



Audit Bureau  
of Circulations  
ABCinteractive

**BUSINESS PUBLICATION  
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For the 6 month period ending  
December 31, 2011**

# Nuclear News



## 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.

*This publication is an official journal of an association, See Par. 11(b).*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 11,235**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Print Only . . . . .		
	Digital Only . . . . .		
	Print & Digital (Unduplicated), See Par. 11(a) . . . . .	292	
	Total Individual . . . . .	292	
	Association - Print Only . . . . .		
	Association - Digital Only, See Par. 11(b) . . . . .	177	
	Association - Print & Digital (Unduplicated), See Par. 11(c) . . . . .	10,340	
	Total Association . . . . .	10,517	
	Sponsored Individually Addressed . . . . .		
	Multi-Copy Same Addressee - Print Only . . . . .		
	Multi-Copy Same Addressee - Digital Only . . . . .		
	Multi-Copy Same Addressee - Print & Digital (Unduplicated), See Par. 11(d) . . . . .	51	
	Total Multi-Copy Same Addressee . . . . .	51	
	Single Copy Sales . . . . .		
	<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>10,860</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Print Only . . . . .		
	Digital Only . . . . .		
	Print & Digital (Unduplicated), See Par. 11(a) . . . . .	86	
	Total Individual . . . . .	86	
	Association - Print Only . . . . .		
	Association - Digital Only . . . . .		
	Association - Print & Digital (Unduplicated), See Par. 11(e) . . . . .	289	
	Total Association . . . . .	289	
	Multi-Copy Same Addressee . . . . .		
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>		<b>375</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies . . . . .		
	Allocated For Shows & Conventions . . . . .	475	
	Miscellaneous, Including Staff Copies, See Par. 11(f) . . . . .	1,843	
	<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>2,318</b>	

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2**

**QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	10,919		172	10,367	10,539			380	380	4	
Aug.	11,054		173	10,501	10,674			380	380		
Sept.	11,135		173	10,585	10,758			377	377	3	
Oct.	11,268		176	10,715	10,891			377	377		
Nov.	11,499		184	10,942	11,126			373	373	4	
Dec.	11,540		186	10,988	11,174			366	366	7	
									<b>Total</b>	<b>18</b>	

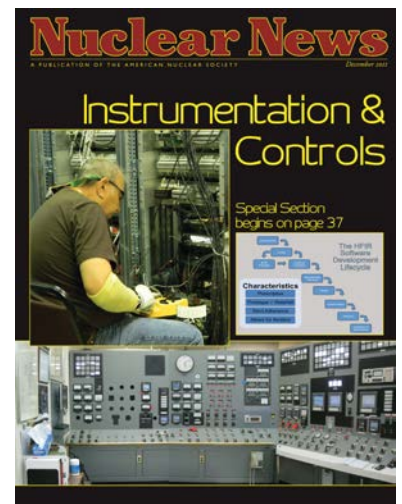
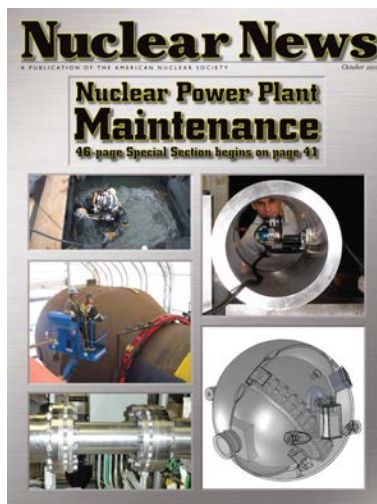
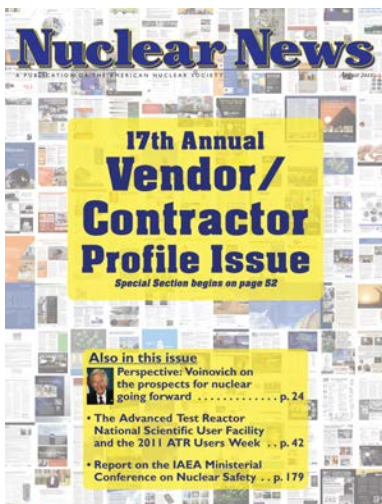
THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 2.4% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.5% LESS THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Individual Paid Print Only	Individual Paid Digital Only	Individual Paid Print & Digital (Unduplicated)	Paid Association Print Only	Paid Association Digital Only	Paid Association Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Utilities .....	1,578	13.7					8	1,478	1,486			92	92
National Labs and Government Agencies .....	1,982	17.2					41	1,930	1,971			11	11
Consulting and Service Companies .....	1,764	15.4					31	1,711	1,742			22	22
Educational Institutions .....	2,497	21.7					53	2,430	2,483			14	14
Manufacturers and Suppliers .....	1,002	8.7					19	980	999			3	3
Architect/Engineers and Construction Companies .....	636	5.5					13	615	628			8	8
Medical Institutions .....	416	3.6						411	411			5	5
Private Research and Test Labs .....	168	1.5					4	164	168				
Others Allied to the Field .....	1,108	9.7					15	875	890			218	218
Other Paid Circulation													
Subscriptions .....	348	3.0			348				348				
Single Copy Sales .....													
<b>Total Qualified Circulation</b>	<b>11,499</b>	<b>100.0</b>			<b>348</b>			<b>184</b>	<b>10,594</b>	<b>11,126</b>		<b>373</b>	<b>373</b>



