



# 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%\*

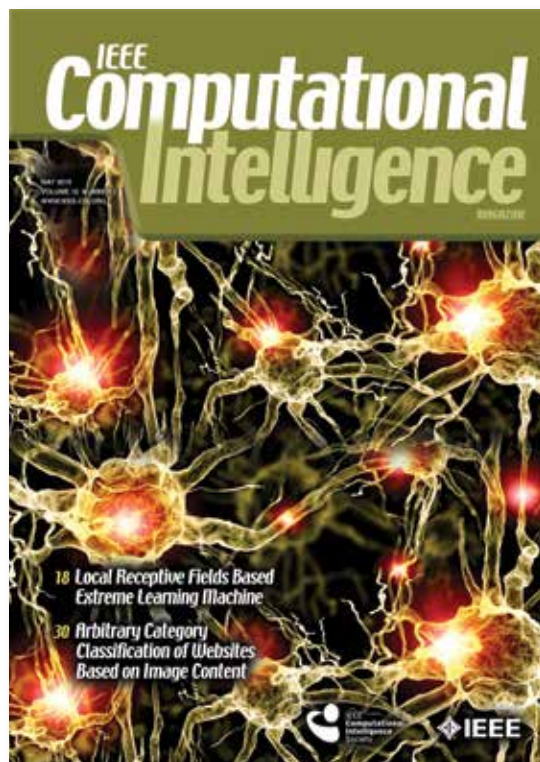
of IEEE Members state that their recommendations are ultimately specified or purchased

## 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\*

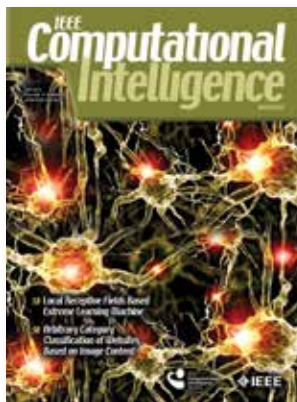
77%	Computer hardware
69%	Test and measurement products
57%	Simulation software
57%	Circuits and systems
53%	Computing and graphics
51%	Power and energy equipment
49%	CAD/CAM/CAE systems
49%	Internet applications
47%	Embedded systems
45%	Control technologies
45%	IC/semiconductors
41%	Scientific computing
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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The IEEE Computational Intelligence Society is comprised of nearly 10,000 leading innovators who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

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# 2016 EDITORIAL CALENDAR

In Each Issue: From the Editor's Desk; President's Message; Education; Publication Spotlight; Conference Calendar; On the Shelf; Career Profile; Focus on Students

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>FEB</b>	<b>14 DEC 2015</b>	<b>17 DEC 2015</b>	• Brain Computer Interfaces	• ICACI 2016, 14-16 Feb., Chiang Mai, Thailand
<b>MAY</b>	<b>14 MAR</b>	<b>17 MAR</b>	• Computational Intelligence Software	• WCCI/IJCNN 2016, 25-29 July, Vancouver, BC, Canada • IEEE CIVEMSA, 27-29 Jun., Budapest, Hungary • IEEE CIBCB 2016, 5-7 Oct., Chiang Mai, Thailand
<b>AUG</b>	<b>17 JUN</b>	<b>22 JUN</b>	• Big Social Data Analysis	• IEEE SMC, 9-12 Oct., Budapest, Hungary
<b>NOV</b>	<b>14 SEP</b>	<b>19 SEP</b>	• Model Complexity, Regularization and Sparsity	• IEEE SSCI, 6-9 Dec., Athens, Greece • IEEE CDC, 12-14 Dec., Las Vegas, NV

Editorial calendar is subject to change without notice.

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