issue in April 1956, ***Nuclear Engineering International*** has provided technical insight behind the news headlines for the entire civil nuclear power industry, from uranium mining to deep geological waste disposal, and new build to contamination.

Nuclear Engineering International bridges the gap between the boardroom and the shop floor, attracting audiences from well-established nuclear markets as well as nuclear newcomers, and its content is followed by government bodies, associations, and environmental groups.

Now entering its fifth decade of publication, ***Modern Power Systems*** is firmly established as the leading international guide to electricity, power generation, transmission and distribution, while spearheading the debate on the evolution of the digitalisation of the Energy landscape.

Technical content makes *Modern Power Systems* essential reading for engineers involved in the development, construction, operation and maintenance of power plants and transmission systems.

International Water Power & Dam Construction has more than 73 years' experience providing independent, technical and business analysis for the hydropower and dam construction industry. Specialising in presenting key engineering and commercial developments in an accessible and digestible style, *IWP&DC* is the magazine that professionals in the dam construction and hydropower industries turn to first for the information they need.

World Expro is the premier information source for the world's upstream oil executives who need reliable and accurate intelligence to help them make critical business decisions. Aimed at senior board members, operations, procurement and E&P heads within the upstream industry, *World Expro* provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.

World Wind Technology provides key executives, who have the power to make purchasing decisions, with unique analysis and data combined with contributions from leading onshore and offshore wind industry analysts, practitioners and thought leaders.

More than 77.6GW of new wind capacity was installed globally in 2022 – bringing the total global wind capacity to 906GW. And while the pace of this trajectory had begun to slow in the West over the past few years – facing challenges over supply chains and inflation – policies like the Inflation Reduction Act in the US are set to provide a much-needed boost to wind on the global stage.

World Mining Frontiers is designed and edited specifically for primary decision makers engaged in the process of exploration, extraction and processing of mineral resources and throughout the supply chain.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

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MONTANA
N/S DAKOTA
NEBRASKA
NEVADA
NEW MEXICO
OKLAHOMA
OREGON
TEXAS
UTAH
WASHINGTON STATE
WYOMING

Rest of the World

Albania
Argentina
Australia
Canada
China
Croatia
Czech Republic (Czechia)
Denmark
Finland
Iceland
Ireland
Japan
Latvia
Lithuania
Luxembourg
Mongolia
Montenegro
New Zealand
Poland
Romania
Russia
Samoa
Serbia
Slovakia
Slovenia
Sweden
Tonga
Ukraine
United Kingdom
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Singapore
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India
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Malaysia
Mexico
Philippines
Saudi Arabia
Thailand
United Arab Emirates

USA

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DELAWARE
FLORIDA
GEORGIA
ILLINOIS
INDIANA
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WEST VIRGINIA
WISCONSIN

Rest of the World

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Belgium
Cyprus
France
Germany
Greece
Hungary
Monaco
Norway
Portugal
South Korea
Spain
Switzerland