



IEEE  
**SPECTRUM**  
2017 Media Kit



IEEE  
**MEDIA**

[spectrum.ieee.org](http://spectrum.ieee.org)

## Reach the Brightest Tech Minds to Build Your Business

IEEE Spectrum subscribers are early adopters of new approaches and technologies that apply to their engineering efforts, and they move quickly to have them evaluated.

### IEEE Spectrum Subscribers

**91%**

Open to experimenting with new or different routes to success

**90%**

Willing to champion new approaches, take educated risks and develop novel, creative solutions to move their initiatives forward

**87%**

Involved in setting the direction for design engineering/R&D initiatives

**75%**

Play leadership roles to influence the attitudes and actions of others in the use of new products/components



#### BPA Audited Circulation

Worldwide  
**382,942**  
North America  
**206,756**  
International  
**176,186**



#### 2017 Projected Social Media

Facebook  
**415,000**  
Twitter  
**127,000**  
LinkedIn  
**15,000**



#### Geographic Regions

United States/Canada  
**54.2%**  
Asia/Pacific Rim  
**25.2%**  
Europe/Africa/Middle East  
**17.5%**  
Latin America  
**3.1%**

## Attract the Innovators of Technology

The influence of IEEE Spectrum elevates the work of other professionals, and helps vendors of technology design products and components overcome a more formidable, competitive marketing environment.

### IEEE Members Technical Interests

- 51% Telecommunications
- 50% Energy
- 48% Computing
- 46% Green Technology
- 44% Engineering Education
- 39% Consumer Electronics
- 37% Smart Grid
- 34% Cloud Computing
- 32% Life Sciences/Biomedical
- 32% Robotics
- 30% Semiconductors
- 21% Aerospace



### IEEE Spectrum Subscribers Job Titles/Positions

- 65% are Engineering/Scientific Design Staff Members
- 33% are Engineering/Scientific/Technical Management

### IEEE Spectrum Subscribers Work in a Full Range of Engineering and Design Organizations

- 32% Technical/Engineering Firms (Including Consultants)
- 28% Manufacturers, Including OEMs and Contract Companies
- 19% College/University Labs
- 7% Independent R&D Labs
- 6% Government R&D Labs
- 5% Utilities

### IEEE Spectrum Subscribers Design Products in an Average of Three of These Categories

- 44% Computer/Networking Hardware and Software Technology
- 44% Communications/Networking/Cellular/Broadcast Hardware and Software
- 33% Power/Energy Products
- 25% Electronic Instruments
- 21% Industrial Equipment

