

BUSINESS PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

Subject to Audit

Field Served:

NUCLEAR NEWS serves the nuclear power generation field and related areas as it pertains to nuclear engineering and administration at utilities, architect/engineers, construction and consulting companies, national laboratories and government agencies, manufacturers, private research and test labs, service companies, medical institutions, and educational institutions and students and libraries.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 10,158

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print & Digital (Unduplicated)	120	Qualified Nonpaid Individual - Print	27
Total Qualified Paid Individual	120	Total Qualified Nonpaid Individual	27
Qualified Paid Association - Digital	2,590	Qualified Nonpaid Association - Print & Digital (Unduplicated)	843
Qualified Paid Association - Print & Digital (Unduplicated)	6,563	Total Qualified Nonpaid Association	843
Total Qualified Paid Association	9,153	Total Average Qualified Nonpaid Circulation	870
Qualified Paid Multicopy Same Addressee - Print & Digital (Unduplicated)	15		
Total Qualified Paid Multicopy Same Addressee	15		
Total Average Qualified Paid Circulation	9,288		

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions - Print	392
Total Nonqualified Allocated for Shows & Conventions	392
Nonqualified Miscellaneous, Including Staff Copies - Print	331
Total Nonqualified Miscellaneous, Including Staff Copies	331
Total Average Nonqualified Circulation	723

AVERAGE CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul		2,460	6,613	9,073	25		845	870	9,943		
Aug		2,482	6,634	9,116	27		844	871	9,987	1	2
Sep		2,524	6,683	9,207	27		844	871	10,078		
Oct		2,633	6,729	9,362	27		843	870	10,232	1	
Nov		2,693	6,754	9,447	27		841	868	10,315	2	
Dec		2,750	6,771	9,521	27		841	868	10,389		

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Paid Individual - Print	Qualified Paid Individual - Digital	Qualified Paid Individual - Print & Digital (Unduplicated)	Total Qualified Paid Individual	Qualified Paid Association - Print	Qualified Paid Association - Digital	Qualified Paid Association - Print & Digital (Unduplicated)	Total Qualified Paid Association	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid Association - Print	Qualified Nonpaid Association - Digital	Qualified Nonpaid Association - Print & Digital (Unduplicated)	Total Qualified Nonpaid Association	Total Qualified Nonpaid
Utilities	1,059	10.3					59	960	1,019	1,019	1,019	26			14	14	40
National Labs, Government Agencies and Active Military	1,757	17.0					186	1,504	1,690	1,690	1,690				67	67	67
Consulting and Service Companies	1,251	12.1					94	1,132	1,226	1,226	1,226				25	25	25
Educational Institutions	3,035	29.4					1,917	557	2,474	2,474	2,474				561	561	561
Manufacturers and Suppliers	651	6.3					53	584	637	637	637				14	14	14
Architect/Engineers and Construction Companies	629	6.1					51	556	607	607	607				22	22	22
Medical Institutions	30	0.3					1	28	29	29	29				1	1	1
Private Research and Test Labs	149	1.4					18	127	145	145	145				4	4	4
Others Allied to the Field	1,521	14.7					314	1,073	1,387	1,387	1,387	1			133	133	134
Other Paid Circulation																	
Subscriptions	97	0.9						97	97	97	97						
Single Copy Sales	136	1.3			136	136					136						
Total Qualified Circulation	10,315	100.0			136	136		2,693	6,618	9,311	9,447	27			841	841	868

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	27			27			27	3.1
Written								
Telecommunication								
Internet and Email	27			27			27	3.1
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association			841	841			841	96.9
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	27		841	868			868	100.0
Percent	3.1		96.9	100.0			100.0	
Paid Subscription Circulation							9,447	
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							10,315	

MAILING ADDRESS ANALYSIS										
	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total	%
Individual by Name Only										
Title or Occupation Only										
Company Name Only										
Multicopy Same Addressee		15		15					15	0.2
Total Qualified Subscriptions		2,693	6,754	9,447	27		841	868	10,315	100.0
Single Copy Sales										
Total Qualified Circulation									10,315	

