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IEEE GlobalSpec Media Solutions provides the employment resources you need to reach the brightest and most qualified candidates for your open positions.

For more information or a personalized media review, call 800-261-2052 or email sales@ieeeglobalspec.com.
THE IEEE MEMBER AUDIENCE

Reach the innovators of technology.

IEEE is the world’s largest professional association for the advancement of technology. IEEE members are electrical and electronics engineers and allied professionals whose technical interests include computer sciences, software development, information technology, physics, biomedicine and other related disciplines. These highly-engaged, top innovators and decision-makers explore how technology drives industry and impacts modern society and business — and they rely on our recruitment services to help them advance their careers.

IEEE Membership Profile

- 53% Industry
- 25% Academia
- 9% Government
- 13% Other

The IEEE Member Audience

45
Average age – they’re in their prime leadership years**

96%
Hold a bachelor’s degree or higher*

50% +
Work for businesses that employ 1,000 or more people**

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

Geographic Regions*

- United States/Canada 51%
- Asia/Pacific Rim 27%
- Europe/Africa/Middle East 18.2%
- Latin America 3.8%

22% are IEEE Young Professionals

16% of IEEE members are students

“The IEEE is a wonderful advertising tool to find qualified candidates for our organization.”
—Theresa Alberts, Human Resources Recruitment Analyst, Sacramento Municipal Utility District

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For more information or a personalized media review, call 800-261-2052 or email sales@ieeglobalspec.com.
Reach the largest, most vibrant community of engineers.

IEEE GlobalSpec Media Solutions delivers the largest audience of engineers and technical professionals across a broad range of industries, job functions and interests comprised of nearly 9 million registered users and subscribers to our 360 product platform (Engineering360.com and Electronics360.com).

This audience returns again and again for the access they need to be even smarter and better at what they do. IEEE GlobalSpec Media Solutions can make sure they know about opportunities at your company with the right digital media solution.

**Registered users by top industry segment**
- General Manufacturing ........................................... 915,000+
- Engineering/Tech Design Services .......................... 894,000+
- Electronics .............................................................. 671,000+
- Consumer Products/Electronics ............................. 276,000+
- Computers, Systems & Peripherals ......................... 217,000+
- Semiconductor & Electronic Components ............... 178,000+
- Automotive .............................................................. 600,000+
- Industrial Machinery/Tools & Equipment ............... 519,000+
- Aerospace & Defense ............................................... 461,000+
- Educational/Research Institutions ......................... 413,000+
- Oil & Gas ................................................................. 407,000+

**Registered users by job function**
- Engineering .............................................................. 4,227,000+
- Design ................................................................. 1,620,000+
- Consulting ............................................................... 781,000+
- Process & Production ............................................. 508,000+
- Project Management .............................................. 146,000+
- Faculty, Staff or Student ........................................ 311,000+
- Other .............................................................. 861,000+
- Technical Support/Services .................................... 712,000+
- Manufacturing ....................................................... 651,000+
- Purchasing ............................................................. 606,000+
- Research and Development ................................... 486,000+
- General Corporate Management ......................... 371,000+
- Maintenance/Facilities Management ................. 259,000+

Average work experience of registered users is 15–19 years.
Tap into a valued resource for businesses and academia.

Hiring managers at more than 3,000 leading corporations and organizations rely on our suite of media solutions to attract the right audience. They range in fields from embedded systems, wireless software development, military and government research and transportation, as well as leading academic institutions worldwide.

**North America**

**Academics:**
- Carnegie Mellon
- Concordia University
- Georgia Institute of Technology
- Harvard
- MIT
- Michigan State
- University of Toronto
- University of Waterloo

**Research Institutes:**
- US Naval Research Labs
- Airforce Institute of Technology

**Businesses:**
- Aerotek
- Alstom
- BAE Systems
- Corning Incorporated
- Creare, Inc.
- Intuit, Inc.
- Micron Technology
- NSA
- Raytheon
- Xilinx

**EMEA**

**Academics:**
- Aalto University
- Carnegie Mellon University, Rwanda
- École Polytechnique Fédérale de Lausanne
- Eindhoven University of Technology
- ETH Zurich
- Hasso Plattner Institute
- King Abdullah University of Science and Technology
- Kuwait College of Science and Technology
- Nazarbayev University
- RWTH Aachen University
- University College, London
- University of Cambridge
- University of New South Wales

**Research Institutes:**
- CERN Research Institute
- imec International

**Businesses:**
- ASML Holding
- European Patent Office
- NATO
- NXP Semiconductors
- Philips Lighting
- Siemens
- Vestas