# 75%

of IEEE members consider themselves to be innovators in engineering

## Reach Innovators and Decision-Makers

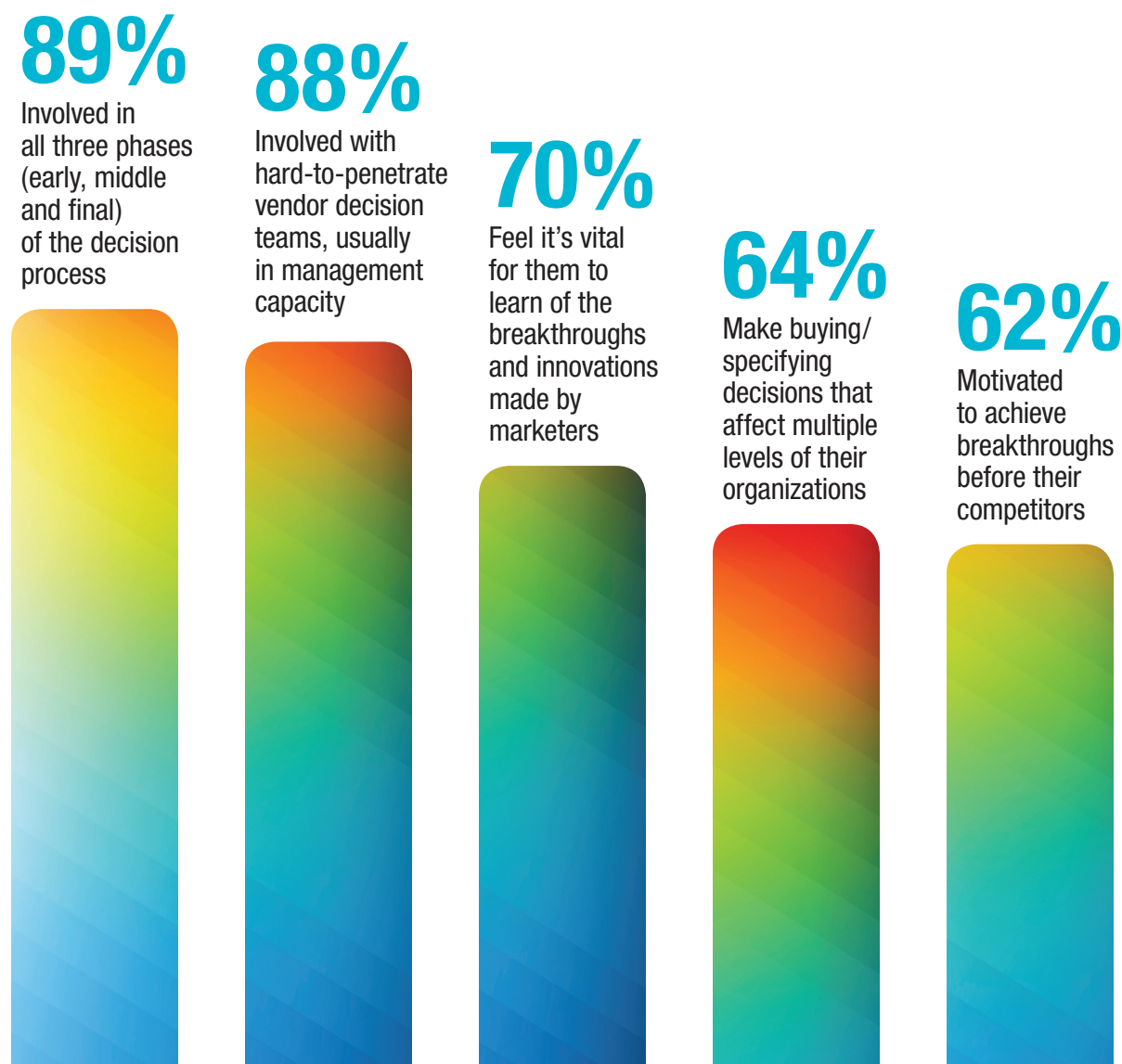
IEEE Spectrum subscribers are change agents that influence the vendor selection process and the evaluation and ultimate purchase of products, components and systems. They seek out new solutions that help develop technological breakthroughs in their areas of work. In an environment where vendors must work harder than ever to build credibility and acceptance of their products, establishing relationships with IEEE Spectrum's audience will offer a significant sales advantage.

**Nine of ten members of the IEEE Spectrum audience are involved in setting the direction for their organization's design engineering initiatives.**

**84% report that they indicate specific brands when specifying or recommending products or components.**

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**89% of IEEE Members are involved with purchasing or specifying decisions for their organizations.**



## Reach Powerful Tech Buyers

IEEE Spectrum subscribers are power players. The facilities that they influence are spending significant sums on technology purchases, making them prime sales targets for marketers' messages.

