

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

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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

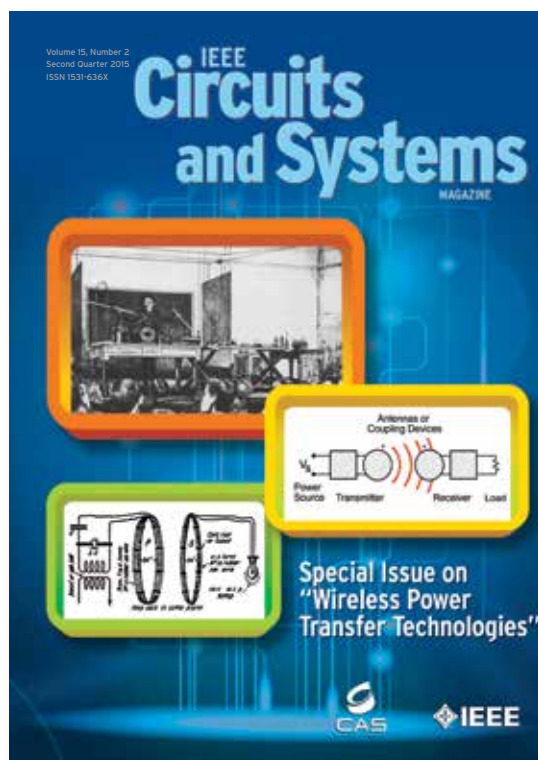
84%*

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
30%	Intelligent systems

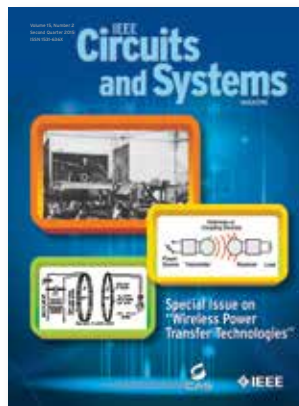


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- They develop industry standards in a wide range of technologies
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- Sensory Systems
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- VLSI Systems and Applications
- Circuits and Systems Engineering Reference and Textbooks
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2016 EDITORIAL CALENDAR

Departments: President's Message; Editor's Message; Recognitions; Letters

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
1ST QTR	15 JAN	20 JAN	<ul style="list-style-type: none"> • Design and Development of Software Defined Metamaterials for Nanonetworks 	<ul style="list-style-type: none"> • ISCAS, 22-25 May, Montréal, QC, Canada
2ND QTR	26 APR	29 APR	<ul style="list-style-type: none"> • Thermal-Aware 3D Network-on-Chip (3D NoC) Designs 	<ul style="list-style-type: none"> • DAC, 2-10 Jun., Austin, TX • ICME, 11-15 Jul., Seattle, WA
3RD QTR	22 JUL	27 JUL	<ul style="list-style-type: none"> • Visual Informatics Tools for Supporting Large-Scale Collaborative Wildlife Monitoring with Citizen Scientists 	<ul style="list-style-type: none"> • ICIP, 25-28 Sep., Phoenix, AZ • ICCAD, Sep., San Jose, CA • CICC
4TH QTR	24 OCT	27 OCT	<ul style="list-style-type: none"> • Towards Many-Cores Era: A Survey of Emerging Interconnects for Efficient Multicast 	<ul style="list-style-type: none"> • ISSCC 2017, 5-9 Feb. 2017, San Francisco, CA

Editorial calendar is subject to change without notice.

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