

**REACH FOR THE IEEE STARS  
IN THE TECH MARKET!**

**VP ENGINEERING**  
DESIGN ENGINEERING  
DESIGN ENGINEERING MANAGEMENT  
**CHIEF ENGINEERING**  
SCIENTIFIC MANAGEMENT

**2016 MEDIA KIT**



# GAIN MARKET ADVANTAGE

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

## 89%\*

of IEEE Members 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

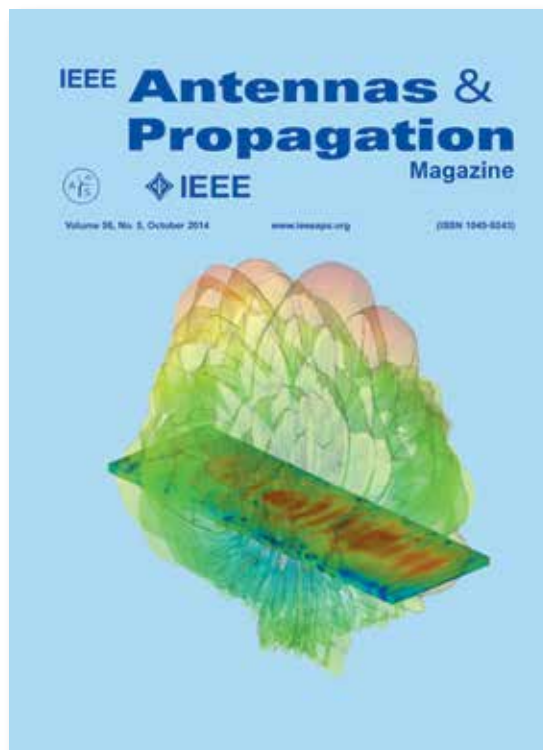
## 84%\*

often specify/recommend by brand, with 63% of their recommendations taken most often



## IEEE MEMBERS' PURCHASING 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

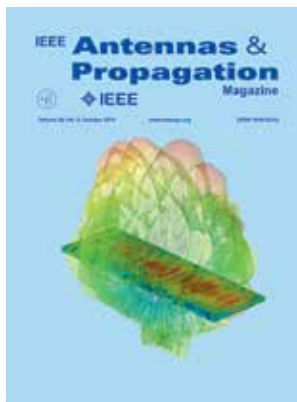


# DESIGNED FOR ENGINEERS AT THE FOREFRONT OF TECHNOLOGY

The IEEE Antennas and Propagation Society is a global community of over 10,000 leading innovators who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

- They develop industry standards in a wide range of technologies
- Their exclusive and authoritative **peer-reviewed** editorial and standards are the most highly-cited in U.S. and European patents and IEEE journals
- They sponsor annual conferences and meetings worldwide, including the IEEE International Symposium on Antennas and Propagation & URSI North American Radio Science Meeting

## IEEE AP-S Marketing



*IEEE Antennas and Propagation Magazine* covers design, development, measurement, testing and analysis of antennas, propagation and sensing applications and systems.

Paid Circulation – 10,140      Frequency – Bimonthly

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Senior Management



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Engineering & Engineering Management



**69%**  
Business & Industry

## → KEY PRODUCTS

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- Antennas & Accessories
- Automatic Test Sets
- Cables & Connectors
- Capacitors
- Components
- Conductive Material
- Control Components
- Data Converters
- EDA Tools
- EMI and EMS Systems
- Fiber Optic Connectors/Systems
- Field Monitors
- Filters, Fuses & Gaskets
- Meters & Monitors
- Optoelectronic Components
- Passive Components
- Power Management
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Departments: Editor's Comments; President's Message; AP-S Chapter News; AP-S Distinguished Lecture Program; Antenna Designer's Notebook; Measurements Corner; EM Programmer's Notebook; AP-S Turnstile; Et Cetera; Meetings and Symposia; Letters to the Editor; Education Column; Hidden Word; Ethically Speaking; Wireless Corner; IEEE-USA; AMTA Corner; Historical Corner; Testing Ourselves; Antenna Applications Corner; EurAAP Corner

ISSUE	CLOSE	MATERIALS	2016 BONUS DISTRIBUTION
<b>FEB</b>	<b>4 JAN</b>	<b>7 JAN</b>	
<b>APR</b>	<b>4 MAR</b>	<b>9 MAR</b>	• EuCAP 2016, 10-15 Apr., Davos, Switzerland
<b>JUN</b>	<b>2 MAY</b>	<b>5 MAY</b>	• IEEE International Symposium on Antennas and Propagation & URSI, 25 Jun. - 3 Jul., San Juan, PR
<b>AUG</b>	<b>6 JUL</b>	<b>11 JUL</b>	
<b>OCT</b>	<b>6 SEP</b>	<b>9 SEP</b>	• ISAP 2016, 24-28 Nov., Okinawa, Japan
<b>DEC</b>	<b>31 OCT</b>	<b>3 NOV</b>	

Editorial calendar is subject to change without notice.

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