- 89%** IEEE Members that state that their recommendations are ultimately specified or purchased
- 87%** Are involved in setting the direction for their organization's design engineering/R&D initiatives
- 84%** Often specify/recommend by brand, with 63% their recommendations taken most often

### Purchase Categories

- 77%** Computer Hardware
- 69%** Test and Measurement Products
- 57%** Simulation Software
- 57%** Circuits and Systems
- 53%** Computing and Graphics
- 51%** Power and Energy Equipment
- 49%** CAD/CAM/CAE Systems
- 49%** Internet Applications
- 47%** Embedded Systems
- 45%** Control Technologies
- 45%** IC/Semiconductors
- 41%** Scientific Computing
- 41%** Business/ERP Software
- 40%** Power Solutions
- 38%** Security Systems and Solutions
- 36%** Programmable Logic (FPGAs)
- 33%** Electromagnetic Technology
- 32%** Microwave/RF
- 30%** Intelligent Systems

### Company Size

The IEEE Spectrum audience encompasses manufacturers and other organizations that are of substantial size, and represent the technology market worldwide.

#### NUMBER OF EMPLOYEES

1 - 49	<b>26.5%</b>
50 - 99	<b>5.8%</b>
100 - 249	<b>6.9%</b>
250 - 499	<b>5.6%</b>
500 - 999	<b>7.5%</b>
1,000 - 4,999	<b>15.5%</b>
5,000 - 9,999	<b>7.7%</b>
10,000 - 19,999	<b>5.6%</b>
20,000 or more	<b>19.0%</b>

**Many times, innovation in one industry sparks innovation in another completely unrelated industry. Very rarely, magazines support such sparks. IEEE Spectrum is one.**

IEEE Member

## The Media Brand That Makes an Impression

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**76% of subscribers use the content in IEEE Spectrum's suite of media proactively — to help form opinions and make decisions, and as reference for projects and discussions with colleagues.**

### It's where they first:

- Learn of the existence of individual products/components vendors
- Form impressions about what individual products/components vendors stand for
- Position competitive vendors in their minds regarding their differences
- Determine which brands to evaluate as they move into the decision process

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### The IEEE Spectrum Audience

IEEE Spectrum is a broad media brand, from both editorial and market coverage points of view, because the curiosity of our audience dives far deeper than competitive vertical EE publications.

- 92%** Agree that the brand advances the art of engineering/R&D for technology products
- 83%** Read all or most issues front to back
- 79%** Use one or more media on the website
- 68%** Cannot be reached via any other individual media brand
- 60%** Take action based on ads in the publication and on the website

#### Geographic Profile of Website Users

- 50%** United States/Canada
- 19%** Asia/Pacific Rim
- 27%** Europe/Africa/Middle East
- 4%** Latin America

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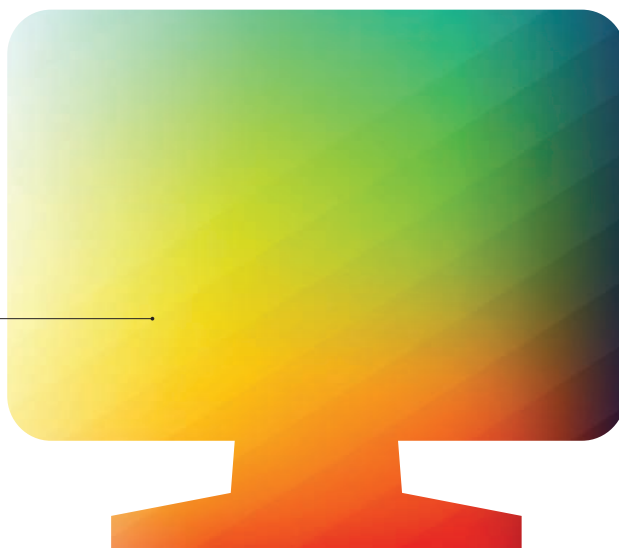
### Online Monthly Statistics

**830,000**

Unique Visitors

**1.8 million**

Page Views



## High-Impact Products — Lead Generation, Paid Content, Banners and Custom Research

### Custom and Native Content

Whether client-supplied or generated by IEEE Spectrum, associating your brand with our content will position your company as a forward-thinking, technology leader.