**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within						Total	%
	Print Only	Digital Only	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:			86		86		86	23.1
Written .....			86		86		86	23.1
Telecommunication .....								
Internet and E-mail .....								
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Total Communication other than request:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Association, See Par. 11(e).....			287	287			287	76.9
Business Directories .....								
Lists .....								
Acquired Circulation.....								
Other Sources.....								
<b>Total Qualified Non-Paid Circulation .....</b>			<b>373</b>	<b>287</b>	<b>86</b>		<b>373</b>	<b>100.0</b>
<b>Percent.....</b>			<b>100.0</b>	<b>76.9</b>	<b>23.1</b>		<b>100.0</b>	
Paid Subscription Circulation.....							11,126	
Paid Acquired Circulation.....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>11,499</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Individual by name and title and/or occupation	11,448	99.6		184	10,891	11,075			373	373
Individual by name only .....										
Title or occupation only .....										
Company name only .....										
Multi-Copy Same Addressee .....	51	0.4			51	51				
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>11,499</b>	<b>100.0</b>		<b>184</b>	<b>10,942</b>	<b>11,126</b>			<b>373</b>	<b>373</b>
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>11,499</b>									

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
<b>New England</b>										
ME 039-049 .....	18				18	18				
NH 030-038 .....	40				37	37			3	3
VT 050-059 .....	16				16	16				
MA 010-027 .....	259				251	251			8	8
RI 028-029 .....	16				16	16				
CT 060-069 .....	223				219	219			4	4
<b>New England</b>	<b>572</b>	<b>5.0</b>			<b>557</b>	<b>557</b>			<b>15</b>	<b>15</b>
<b>Middle Atlantic</b>										
NY 100-149 .....	380				362	362			18	18
NJ 070-089 .....	198				194	194			4	4
PA 150-196 .....	771				735	735			36	36
<b>Middle Atlantic</b>	<b>1,349</b>	<b>11.7</b>			<b>1,291</b>	<b>1,291</b>			<b>58</b>	<b>58</b>
<b>East N. Central</b>										
OH 430-459 .....	439				427	427			12	12
IN 460-479 .....	70				68	68			2	2
IL 600-629 .....	461				439	439			22	22
MI 480-499 .....	249				242	242			7	7
WI 530-549 .....	120				114	114			6	6
<b>East N. Central</b>	<b>1,339</b>	<b>11.6</b>			<b>1,290</b>	<b>1,290</b>			<b>49</b>	<b>49</b>
<b>West N. Central</b>										
MN 550-567 .....	65				63	63			2	2
IA 500-528 .....	39				38	38			1	1
MO 630-658 .....	137				134	134			3	3
ND 580-588 .....	2				2	2				
SD 570-577 .....	4				4	4				
NE 680-693 .....	53				51	51			2	2
KS 660-679 .....	63				60	60			3	3
