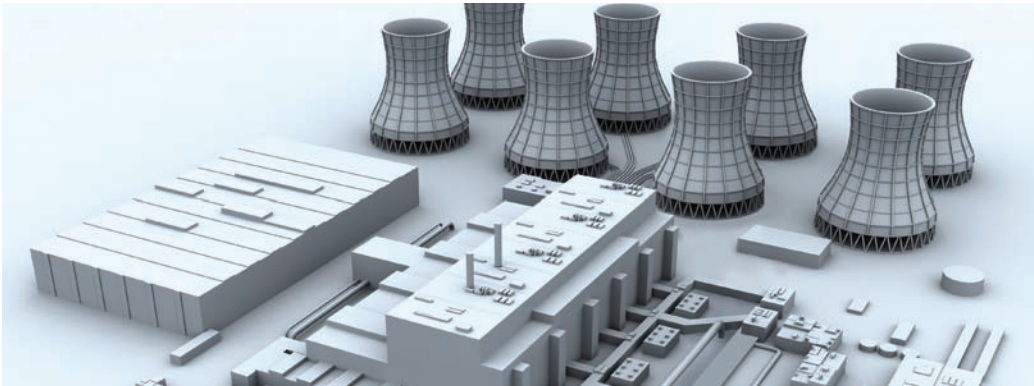


NPI **NUCLEAR POWER** INTERNATIONAL MAGAZINE™



Flagship Media Sponsor of:



Nuclear Power International magazine launched in March 2008 as an electronic quarterly magazine and moves to a six-time publishing schedule in 2011. Its new design makes it even more dynamic online.

Nuclear Power International covers the global nuclear generation scene, including new construction, upgrades and modernization of the existing fleet and operations and maintenance issues for day-to-day operations. News, a calendar of events, case studies and thoughtful commentary by global nuclear industry leaders round out the magazine's editorial focus. *Nuclear Power International* plans targeted regional market overviews for 2011 that will focus on Canada and the Americas, China, India and Asia, Europe, the Middle East and Russia.

Nuclear Power International will also see Bonus Distribution at PennWell's global power shows.

Editor Biographies

DAVID WAGMAN, CHIEF EDITOR

David joined PennWell in 2006 and is responsible for editorial content for three magazines related to electric power generation and four conferences, including POWER-GEN International. David was the launch editor for Nuclear Power International in 2008 and oversees its editorial content and focus. He also chairs the conference committee for Nuclear Power International. David previously worked for Financial Times Energy. A career journalist, David holds a Master's degree in City and Regional Planning.

BRIAN WHEELER, ASSOCIATE EDITOR

Brian graduated from Northeastern State University in Tahlequah, Okla., in 2005 with a Bachelor's Degree in Mass Communication. He majored in Journalism and minored in Speech Communications. Since graduation, Brian has worked as a newspaper reporter, a magazine freelance writer and most recently as a television news photojournalist and web reporter. Working in television news taught Brian how to complete stories in a short time span with breaking news occurring daily. After three years in TV news, he joined the PennWell publishing team in March 2010 and has written extensively for Nuclear Power International magazine.

Nuclear Power International Editorial Calendar

PUBLICATION DATES	CLOSING DATES	FEATURES	BONUS DISTRIBUTION
Dec 2010	11/12	<ul style="list-style-type: none"> • Canada/The Americas • Modular designs 	<ul style="list-style-type: none"> • NUCLEAR POWER International/ POWER-GEN International
Mar/Apr 2011	3/11	<ul style="list-style-type: none"> • India/Asia • Boiling Water Reactor • Workforce 	<ul style="list-style-type: none"> • POWER-GEN India
May/June 2011	5/06	<ul style="list-style-type: none"> • Europe • Outage Planning • Construction & Engineering 	<ul style="list-style-type: none"> • POWER-GEN Europe
July/Aug 2011	7/08	<ul style="list-style-type: none"> • Middle East • Uprates • Workforce 	<ul style="list-style-type: none"> • POWER-GEN Middle East
Sept/Oct 2011	9/09	<ul style="list-style-type: none"> • China • Pressurized Water Reactor • Construction & Engineering 	<ul style="list-style-type: none"> • POWER-GEN Asiaa
Nov/Dec 2011	10/14	<ul style="list-style-type: none"> • Canada/The Americas • Balance of Plant Systems • Workforce 	<ul style="list-style-type: none"> • NUCLEAR POWER International/ POWER-GEN International
Jan/Feb 2012		<ul style="list-style-type: none"> • Russia • Fuel cycle • Construction & Engineering 	<ul style="list-style-type: none"> • Russia Power
Mar/April 2012		<ul style="list-style-type: none"> • India/Asia • Modular • Workforce 	<ul style="list-style-type: none"> • POWER-GEN India

Ad Rates

	1X	3X	6X
Full Page Spread	\$2,700	\$2,620	\$2,570
1/2 Page Spread	\$2,070	\$2,010	\$1,970
Full Page	\$1,500	\$1,455	\$1,425
2/3 Page	\$1,125	\$1,090	\$1,070

	1X	3X	6X
1/2 Page	\$1,045	\$1,010	\$995
1/3 Page	\$830	\$805	\$790
1/4 Page	\$680	\$660	\$645

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