### Banners

Viewed by our highly-qualified global audience — 72% of the U.S. audience are tech professionals and 55% of the overall audience have graduate degrees or higher.

### Webinars

Our IEEE Spectrum Tech Insiders Webinars get attendance that beats industry averages by 112%, with 474 average registrants per webinar, and 300 leads guaranteed.

### Spotlights

Highlight new products or distance learning and advanced degree programs to create buzz and additional interest — and get great contactable leads too!

### White Papers

Consistently provide qualified leads, with 58% of IEEE Members frequently using technical papers.

### Multimedia

Videos, slideshows and podcasts receive one third of site traffic, and offer both standard and high-impact advertising opportunities.

### Blogs

Written by experts in their fields, our blogs receive 43% of all views on the website — 4.7k views per blog post.

### Microsites

Deliver topic-focused content to an engaged audience looking for technical expertise to help them in their work.

### Custom Research

We will tailor a market study that meets your company's needs and budget — and provide you with timely and relevant market intelligence.

### Newsletters

Six targeted options are available, plus our broader Tech Alert, which features highlights of IEEE Spectrum content to over 500,000 opt-in subscribers a week.

	CIRCULATION	FREQUENCY	AVG CTR*	AVG OPEN
<b>IEEE Spectrum Tech Alert</b>	500,000	Weekly	3.3%	24%
<b>IEEE Spectrum EnergyWise</b>	100,000	Monthly	3.1%	21%
<b>IEEE Spectrum Robotics</b>	100,000	Biweekly	3.7%	27%
<b>IEEE Spectrum Test &amp; Measurement</b>	100,000	Biweekly	2.7%	32%
<b>IEEE Spectrum Cars That Think</b>	100,000	Biweekly	3.3%	32%
<b>IEEE Spectrum Human OS</b>	50,000	Biweekly	2.3%	27%
<b>IEEE Spectrum Nanotech</b>	100,000	Monthly	1.2%	19%

\*For content

# 93%

of IEEE Spectrum subscribers say it's productive to have a broad suite of related media from the brand

## IEEE Publishes One Third of the World's Technical Content

IEEE Members both contribute to and utilize millions of IEEE-published scientific and technical documents in a wide variety of fields. They identify and develop primary focus technologies such as 5G, LTE and more for their research in product design and standards development.

### Areas of Technology Your Advertising Can Reach

- Big Data
- Brain
- Cybersecurity Initiative
- Digital Senses
- Green ICT
- Internet of Things (IoT)
- Rebooting Computing
- Smart Cities
- Smart Materials
- Software Defined Networks (SDN)

### Number of Documents Published

Aerospace & Defense	412,800
Automotive	225,400
Bio & Biometrics	270,300
Comp HardWare	236,600
Comp Software	287,000
Cybersecurity	129,300
Petroleum & Natural Gas	255,200
Power & Energy	615,700
Semiconductor	178,100
Smart Grid	116,800
Telecom	263,200



### Winner of 9 Editorial Awards in 2016

Advertise in a winning environment! Written by industry leaders and peers, IEEE Spectrum features content that consistently wins awards in the engineering media category every year.

### American Business Media Neal Awards

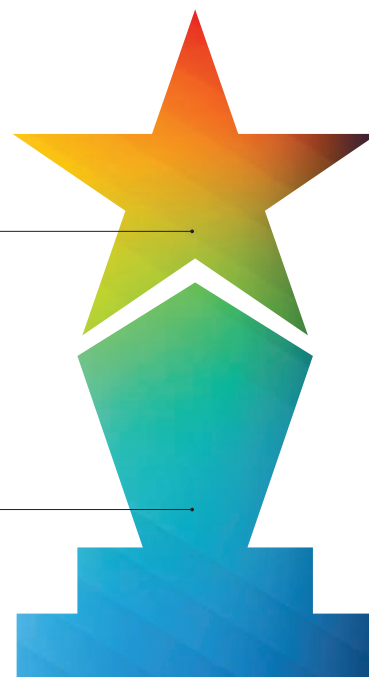
Best Infographics / "Lessons from a Decade of IT Failures" / October 2015  
Best Website / "IEEE Spectrum"  
Finalist for Best Technical Article / "The Chip That Never Forgets" / June 2015