GEOGRAPHIC ANALYSIS									
State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama		10	119	129	2		1	3	132
Arizona		12	99	111	2		9	11	122
Arkansas			24	24			2	2	26
California		137	474	611			70	70	681
Colorado		30	92	122			8	8	130
Connecticut		64	97	161			26	26	187
Delaware		1	14	15			1	1	16
District of Columbia		10	100	110			5	5	115
Florida		93	188	281	3		25	28	309
Georgia		64	223	287			26	26	313
Idaho		80	227	307			29	29	336
Illinois		108	346	454			37	37	491
Indiana		43	34	77			9	9	86
Iowa		10	30	40	1		2	3	43
Kansas		31	41	72	1		8	9	81
Kentucky		3	20	23			2	2	25
Louisiana		11	42	53			1	1	54
Maine		1	10	11					11
Maryland		51	347	398	1		25	26	424
Massachusetts		52	132	184			19	19	203
Michigan		104	121	225	3		17	20	245
Minnesota		4	43	47	2		3	5	52
Mississippi		1	51	52			1	1	53
Missouri		37	70	107			14	14	121
Montana		2	4	6			2	2	8
Nebraska		5	30	35	1		2	3	38
Nevada		35	63	98			7	7	105
New Hampshire		3	27	30			5	5	35
New Jersey		17	99	116	1		8	9	125
New Mexico		70	320	390			46	46	436
New York		69	240	309	2		42	44	353
North Carolina		87	361	448	1		22	23	471
North Dakota			1	1			1	1	2
Ohio		56	125	181			11	11	192
Oklahoma		2	11	13			1	1	14
Oregon		74	65	139			12	12	151
Pennsylvania		115	422	537			48	48	585
Rhode Island		4	6	10			3	3	13
South Carolina		45	248	293	1		13	14	307
South Dakota		1	2	3					3
Tennessee		124	455	579			56	56	635
Texas		155	223	378	2		41	43	421
Utah		68	23	91			15	15	106
Vermont			11	11			1	1	12
Virginia		92	442	534	2		46	48	582
Washington		37	299	336			38	38	374
West Virginia		2	8	10					10
Wisconsin		52	57	109			17	17	126
Wyoming			5	5			1	1	6
TOTAL 48 CONTERMINOUS STATES		2,072	6,491	8,563	25		778	803	9,366
Alaska			4	4					4
Hawaii		2	14	16			3	3	19
TOTAL ALASKA & HAWAII		2	18	20			3	3	23
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES		2,074	6,509	8,583	25		781	806	9,389
Poss. & Other Areas									
U.S. & POSS., etc.		2,074	6,509	8,583	25		781	806	9,389
Canada		12	102	114	2		8	10	124
International		607	135	742			52	52	794
Military or Civilian Personnel Overseas			8	8					8
Total International		619	245	864	2		60	62	926
E-mail Address Only									
Other Unclassified									
GRAND TOTAL		2,693	6,754	9,447	27		841	868	10,315

TERM DATA (Subscriptions Sold)

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Three years or more				
Two years or more but less than three				
One year or more but less than two		633	4,917	5,550
Less than one year				
Total		633	4,917	5,550

SALES CHANNELS

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Ordered by mail and/or directly requested by subscribers			29	29
Catalog agencies and individual agents			64	64
Publishers own and other publishers salespeople				
Independent agencies salespeople				
Association membership		633	4,824	5,457
All other channels				
Total		633	4,917	5,550

PREMIUM USAGE (Subscriptions Sold)

	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Ordered without premium		633	4,917	5,550
Ordered with reprinted material from this publication				
Ordered with other premiums				
Total		633	4,917	5,550

NOTES

Price Data	Basic Prices
Subscriptions	Subscriptions: U.S., 1 yr. \$610.00. Canada, 1 yr. \$610.00. International, 1 yr. \$680.00.
Single Copy	\$48.00. Buyers Guide, \$115.00.

Sales include Premium Values	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid
Basic & higher than basic			3,065	3,065
75% - 99% of basic			968	968
50% - 74% of basic			44	44
25% - 49% of basic		633	840	1,473
Less than 25% of basic				
Total		633	4,917	5,550

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