

## ADVERTISING OPPORTUNITIES

# AUDIENCE PROFILE - INDUSTRY

### About IEEE and IEEE Media Recruitment Services

IEEE is the world's largest professional association dedicated to advancing innovation and technological excellence for the benefit of humanity. It is designed to serve professionals involved in all aspects of the electrical, electronic and computing fields and related areas of science and technology that underlie modern civilization.

Year after year, IEEE membership grows – and is open to individuals who, by education or experience, give evidence of competence in an IEEE designated field and has long been composed of engineers, scientists, professors, and allied professionals. These include computer scientists, software developers,

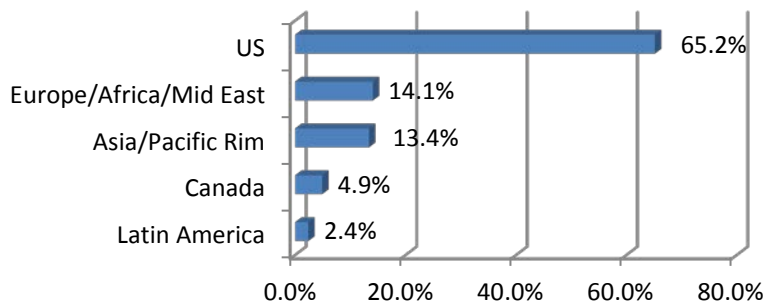


information technology professionals, physicists, medical doctors, and many others in addition to our electrical and electronics engineering core.

These highly-engaged, top technology engineering innovators and decision-makers explore how technology drives industry and impacts modern society and business. They join the IEEE to access cutting-edge information, networking opportunities and career development tools – and they rely on IEEE Media Recruitment Services to deliver the latest career-related information and resources to help them advance their careers.



### Member's Primary Address\*



**For additional advertising information, please contact us at +1 212 705 8939 or via e-mail at [employerjobsite@ieee.org](mailto:employerjobsite@ieee.org).**

### IMPORTANT FACTS:

- **49.3% of IEEE Members Work in Industry \***
- **49% of IEEE Spectrum Readers Took Action After Reading/ Seeing a Recruitment Ad in IEEE Spectrum\*\***
  - 10% Called or visited an advertiser's Website
  - 30% Discussed an ad/article with someone else in the company or saved it for future reference
  - 9% Took another action

\* 2015 November IEEE Membership Data  
 \*\* November 2012 Signet Ad Impact Research Study