### Association Media and Publishing Excel Awards

Gold / Single Topic Issue / "Hacking the Human OS" / June 2015  
Gold / Website – Editorial Excellence / "IEEE Spectrum"  
Silver / Design Excellence / "IEEE Spectrum Magazine"  
Silver / General Excellence / "IEEE Spectrum Magazine"  
Bronze / Video / "How Bitcoin Works"

### Society of Publication Designers (SPD)

Merit / Best Photography / "IEEE Spectrum Cover" / December 2015





# 2017 Media Planner

## Winner of 9 Editorial Awards in 2016



Month	Close	Materials	Editorial Features	2017 Bonus Distribution
<b>Jan</b>	<b>1 Dec</b>	<b>8 Dec</b>	<ul style="list-style-type: none"> <li>• Annual Technology/Prediction Analysis Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer: CES, Las Vegas, NV</li> <li>• Telecommunications: IEEE CCNC, Las Vegas, NV</li> </ul>
<b>Feb</b>	<b>30 Dec</b>	<b>6 Jan</b>	<ul style="list-style-type: none"> <li>• Telecom: Phil Rosedale's Killer App for Virtual Reality Social Media</li> <li>• Energy: Solar DC Homes in India</li> <li>• Computing: Attack of the Clones</li> <li>• Transportation: Jaguar/Range Rover's Projected Pattern Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Semiconductors: IEEE Solid State Circuits, San Francisco, CA</li> <li>• Telecommunications: Mobile World Congress, Barcelona, Spain</li> </ul>
<b>Mar</b>	<b>1 Feb</b>	<b>8 Feb</b>	<ul style="list-style-type: none"> <li>• Computing: Microsoft's Underwater Servers</li> <li>• Energy: Replacing the Transformer</li> <li>• Energy: Stationary Batteries</li> <li>• Biomedical: Robert Woo: Exoskeleton Test Pilot</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: Optical Fiber Communications, Los Angeles, CA</li> <li>• Telecommunications: IWCE, Las Vegas, NV</li> <li>• Telecommunications: IEEE WCNC, San Francisco, CA</li> <li>• Telecommunications: ICASSP, New Orleans, LA</li> </ul>
<b>Apr</b>	<b>1 Mar</b>	<b>8 Mar</b>	<ul style="list-style-type: none"> <li>• Telecom: Replacing the Internet</li> <li>• Aerospace: X-ray Free Electron Lasers</li> <li>• Transportation: Top 10 Tech Cars</li> <li>• Geek Life: PowerPoint at 30</li> <li>• Telecom: Wireless Interconnects</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: NAB, Las Vegas, NV</li> <li>• Telecommunications: INFOCOM, Istanbul, Turkey</li> <li>• SHRM Talent Management Conference &amp; Exposition, Chicago, IL</li> <li>• Computing/Telecommunications/Semiconductors: IEEE RFID 2017, San Diego, CA</li> </ul>
<b>May</b>	<b>31 Mar</b>	<b>7 Apr</b>	<ul style="list-style-type: none"> <li>• Biomedical: Digital Psychiatry</li> <li>• Green Tech: An Improved Electric Motor</li> <li>• Robotics: Robotic Octopus</li> <li>• Gadgets: Electronic Monitoring of Offenders</li> <li>• Profile: IEEE MOH Winner</li> </ul>	<ul style="list-style-type: none"> <li>• Semiconductors/Computer: IoT Conference, Santa Clara, CA</li> <li>• Telecommunications: IEEE ICC, Paris, France</li> </ul>