<b>West N. Central</b>	<b>363</b>	<b>3.1</b>			<b>352</b>	<b>352</b>			<b>11</b>	<b>11</b>
<b>South Atlantic</b>										
DE 197-199 .....	24				22	22			2	2
MD 206-219 .....	577				556	556			21	21
DC 200, 202-205 .....	126				124	124			2	2
VA 201, 220-246 .....	601				589	589			12	12
WV 247-268 .....	11				11	11				
NC 270-289 .....	497				486	486			11	11
SC 290-299 .....	370				356	356			14	14
GA 300-319 .....	346				339	339			7	7
FL 320-349 .....	308				292	292			16	16
<b>South Atlantic</b>	<b>2,860</b>	<b>24.9</b>			<b>2,775</b>	<b>2,775</b>			<b>85</b>	<b>85</b>
<b>East S. Central</b>										
KY 400-427 .....	36				36	36				
TN 370-385 .....	658				639	639			19	19
AL 350-369 .....	158				155	155			3	3
MS 386-397 .....	69				68	68			1	1
<b>East S. Central</b>	<b>921</b>	<b>8.0</b>			<b>898</b>	<b>898</b>			<b>23</b>	<b>23</b>
<b>West S. Central</b>										
AR 716-729 .....	29				29	29				
LA 700-714 .....	51				51	51				
OK 730-749 .....	17				17	17				
TX 750-799 .....	485				477	477			8	8
<b>West S. Central</b>	<b>582</b>	<b>5.1</b>			<b>574</b>	<b>574</b>			<b>8</b>	<b>8</b>
<b>Mountain</b>										
MT 590-599 .....	9				8	8			1	1
ID 832-838 .....	354				349	349			5	5
WY 820-831 .....	10				9	9			1	1
CO 800-816 .....	146				143	143			3	3
NM 870-884 .....	423				417	417			6	6
AZ 850-865 .....	128				119	119			9	9
UT 840-847 .....	41				41	41				
NV 889-898 .....	97				92	92			5	5
<b>Mountain</b>	<b>1,208</b>	<b>10.5</b>			<b>1,178</b>	<b>1,178</b>			<b>30</b>	<b>30</b>
<b>Pacific</b>										
AK 995-999 .....	4				4	4				
WA 980-994 .....	410				387	387			23	23
OR 970-979 .....	136				133	133			3	3
CA 900-961 .....	783				728	728			55	55
HI 967-968 .....	12				12	12				
<b>Pacific</b>	<b>1,345</b>	<b>11.7</b>			<b>1,264</b>	<b>1,264</b>			<b>81</b>	<b>81</b>
Single Copy Sales .....										
U.S. Unclassified .....										
<b>United States</b>	<b>10,539</b>	<b>91.6</b>			<b>10,179</b>	<b>10,179</b>			<b>360</b>	<b>360</b>
<b>Poss. &amp; Other Areas</b>										
004-009, 969 .....	10	0.1			10	10				
<b>U.S. &amp; Poss., etc.</b>	<b>10,549</b>	<b>91.7</b>			<b>10,189</b>	<b>10,189</b>			<b>360</b>	<b>360</b>
Canada .....	144	1.3			140	140			4	4
Mexico .....	23	0.2			22	22			1	1
Military or Civilian Personnel Overseas .....										
Other International .....	783	6.8		184	591	775			8	8
<b>Total International</b>	<b>950</b>	<b>8.3</b>		<b>184</b>	<b>753</b>	<b>937</b>			<b>13</b>	<b>13</b>
E-Mail Address Only .....										
Other Unclassified .....										
<b>Grand Total</b>	<b>11,499</b>	<b>100.0</b>		<b>184</b>	<b>10,942</b>	<b>11,126</b>			<b>373</b>	<b>373</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended December 31, 2011**