**APAC**

**Academics:**
- Bennett University
- Chinese University of Hong Kong
- City University of Hong Kong
- Fudan University
- Hong Kong Polytechnic University
- Manchester Business School, Singapore Centre
- National Sun Yat-sen University
- National University of Singapore
- ShanghaiTech University
- Singapore Management University
- South University of Science and Technology

**Research Institutes:**
- Hong Kong Applied Science and Technology Research Institute
- Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram
- Institute of Statistical Science, Academia Sinica
- Toyota Technological Institute
- Tsinghua-Berkeley Shenzhen Institute
- ZJU-UlC Institute

**Businesses:**
- Intel Technology India Pvt. Ltd.
E-NEWSLETTER ADVERTISING

Share your news with our engaged, dedicated subscribers.

IEEE GlobalSpec Media Solutions’ e-newsletters are anything but average, run-of-the-mill communications. These 80+ titles are well-crafted, well-respected resources that your targets actually rely on as a key resource in their careers.

While engineers and technical professionals of all ages and experience levels may be embarking on a new career, looking to move forward on their current career path or start something new, these e-newsletters are a constant in their professional lives. Both e-newsletters for the Engineering360.com community and those for IEEE newsletter subscribers provide tremendous value.

Each newsletter features rich editorial content, including industry trends and events, the latest research, innovative technology, product news and career information.

• Delivery rates exceed 98%.
• 95% of subscribers to Engineering360.com e-newsletters are registered members of the Engineering360 community.
• 60% of Engineering360.com subscribers read our e-newsletters upon receipt.
• IEEE newsletter subscribers look for expanded coverage of IEEE technical society publications, leading to open rates that top 34%.

With a highly targeted selection of e-newsletters, you can reach the right audience efficiently and effectively. And of course, customized reporting allows you to gauge the success of your e-newsletter program.
DISPLAY ADVERTISING

To find the right engineer, you need to reach millions.

Display ads on our web properties allow you to connect with the engineers and technical professionals that are best suited for your opportunities.

They turn to our web properties to find the critical content, news and information they need to succeed and advance in their professions. Multiple opportunities are available in the following areas:

**Engineering360.com** — Banner advertising on Engineering360.com delivers your message to an interested and engaged audience. Choose from the home page, news & analysis, products & suppliers, standards or reference library, or the engineering community sections. Other sponsorships include the welcome ad and product announcement spotlight sponsorships.

**Electronics360.com** — This unique online publication covers the business and technology of electronics and its impact on myriad industries. Your audience of electronics professionals comes here to get the insight, analysis and news they need to peer over the horizon and make better, smarter decisions.

**IEEE Spectrum Online** — From open positions to continuing education opportunities, your message will be showcased alongside the award winning and authoritative editorial content that connects your organization with the brightest tech minds in the world.

**IEEE Job Site** — Amp up your recruitment efforts by showcasing your open positions on the IEEE Job Site, which delivers a half million impressions per month.

**IEEE Technical Societies** — Reach the best and brightest, who are deeply engaged in research, development, design and manufacturing in your specific industry by running banner advertisements on select IEEE technical society sites, including the IEEE Communications Society, The Institute, IEEE Signal Processing Society and more.

For more information or a personalized media review, call 800-261-2052 or email sales@ieeeglobalspec.com.
Webinars on IEEE GlobalSpec Media Solutions’ platforms offer a timely and engaging way to reach a captive audience with the information you want to share.

• Host an online information session
• Showcase your programs and institution
• Introduce a new program or specialized area
• Highlight your faculty, staff or resources
• Brand your company as an innovator by providing an overview of your culture and mission, as well as what your engineers and technical professionals focus on daily.

Both Engineering360 and IEEE provide the qualified attendees and manage the entire program for you:

• Promotion of your webinar (via email invitations, product alerts, banner ad promotions on Engineering360.com, etc.)
• Audience registration and attendee tracking
• Webinar registrant and attendee reporting, both for the live day event and for 90 days on-demand
• Live day rehearsal and review of webinar platform functionality
• Video file of final presentation (audio and PowerPoint slides will be converted to video) for use on institution website, YouTube, etc.

Our webinar specialists will help you plan a custom webinar that maximizes your results and generates strong interest in your institution and engineering programs.
IEEE Spectrum Native Insights Advertising allows you to put your content in front of the Spectrum audience and engage our readers with your premium, targeted content precisely where they go to find it. Position your organization or institution to increase brand awareness, while broadening your audience to reach the finest recruits.

Choose from a Native Single Post, or a campaign with up to 8 sponsor-supplied content assets per month. Each sponsored asset will be posted on the IEEE Spectrum home page.