<b>Jun</b>	<b>1 May</b>	<b>8 May</b>	<ul style="list-style-type: none"> <li>• Special Issue: Can We Copy the Brain?</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: MTT, Honolulu, HI</li> <li>• Computing/Semiconductors: DAC, San Francisco, CA</li> <li>• Telecommunications: IEEE SECON, TBD</li> <li>• World Science Festival, New York, NY</li> </ul>
<b>Jul</b>	<b>1 Jun</b>	<b>8 Jun</b>	<ul style="list-style-type: none"> <li>• Telecom: Skyjacked Wifi</li> <li>• Biomedical: Smart Contact Lenses</li> <li>• Robotics: Rolls Royce's Roboship</li> <li>• Computing: Privacy of Public Data</li> <li>• Energy: Vannevar Bush and Solar Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Semiconductors: IEEE SEMICON WEST, San Francisco, CA</li> <li>• Energy: IEEE Power &amp; Energy Society Meeting, Chicago, IL</li> <li>• Telecommunications: Antennas and Propagation, San Diego, CA</li> </ul>
<b>Aug</b>	<b>30 Jun</b>	<b>7 Jul</b>	<ul style="list-style-type: none"> <li>• Computing: Could Hackers Steal Time?</li> <li>• Aerospace: Electric Plane</li> <li>• Biomedical: Bio-electronic Chips</li> </ul>	<ul style="list-style-type: none"> <li>• Energy: EMC, Washington, DC</li> <li>• Computing/Consumer: Flash Memory Summit, Santa Clara, CA</li> </ul>
<b>Sep</b>	<b>1 Aug</b>	<b>8 Aug</b>	<ul style="list-style-type: none"> <li>• Computing: Stochastic Computing</li> <li>• Energy: Dendrites in Lithium-ion Batteries</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: IEEE PIMRC, TBD</li> <li>• Telecommunications: CTIA Wireless, Las Vegas, NV</li> <li>• Computing: COMSOL Conference, TBD</li> <li>• Computing: COMSOL Conference, Boston, MA</li> </ul>
<b>OCT</b>	<b>1 Sep</b>	<b>8 Sep</b>	<ul style="list-style-type: none"> <li>• Telecom: How Europe's Rail Comm System Could Inspire 5G</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: IEEE MILCOM, Tampa, FL</li> <li>• Telecommunications: Futurecom, Sao Paulo, Brazil</li> </ul>
<b>Nov</b>	<b>2 Oct</b>	<b>9 Oct</b>	<ul style="list-style-type: none"> <li>• GreenTech: 3D Mapping of the Roadbed</li> <li>• Semiconductors: Silicon Photonics</li> </ul>	<ul style="list-style-type: none"> <li>• Computing: IEEE/ACM Conference on Computer-aided Design, Irvine, CA</li> <li>• Computing: Supercomputing, TBD</li> </ul>
<b>Dec</b>	<b>1 Nov</b>	<b>8 Nov</b>	<ul style="list-style-type: none"> <li>• Robotics: AI-enabled Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: IEEE GLOBECOM, TBD, Singapore</li> <li>• Energy: PowerGen, Las Vegas, NV</li> </ul>

Editorial calendar is subject to change. For real-time editorial calendar, visit [advertise.ieee.org/display-ed-cal](http://advertise.ieee.org/display-ed-cal).

