

Nuclear News as seen



Nuclear News is our go-to source for the latest information on major events in the U.S. nuclear industry. Their insightful articles are both informative and engaging, making *Nuclear News* our first choice for print advertising.



Dr. Corey McDaniel, Chief Commercial Officer
Dr. Kathryn McCarthy, Vice-President, Science & Technology
Canadian Nuclear Laboratories



I taught “Introduction to Nuclear Energy” to engineering students at the University of Pittsburgh for 10 years. In that time, I would always have them review *Nuclear News*, as it provided an important supplemental text for classroom work and current events and served as a great incentive for students to join ANS.



University of Pittsburgh

Dr. Larry R. Foulke, Professor Emeritus
Mechanical Engineering & Materials Science
University of Pittsburgh
ANS President 2003-2004



We count on *Nuclear News* to reach the industry with information from around the world that is engaging and informative and even enlightening. We are honored to share our own 60-year anniversary with this stalwart publication that has become essential reading across the nuclear energy industry.



Denise Woernle, Vice President, Corporate Communications & Marketing
Framatome Inc.



Many of my customers and sales over the past 20 years have come directly from advertising in *Nuclear News*. Just about everyone I know in the industry reads this publication. Every time I go to a plant, I see issues in offices and break rooms. In addition, they are scattered all over industry events and conferences. When I get a call or email from a source I cannot identify right away, I try and trace where it came from and *Nuclear News* is usually the source.



Thomas Kennedy, Sales Manager
Rolls-Royce Nuclear Field Services



We use *Nuclear News* as our trusted source for the latest industry news. It has been an excellent publication to reach our target markets through advertising.



Rob Despain, V.P. Business Development
Petersen Inc.

by industry leaders



I read *Nuclear News* every month and keep copies on tables for others to read. This is “the industry magazine” at the plant sites.



**Daniel Churchman, Fleet Engineering Director
Southern Nuclear**



The nuclear industry is global, and the annual reference issue helps me to remember that. Ever since joining ANS as a student member, I’ve always looked forward to seeing the maps representing global industry changes and opportunities from country to country and region to region. *Nuclear News* inspired me to consider assignments abroad that I might not have known about otherwise.



**Gale Hauck, Deputy Site Manager, Barakah Nuclear Power Plant
Westinghouse Electric Company**



Innovation is vital to our business. As both a utility manager and supplier executive, I’ve time and time again turned to *Nuclear News* magazine throughout my career to find out what’s new in the industry through its showcasing of pioneering products and service offerings. *Nuclear News* has been a key resource to see what’s next on the horizon...and to find the right partners to help get there.



**Dale Vines, Director—Business Development
Dominion Engineering, Inc.**



I found my first job after the Navy through *Nuclear News*. More than 30 years later, I’ve had several articles appear in the magazine and have placed more than a hundred advertisements. I consider *Nuclear News* to be the industry’s most valuable publication.



**Greg Keller, Director, Nuclear Supply Chain Solutions
Curtiss-Wright Nuclear Division**



I started reading *Nuclear News* in 1977 at the age of 15 because my dad would bring issues home from the office. When I started working in the nuclear industry in 1984, Dad would send me every issue no matter where I was assigned in the world. *Nuclear News* provided me with a global view of the industry, technology, and contacts which helped me as I progressed in my career. *Nuclear News* and its associated media platforms continue to keep me informed today.



**Adam KP Brown, Director, Business Development, Nuclear
Day & Zimmermann**

Nuclear News: History of Advertising

The magazine's advertising partnership with industry vendors dates back nearly to the beginning of the publication's history. The first advertisement accepted by *Nuclear News* was published a little more than a year after the magazine's debut. Central Research Laboratories occupied the inside front cover of the October/November 1960 issue.

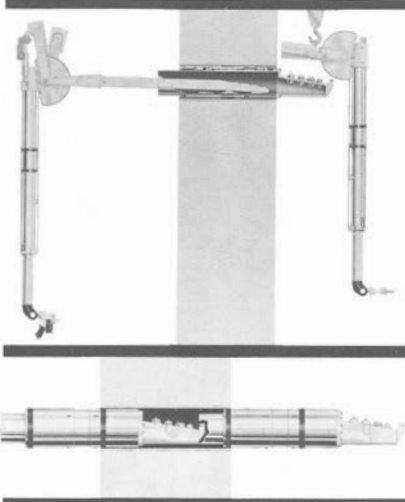
Through the following decades, advertising steadily became an integral part of *NN's* identity, with more than 38,000 pages of ads purchased by companies and organizations to help keep readers informed about nuclear-related products and services, meetings and events, academic/training courses, and employment opportunities.

Advertising has helped support *NN*, as well as ANS. In fact, the magazine has generated more than \$74 million in advertising revenue (not adjusted for inflation) over its first 60 years, representing a substantial portion of ANS's total revenues. In the early 1980s—when great expansion in the industry was still expected—advertising contributed about 30 percent of the society's total revenues. Today, *NN's* contribution is about half of that, which is still a relatively large portion of revenues as compared to other organizations (5-10 percent is much more typical).

The magazine remains an important vehicle for vendors to share the latest innovations and technologies to the worldwide nuclear community, enriching the content of the magazine with a glimpse into the products and capabilities that are around the corner.

NEW . . . for high-level alpha-gamma hot cells—for handling pyrophoric, highly toxic gaseous or airborne particulate materials—wherever complete atmospheric control, prevention of dissemination by explosion or other accident is essential . . .

complete containment is provided by central research model A sealed manipulators



Sensitive and reliable, Model A manipulators are designed for dextrous, positive control and complete containment with shielded enclosures.

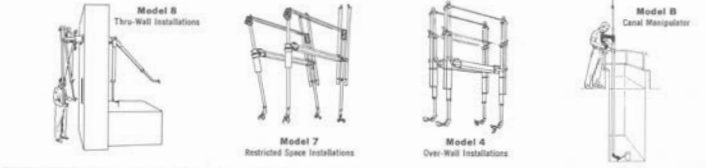
CONSIDER THESE IMPORTANT FEATURES:

SEALS—Double rotary mechanical seals between master and slave mechanisms insure reliability. Space between seals may be pressurized to monitor seal integrity. One seal is always operative even when changing seal tubes. "Push-thru" seal-tube replacement technique does not require complete wall port opening. Seal-tube features mean that all contaminated assemblies remain inside cell for disposal or decontamination and need never be brought out to the operating face.

OPERATION—Careful counterbalancing, reduction of mass, friction and lost motion make forces in the ounce range sufficient to initiate all motions. Easily handles 20-pound load per arm. Bilateral drive and force reflecting design characteristics give remarkable "sense of feel," reducing training time to a minimum.

MAINTENANCE—Three standard, interchangeable subassemblies: master arm, slave arm, and seal tube, simplify maintenance. A crane and simple fixture are sufficient for remote connection or removal of slave arm. Alignment pins assure positive slave arm positioning. All slave-end motions lock at disengagement for easy relocation.

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For further information write:

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laboratories, inc.
Red Wing, Minnesota, Dept. 000

NN's first commercial advertisement.

Approximately 1,600 companies and organizations have placed ads in *Nuclear News* over the past 60 years. We thank our most recent advertisers from 2018 and 2019 for their contributions to the magazine and the nuclear industry!

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