**IEEE Spectrum Native Single Posts include:**

- Posting of sponsored asset on the home page
- Post will be rotated twice weekly, appearing run of site
- Post will have its own individual page among IEEE Spectrum editorial content
- Included in IEEE Spectrum's weekly newsletter Tech Alert
- One social media amplification post
- Guaranteed 3000 views

**IEEE Spectrum Native Insights Advertising campaigns include:**

- Two sponsor-supplied assets per week will be posted to the home page
- Posts will be rotated twice weekly, appearing run of site
- Post will have its own individual page among IEEE Spectrum editorial content
- Companion ad space that will link to the Sponsor's landing page or website
- Posts will appear under “related stories”
- Posts will be consolidated and house on the sponsor landing page
- Two dedicated email blasts for the period of the sponsored program
- Amplification via one social media post per week
- Inclusion in at least one IEEE Spectrum newsletter
- Guaranteed 12,000 views
IEEE MEDIA RECRUITMENT PACKAGE

Advertising opportunities that help you find the most qualified candidates for your company’s future.

The IEEE Media Recruitment Package is unbeatable in reach, value and flexibility.

Print
The first choice for your branding ad and individual job announcements.

Online Job Postings
Post your open position on the IEEE Job Site and reach the top engineers and tech professionals worldwide.

Banners
Advertising on the IEEE Job Site delivers a half million impressions per month and adds high impact to your print and direct marketing program.

The IEEE Job Site Career Alert
Delivers a free biweekly email report on jobs, education, management and the engineering workplace.

• Banner Advertising
Place your banner ad and reach over 245,000 opt-in subscribers.

• Content Marketing
These sponsorship ads blend in with the regular editorial content — which is sure to be read by both active and passive job seekers.

Employer Branding Webinars
The best way to interactivity communicate the key benefits of working for your company and inform job seekers of the job opportunities within your organization.

IEEE-USA Salary Service
Offers annual subscribers access to the IEEE-USA Salary Calculator and Salary & Benefits Survey eReports for accurately benchmarking technical professionals’ compensation individually or organization-wide.

The Electrical and Computer Engineering (ECE) Division of the Electrical Engineering and Computer Science Department at the University of Michigan, Ann Arbor invites applications for junior or senior faculty positions, especially from women and underrepresented minorities. Successful candidates will have a relevant doctorate or equivalent experience and an outstanding record of achievement and impactful research in academics, industry and/or at national laboratories. They will have a strong record or commitment to teaching at undergraduate and graduate levels, to providing service to the university and profession, and to broadening the intellectual diversity of the ECE Division. The division invites candidates across all research areas relevant to ECE to apply.

The highly ranked ECE Division (www.eecs.umich.edu) prides itself on the mentoring of junior faculty toward successful careers. Ann Arbor is often rated as a family friendly best-place-to-live.

Please see application instructions at: http://www.eecs.umich.edu/eecs/jobs/

The review of applications will begin November 10, 2017, and applicants are strongly encouraged to submit complete applications by that date for full consideration.

The University of Michigan is an Affirmative Action, Equal Opportunity Employer with an Active Dual Career Assistance Program. The College of Engineering is especially interested in candidates who contribute, through their research, teaching, and/or service, to the diversity and excellence of the academic community.

For more information or a personalized media review, call 800-261-2052 or email sales@ieeeglobalspec.com.
Print opportunities for your recruiting message.

**IEEE Spectrum**
Reach the world’s top engineers in every sector — from communications to defense, to computers to transportation. Brand your company or institution monthly in IEEE Spectrum and target your next recruit. This award-winning editorial is a direct line to leaders shaping technology and business. Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent. Engineering and Computer Science departments of many worldwide academic institutions choose IEEE members to enhance their faculty and research lab staff because they are the most qualified and sought after candidates.

**IEEE Tech Societies Magazines**
Focus your recruitment message to an unparalleled technology-savvy audience of engineers and top executives in any of 25 vertical publications precisely targeted to members of a specific technical society.

87% of Spectrum readers are involved in setting the direction for design and R&D initiatives

75% of readers play leadership roles to influence the attitudes and actions of others in the use of new products and components
IEEE JOB SITE

The official IEEE website for engineering and technology jobs. Register today and you can begin posting positions within minutes!