# 2017 Advertising Rates



## Online Advertising

Banners			Impressions				
	Size	CPM	50,000	75,000	100,000	150,000	200,000
Leaderboard	728 x 90	\$90	\$4,500	\$6,620	\$8,730	\$12,960	\$17,100
Medium Rectangle	300 x 250	80	4,000	5,870	7,760	11,520	15,200
Half Page	300 x 600	100	5,000	7,350	9,700	14,400	19,000

Rich Media Units	Size	CPM	Impressions	Type	Freq	Rate	
Welcome Mats	640 x 480	250	50K Min	Banner Roadblocks	Home Page	Per Day	\$4,000
Peel/Tear Back	800 x 600	180	50K Min				

**Mobile Site Ad Units** For rates and availability, please contact salesperson.

Small Banner	320 x 50
Large Banner	320 x 100
Medium Rectangle	300 x 250

## Content Sponsorships

Video Content  
 Custom Content  
 Native Content  
 Microsites

## Alerts and Newsletters

IEEE Spectrum Tech Alert  
 IEEE Spectrum Cars That Think  
 IEEE Spectrum EnergyWise  
 IEEE Spectrum Robotics News  
 IEEE Spectrum Test & Measurement  
 IEEE Spectrum Human OS Newsletter  
 IEEE Spectrum Nanotech News

## Lead Guarantee Programs

	Rate	Leads
Single-Sponsored Webcasts	\$15,000 Per Sponsor	300
Multi-Sponsored Webinars	8,000 Per Sponsor	300
White Papers	4,000 Per Sponsor	150
New Product Spotlight, Biweekly	2,225 - 2,475	100+*
University Spotlight, 6x	3,000 - 3,500	200+*

For more options, rates and availability, please contact salesperson.

\*Leads are based on ad position.

## Print Advertising

	1X	6X	12X	18X	24X	36X
<b>North America Edition, 206,756 Circulation</b>						
1 Page	\$18,900	\$17,850	\$17,075	\$16,275	\$15,375	\$14,700
2/3 Page	16,050	15,250	15,000	14,750	14,000	12,450
1/2 Island	13,675	13,000	12,350	11,700	11,130	10,550
1/2 Page	11,600	11,025	10,475	9,950	9,450	9,000
1/3 Island Horizontal	9,870	9,375	9,000	8,450	8,050	7,650
1/3 Page	8,870	8,425	8,050	7,625	7,225	6,875
1/4 Page	8,050	7,575	7,225	6,850	6,525	6,300
<b>North America Edition Special Positions</b>						
Cover 4	\$23,625	\$22,500	\$21,525	\$21,000	\$19,250	\$18,500
Cover 2 & 3 & Contents	22,050	21,000	20,000	19,000	18,250	16,800
<b>Non-North America Edition, 176,186 Circulation</b>						
1 Page	\$10,500	\$9,975	\$9,475	\$9,000	\$8,550	\$8,125
2/3 Page	8,925	8,475	8,050	7,650	7,275	6,900
1/2 Island	7,575	7,200	6,850	6,500	6,175	5,875
1/2 Page	6,450	6,125	5,825	5,525	5,250	4,975
1/3 Island Horizontal	5,500	5,225	4,950	4,700	4,475	4,250
1/3 Page	4,950	4,675	4,450	4,225	4,025	3,825
1/4 Page	4,100	3,900	3,700	3,525	3,350	3,175

All rates are for 4-color, 2-color and black & white ads. For custom content rates and information, please contact salesperson.

## Contact Us

Production: Felicia Spagnoli +1 732 562 6334  
 Online mechanical specs: [advertise.ieee.org/spectrum-banners](http://advertise.ieee.org/spectrum-banners)

Print mechanical specs: [advertise.ieee.org/spectrum-print](http://advertise.ieee.org/spectrum-print)  
 Advertising media center: [advertise.ieee.org](http://advertise.ieee.org)

## Supplied Advertising Material

### Electronic advertising files

Press-ready Adobe PDF files preferred. EPS files, be sure to include TIF images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.

### Proofing

For color ads, 1 SWOP press proof with color bars or off-press proof.

### Maximum Screen

133 lines

### Maximum Tonal Density

Black & White – 85% for areas not intended to print solid. Black & 1-Color – 160%. 4-Color – 300% with only one solid.

### Trim Size

7.875" x 10.5". The live copy area for bleed is 7" x 10".