**5 PRICE DATA** See Par. 11(g)  
 Basic Prices: Subscriptions: U.S., 1 yr. \$440.00. Canada, 1 yr. \$440.00. International, 1 yr. \$510.00  
 Single Copy: \$40.00. Buyers Guide, \$105.00  
 Sales include Premium Values

Basic & higher than basic: .....	4,579
75% - 99% of basic: .....	192
50% - 74% of basic: .....	1,345
25% - 49% of basic: .....	25
Less than 25% of basic: .....	695
<b>Total</b> .....	<b>6,836</b>

**6 TERM DATA**

Three years or more .....	None
Two years or more but less than three .....	None
One year or more but less than two .....	6,836
Less than one year .....	None
<b>Total</b> .....	<b>6,836</b>

**7 SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber . . . .	73
Ordered through salespeople:	
Catalog agencies and individual agents .....	150
Publisher's own and other publishers' salespeople .....	None
Independent agencies' salespeople .....	None
Association memberships, See Par. 11(c) .....	6,613
All other channels .....	None
<b>Total</b> .....	<b>6,836</b>

**8 PREMIUM USAGE**

Ordered without premium .....	6,836
Ordered with reprinted material from this publication .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>6,836</b>

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the November 2011 issue .....

	None
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Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement .....

	None
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**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

## 11

### EXPLANATORY

Audit Cycle: June Ending.

(a) Print and Digital (Unduplicated) Individual subscriptions, averaging 292 paid copies per issue and 86 qualified non-paid copies per issue, represent copies served to individuals receiving both a print and digital version of NUCLEAR NEWS. The digital version of NUCLEAR NEWS is made available to subscribers through a password secure website wherein an e-mail is sent to recipients notifying them of the availability of each issue.

(b) Digital Only Association subscriptions, averaging 177 copies per issue, represent copies served to members of the American Nuclear News Society receiving the digital version only of NUCLEAR NEWS. A range of \$14.00 to \$70.00, based on membership classification, is allocated to this publication for a 1 year subscription. The digital version of NUCLEAR NEWS is made available to subscribers through a password secure website wherein an e-mail is sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Association subscriptions, averaging 10,340 copies per issue, represent copies served to members of the American Nuclear News Society receiving both the print and digital version of NUCLEAR NEWS. A range of \$14.00 to \$70.00, based on membership classification, is allocated to this publication for a 1 year subscription. The digital version of NUCLEAR NEWS is made available to subscribers through a password secure website wherein an e-mail is sent to recipients notifying them of the availability of each issue.

(d) Print and Digital (Unduplicated) Multi-Copy Same Addressee subscriptions, averaging 51 copies per issue, represent copies served to individuals receiving both the print and digital version of NUCLEAR NEWS. Copies were sold to business concerns at 1 yr. \$440.00. Copies were mailed by the publisher to purchasers for distribution. The digital version of NUCLEAR NEWS is made available to subscribers through a password secure website wherein an e-mail is sent to recipients notifying them of the availability of each issue.

(e) Print and Digital (Unduplicated) Association subscriptions, averaging 289 qualified non-paid copies per issue, represent copies served to members of the American Nuclear Society.

(f) Miscellaneous includes checking and promotion copies, averaging 1,331 copies per issue, served to advertisers and agencies.

(g) Authorized prices with 5% or more of total subscription sales:

1 yr. \$14.00	1 yr. \$35.00	1 yr. \$70.00
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#### **Definition of Recipient Qualification:**

Qualified recipients are: owners, presidents, supervisors, managers and engineers with purchasing authority. Other specialists and personnel in the nuclear industry include health physicists, scientists, analysts, chemists, technicians, professors/instructors/trainers and students. Also qualified are libraries and company copies and other titled and non-titled personnel, including reactor operations titles.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: American Nuclear Society

**JEFF MOSSES**

Sales Manager

Signed: February 21, 2012

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