IEEE JOB Site

- Provides employers with more qualified candidates than CareerBuilder, Dice and Monster.com
- Serves more than the membership of IEEE and its associated Technical Societies
- Delivers your postings instantly to registered IEEE members
- Pre-qualifies candidates electronically within minutes
- Provides resumes matched to your needs quickly and cost-effectively

Job Function of Registered Job Seekers
- 26.6% Electrical Engineer
- 23.2% R&D/Scientist/Engineer
- 13.5% Computer Engineer/Scientist
- 10.5% Software Engineer
- 5.2% IT Professional
- 4.9% Design Engineer
- 3.4% Telecommunications Engineer
- 3.0% Test Engineer

The World’s Largest Technical Talent Pool

Profile of Registered Job Seekers
- 75% of registered job seekers are employed
- 77% hold advanced degrees
- 54% are passive job seekers
- 46 average age
- $86,000 average salary

Average Monthly Statistics

- 88,800+ Unique Visitors
- 1,997,600+ Page Views
- 18,500+ Number of Resumes

Top 10 Job Searches by Candidates
1. Communications
2. Information Technology
3. Computer Engineer
4. Management
5. Electronics Engineer
6. Consulting
7. Quality Control
8. Circuits & Systems
9. Biomedical Engineer
10. Antennas & Propagation

For more information or a personalized media review, call 800-261-2052 or email sales@ieeglobalspec.com.
Reach job candidates more effectively.

The IEEE Job Site is designed to connect the finest engineering candidates with premiere organizations like yours, using the following features:

**Featured Jobs**
Give your job posting more exposure by placing it in the Featured Jobs area on the IEEE Job Site home page. Featured Jobs also appear on IEEE Facebook pages and myIEEE — the IEEE member’s personalized web page — exposing your job post to passive job seekers.

**Spotlight Jobs**
Put your job in the spotlight for an overwhelming response from job seekers. Spotlight Jobs generate high click-through rates because they are strategically placed at the top of the job search results page.

**Banners**
Advertising on the IEEE Job Site links to your hiring needs, policies and employee advantages. Run your banner ad on the IEEE Job Site or on the IEEE Job Site mobile platform.

**Social Media Optimization Plus**
Extend the reach of your job postings with SMO+ and your job will automatically be distributed to hundreds of social media sites and channels.

**Partner and Niche Networks**
Connect with IT and engineering professionals by distributing your job post to the CareerCast IT & Engineering Network. Or get greater exposure to a diverse audience and qualified disabled job seekers with the OFFCP/ EEOC Network.

The CareerCast network has several partner sites to extend an organization’s reach/exposure to a qualified, diverse audience, including women, veterans, African American and Hispanic candidates.

**IEEE Job Site Mobile Mini Site**
Connect your recruitment efforts with our mobile technology by sponsoring a self-contained, exclusively branded mobile site that builds on the data you’ve posted on the IEEE Job Site.

**“I POSTED OUR OPENING ON THE IEEE JOB SITE AND RECEIVED NICELY QUALIFIED CANDIDATES WITHIN A FEW DAYS!”**
—Human Resources Manager, AIRMAR Technology Corporation

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The future of engineering is here.

The future of IEEE is bright, with 16% of members identifying as students and 22% as young professionals. Reach the engineers and technical professionals that will shape the future of the industry by placing your message in one of our media properties designed specifically for young professionals.

The Bridge Magazine — The magazine of IEEE-ETA Kappa Nu, the first Honor Society within IEEE, The Bridge readers comprise a global community of undergraduate, graduate, faculty and professionals who explore how technology drives industry.

Potentials Magazine — Designed for engineering students and young professionals at the forefront of technology. Complement your advertising with exclusive and authoritative editorial in our print and digital publications that connects your brand with the brightest minds in your business.

IEEE Spectrum University Spotlight — The IEEE Spectrum University Spotlight biweekly newsletter is a great way to highlight open positions, generate interest and get contactable leads.

What’s New for Students — The IEEE “What’s New for Students Bulletin” is a monthly e-newsletter that keeps 160,000 member students informed. Highlight your career fairs, open interviews, job postings, resume workshops and more here to reach today’s best and brightest young engineers.
The future of engineering is female.

Looking for an opportunity to promote your organization’s commitment to diversity and women in engineering? IEEE Women in Engineering (WIE) is one of the largest international professional organizations dedicated to promoting women engineers and scientists and inspiring girls around the world to follow their academic interests to a career in engineering.

IEEE Women in Engineering E-newsletters
IEEE WIE members receive this bi-monthly newsletter which contains reports on IEEE WIE and Affinity Group activities, IEEE news, and other relevant IEEE WIE information. The newsletter also features opportunities to network, volunteer and participate in local and global IEEE WIE activities.

IEEE Women In Engineering Magazine
IEEE Women in Engineering magazine includes profiles of women with successful careers in science, technology, engineering or mathematics, as well as coverage of educational programs that attract young women to those disciplines.

Our Recruitment Marketing Package combines the power and prestige of Women in Engineering Magazine with the reach of our IEEE Job Site.