### Live Material for Bleed Units

For bleed pages, columns, and halves, keep essential matter .375" from top and bottom and .5" from left and right side of all pages, and at least .625" from bleed edge on both pages of facing page spread.

Live material in facing pages should not be closer than .125" on each page to center fold. Publisher reserves right to crop .1875" from either side of full pages and two-column units and .25" from either

side of one-column units to compensate for variation in trim page size. Engraver's mark must be etched in bearer top and bottom at center of each page for guide in cutting apart.

## Mailing Instructions

### Send all orders, contracts, proofs, and films to:

IEEE Spectrum Magazine  
Advertising Production Department  
445 Hoes Lane  
Piscataway, NJ 08854  
Tel +1 732 562 6334  
Email fs.ieeemedia@ieee.org

## Issuance and Closing Dates

### Published Monthly

Issued last week of month preceding issue date.

### Closing Dates

Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue. Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

## General Information

Printing material will be destroyed 12 months after issue date unless otherwise instructed in writing. Inquiries concerning printed reproduction should be submitted within 3 weeks of issue date.

### Production Charge

There will be a minimum charge of \$50.00 non-commissionable for any changes to any ad.

### Online Specs

[advertise.ieee.org/spectrum-banners](http://advertise.ieee.org/spectrum-banners)

### Contract and Copy Regulations

[advertise.ieee.org/regulations.pdf](http://advertise.ieee.org/regulations.pdf)

### Commission

15% of gross billing allowed to recognized agencies on space, color, and position, provided account is paid within 30 days from invoice date.

### Frequency Rates

Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Space run in any advertising edition counts toward frequency. All positions are ROP or Publisher's Choice.

## Unit Sizes Available

Inches	Non-Bleed	Bleed	Millimeters	Non-Bleed	Bleed
1 Page	7" x 10"	8.125" x 10.75"	1 Page	178mm x 254mm	206mm x 273mm
2 Facing Pages	15.125" x 10" Gutter Bleed	16.25" x 10.75"	2 Facing Pages	384mm x 254mm Gutter Bleed	413mm x 273mm
2/3 Page Vertical	4.5625" x 10"	5.3125" x 10.75"	2/3 Page Vertical	116mm x 254mm	135mm x 273mm
1/2 Page Island	4.5625" x 7.375"	5.3125" x 8"	1/2 Page Island	116mm x 188mm	135mm x 204mm
1/2 Page Vertical	3.25" x 10"	4.0625" x 10.75"	1/2 Page Vertical	83mm x 254mm	104mm x 273mm
1/2 Page Horizontal	7" x 4.75"	8.125" x 5.25"	1/2 Page Horizontal	178mm x 121mm	206mm x 133mm
1/3 Page Vertical	2.1875" x 10"	3.0625" x 10.75"	1/3 Page Vertical	56mm x 254mm	81mm x 273mm
1/3 Page Square	4.5625" x 4.75"	5.3125" x 5.25"	1/3 Page Square	116mm x 121mm	135mm x 133mm
1/4 Page Square	3.25" x 4.75"		1/4 Page Square	83mm x 121mm	

Note: millimeters are only used whole



3 Park Avenue, 17th Floor  
New York, NY 10016-5997  
Tel +1 212 705 8939  
Fax +1 212 419 7589  
[spectrum.ieee.org](http://spectrum.ieee.org)

Information in this Media Kit was extracted from:

2014 IEEE Spectrum Research, The Changing Dynamics of Technology Innovation by Martin Akel and Associates  
June 2014 IEEE Member Demographics  
2012 BPA Audit – November Analyzed Issue  
2015 BPA Audit – November Analyzed Issue  
2013 IEEE Spectrum Web Study, Mark Rothman and Associates, Inc.  
2013 IEEE Spectrum Signet Subscriber Study  
November 2011 IEEE Member Demographics  
Parse.ly Analytics  
ON24 Industry Averages  
Social Media Stats – Projections for 1/2017

