



IEEE
MEDIA
2018

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IEEE Spectrum — The Worlds Leading Engineering Magazine

IEEE Spectrum is the flagship magazine and website of the IEEE, the world's largest professional organization devoted to engineering and the applied sciences.

Our charter is to keep over 400,000 members informed about major trends and developments in technology, engineering, and science. Our blogs, podcasts, news and features stories, videos and interactive infographics engage our visitors with clear explanations about emerging concepts and developments with details they can't get elsewhere.

IEEE Spectrum touches our members on every platform, whether they are reading the print editions, coming to the site directly on their desktop, tablet or smartphone, through email newsletters or our digital facsimile edition, or following us via social networks like Facebook, Twitter and LinkedIn.

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.

Advertise in a winning environment

Written by industry leaders and peers, IEEE Spectrum features content that consistently wins awards in the engineering media category.

2018 American Business Media Neal Awards

Best Media Brand

Grand Neal - 2nd Runner Up, Blockchain Special Issue

Finalist, Best Technical Content, Deep Learning
Reinvents the Hearing Aid

Finalist, Best Infographics, The 2017 Top Programming
Languages

Finalist, Best Single Article, Broadband or Bust

Finalist, Best Use of Social Media, Spectrum Live on
Facebook

Finalist, Best Single Issue, August 2017

Association Media & Publishing Excel Awards

Gold/Single Topic Issue, Can We Trust Robots?

Bronze/Cover, Manipulated Media, "Winging It"

Bronze/Feature Article Design, "Doc Bots Prep for the
O.R."

Society of Publication Designers

Merit/Best Editorial Design



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.

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.

**382,000 - IEEE Spectrum
Print Subscribers**

**167,600 - IEEE Spectrum
Digital Readers**

124K



Twitter

352K



Facebook

13K



LinkedIn

729,000 unique website visitors
1.8M monthly page views
1.8M total newsletter subscriptions

52.1%

US/Canada

3.4%

Latin America

26.3%

Asia/Pacific Rim

18.1%

Europe/Africa/Middle East

*IEEE Spectrum Print Subscribers

The IEEE Spectrum Audience — 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.

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.

Our Audience – Your Customers

Average org size – 5,774 employees

Average annual revenue - \$1.6 billion in annual revenue, with 22% reporting \$5 billion or more in annual revenue.

Professionals rely on IEEE Spectrum for work-related information and solutions. They are working at the companies you want to reach, including:

- Advanced Automation Corp.
- Bechtel
- Belkin
- Boeing
- Cisco Systems
- Duke Energy
- Exxonmobil
- FBI
- Ford Motor Compnay
- FuelCell Energy Inc
- GE Energy
- Honeywell
- Gulf States Engineering
- Jacobs Engineering
- Kennedy Space Center
- Marvell Semiconductor
- Qualcomm Technologies
- Raytheon
- Samsung
- SanDisk
- Siemens
- Telstra

Reach the largest concentration of high-tech professionals in the field:

68%

Business and Industry

24%

Engineering Management

46%

Engineering/Scientific Design Staff Members

75%

Play a leadership role in the use of new products/ components to help reach their organization's design engineering/R&D objectives

87%

Are involved in setting the direction for their organization's design engineering/R&D initiatives

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

Demonstrate your thought leadership, build you brand, and engage your audience with our industry-leading IEEE Spectrum Tech Insiders Webinars. You provide the content and we provide you quality leads - your promotion, registration and webinar moderation management is handled by the IEEE Spectrum team and the ON24 experts.

Our webinars get attendance that beats industry averages by 112%, with 474 average registrants per webinar, and 300 leads guaranteed.

White Papers

Provide your in-depth technology research to over 420,000 highly-qualified technology business professionals. Your white paper will be displayed in a prominent position on our website, allowing you to leverage your content with a captivated, qualified audience, guaranteeing you at least 150 leads.



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.

Custom Research

Plan your marketing strategies using sound, customized research to make informed decisions, with initiatives that range from new product and customer service roll-outs, to measuring up-to-the-minute customer loyalty and brand perception. The best companies in the world are using researched market data. So should yours!

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

Newsletters

IEEE Spectrum newsletter subscribers look for expanded coverage of today's most important technology topics, leading to open rates of up to 50%. Total subscriptions top 1.8 million.

Our spotlight newsletters allow you to highlight your offerings to generate not only buzz and interest, but great contactable leads, too.

- IEEE Spectrum Job Site Career Alert
- IEEE Spectrum New Product Spotlight
- IEEE Spectrum Tech Alert
- IEEE Spectrum University Spotlight
- IEEE Spectrum View from the Valley
- IEEE Spectrum Cars that Think
- IEEE Spectrum Computing Technology Newsletter
- IEEE Spectrum Energywise
- IEEE Spectrum Robotics News
- IEEE Spectrum Semiconductors Newsletter
- IEEE Spectrum Sensors Newsletter
- IEEE Spectrum The Human OS

