



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
December 31, 2008**

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(a).

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 10,762

1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	369	
	Association, See Par. 11(a)	9,904	
	Sponsored Individually Addressed		
	Multi-Copy Same Addressee, See Par. 11(b)	49	
	Single Copy Sales		
	Total Average Qualified Paid Circulation		10,322

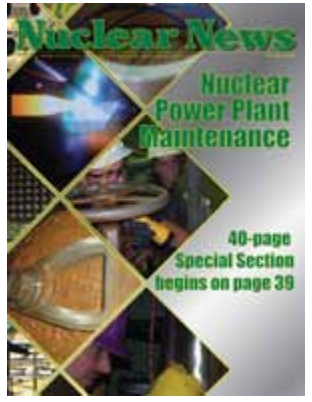
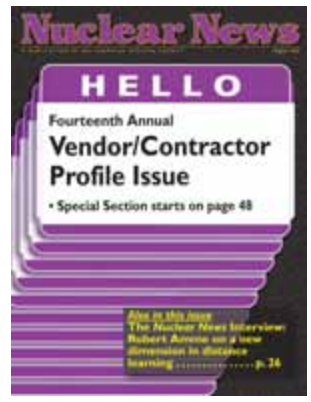
1B	AVERAGE QUALIFIED NON-PAID CIRCULATION		
	Individual	94	
	Association, See Par. 11(c)	346	
	Multi-Copy Same Addressee		
	Total Average Qualified Non-Paid Circulation		440

1C	AVERAGE NON-QUALIFIED CIRCULATION		
	Non-Continuous Market Coverage Copies		
	Allocated For Shows & Conventions	437	
	Miscellaneous, Including Staff Copies, See Par. 11(d)	1,487	
	Total Average Non-Qualified Circulation		1,924

1D	AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS	
	None	

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

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	10,384	9,941	443			Oct.	10,824	10,384	440	1	
Aug.	10,596	10,154	442	1		Nov.	10,958	10,522	436	4	
Sept.	10,674	10,233	441	1		Dec.	11,130	10,694	436		
						Total				7	



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER, 2008 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 1.9% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.9% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Paid Assn.	Total Paid	Qualified Non-Paid
Utilities.....	1,692	15.4		1,592	1,592	100
National Labs and Government Agencies.....	1,983	18.1		1,969	1,969	14
Consulting and Service Companies.....	1,745	15.9		1,717	1,717	28
Educational Institutions.....	1,935	17.7		1,921	1,921	14
Manufacturers and Suppliers.....	905	8.3		902	902	3
Architect/Engineers and Construction Companies.....	585	5.3		577	577	8
Medical Institutions.....	402	3.7		398	398	4
Private Research and Test Labs.....	173	1.6		173	173	
Others Allied to the Field.....	1,118	10.2		853	853	265
Other Paid Circulation						
Subscriptions.....	420	3.8	420		420	
Single Copy Sales.....						
Total Qualified Circulation.....	10,958	100.0	420	10,102	10,522	436

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:		94		94	21.6
Written.....		94		94	21.6
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(c).....	342			342	78.4
Business Directories.....					
Lists.....					
Acquired Circulation.....					
Other Sources.....					
Total Qualified Non-Paid Circulation.....	342	94		436	100.0
Percent.....	78.4	21.6		100.0	
Paid Subscription Circulation.....				10,522	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				10,958	

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MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation.....	10,910	99.6	10,474	436
Individual by name only.....				
Title or occupation only.....				
Company name only.....				
Multi-Copy Same Addressee.....	48	0.4	48	
Total Qualified Paid Subscription & Non-Paid Circulation.....	10,958	100.0	10,522	436
Single Copy Sales.....				
Total Qualified Circulation.....	10,958			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	13		12	1
NH 030-038.....	44		41	3
VT 050-059.....	16		16	
MA 010-027.....	247		238	9
RI 028-029.....	11		11	
CT 060-069.....	221		217	4
New England	552	5.0	535	17
Middle Atlantic				
NY 100-149.....	431		405	26
NJ 070-089.....	206		201	5
PA 150-196.....	759		717	42
Middle Atlantic	1,396	12.7	1,323	73
East N. Central				
OH 430-459.....	325		313	12
IN 460-479.....	79		77	2
IL 600-629.....	458		435	23
MI 480-499.....	203		196	7
WI 530-549.....	124		118	6
East N. Central	1,189	10.9	1,139	50
West N. Central				
MN 550-567.....	68		65	3
IA 500-528.....	37		36	1
MO 630-658.....	145		142	3
ND 580-588.....	3		3	
SD 570-577.....	5		5	
NE 680-693.....	58		56	2
KS 660-679.....	68		66	2
West N. Central	384	3.5	373	11
South Atlantic				
DE 197-199.....	21		19	2
MD 206-219.....	550		527	23
DC 200, 202-205.....	122		122	
VA 201, 220-246.....	576		562	14
WV 247-268.....	12		12	
NC 270-289.....	474		463	11
SC 290-299.....	328		311	17
GA 300-319.....	295		287	8
FL 320-349.....	319		297	22
South Atlantic	2,697	24.6	2,600	97
East S. Central				
KY 400-427.....	39		39	
TN 370-385.....	560		537	23
AL 350-369.....	121		117	4
MS 386-397.....	70		69	1
East S. Central	790	7.2	762	28

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
West S. Central				
AR 716-729.....	35		34	1
LA 700-714.....	43		43	
OK 730-749.....	23		23	
TX 750-799.....	409		401	8
West S. Central	510	4.7	501	9
Mountain				
MT 590-599.....	4		3	1
ID 832-838.....	320		313	7
WY 820-831.....	9		7	2
CO 800-816.....	124		120	4
NM 870-884.....	435		426	9
AZ 850-865.....	123		115	8
UT 840-847.....	33		32	1
NV 889-898.....	122		116	6
Mountain	1,170	10.7	1,132	38
Pacific				
AK 995-999.....	2		1	1
WA 980-994.....	386		361	25
OR 970-979.....	121		116	5
CA 900-961.....	795		729	66
HI 967-968.....	18		18	
Pacific	1,322	12.1	1,225	97
Single Copy Sales.....				
U.S. Unclassified.....				
United States	10,010	91.4	9,590	420
Poss. & Other Areas				
004-009, 969.....	5	0.0	5	
U.S. & Poss., etc.	10,015	91.4	9,595	420
Canada.....	145	1.3	141	4
Mexico.....	21	0.2	20	1
Military or Civilian Personnel Overseas.....				
Other International.....	777	7.1	766	11
Total International	943	8.6	927	16
E-Mail Address Only.....				
Other Unclassified.....				
Grand Total	10,958	100.0	10,522	436

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2008

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PRICE DATA See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$400.00. International, 1 yr. \$465.00
 Single Copy: \$40.00. Buyers Guide, \$110.00
 Sales include Premium Values

Basic & higher than basic:	156
75% - 99% of basic:	132
50% - 74% of basic:	None
25% - 49% of basic:	380
Less than 25% of basic:	6,782
Total	7,450

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TERM DATA

Three years or more	None
Two years or more but less than three	None
One year or more but less than two	7,450
Less than one year	None
Total	7,450

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SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	92
Ordered through salespeople:	
Catalog agencies and individual agents	196
Publisher's own and other publishers' salespeople	None
Independent agencies' salespeople	None
Association memberships, See Par. 11(a)	7,162
All other channels	None
Total	7,450

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PREMIUM USAGE

Ordered without premium	7,450
Ordered with reprinted material from this publication	None
Ordered with other premiums	None
Total	7,450

