

**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
- 30% Intelligent systems

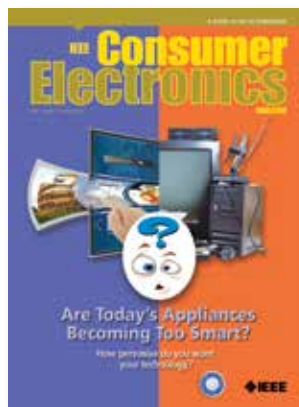


# DESIGNED FOR ENGINEERS AT THE FOREFRONT OF TECHNOLOGY

The IEEE Consumer Electronics Society is a global community of over 4,000 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 Conference on Consumer Electronics

## IEEE CE-S Marketing



APEX 2015 Award of Excellence winner for Writing in the Magazine, Journal and Tabloid category!

*IEEE Consumer Electronics Magazine* covers the vast influence of modern electronics on consumer products, including devices that make lives easier and safer.

Paid Circulation – 4,239      Frequency – Quarterly

**Reach the largest concentration of high-tech professionals in the market. Contact your local IEEE Media sales representative for more information today!**



## DEMOGRAPHICS

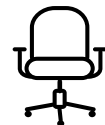
Reach the largest concentration of high-tech professionals in the field.\*



**21%**  
Senior Management



**46%**  
Engineering &  
Engineering Management



**84%**  
Business & Industry



## KEY PRODUCTS

ASICS (Application Specific Integrated Circuits)

Biomedical Electronics

Communication Circuits

Control Components

Component Packaging

Design Toolkits

DSP Chips and Cores

DSP Resource Boards

DSP Software

Integrated Circuits

Linear and Analog Circuits

Memory Chips and Systems

Microprocessors

Multimedia Technology

Radar and Sonar

Semiconductors

Signal Processors

Switches

Systems and Subsystems

Test Equipment and Instrumentation

Consumer Electronics Reference and Textbooks

Consumer Electronics Programs and Courses

# 2016 EDITORIAL CALENDAR

Departments: From the Editor; President's Page; Newsboard; Calendar; Tools and Books; Gadget Corner; New Products; Society News; Historical Perspectives; Application Notes; Tutorial Corner; Industry Perspective

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	FUTURE DIRECTIONS	IMPACTS	2016 BONUS DISTRIBUTION
<b>JAN</b>	<b>13 NOV 2015</b>	<b>18 NOV 2015</b>	<ul style="list-style-type: none"> <li>• Internet of Things</li> <li>• Cloud Computing and CE</li> </ul>	<ul style="list-style-type: none"> <li>• Safe &amp; Smart Mobile Power</li> </ul>	<ul style="list-style-type: none"> <li>• Life-Cycle-Analysis of CE Products</li> <li>• Technology in Africa</li> </ul>	<ul style="list-style-type: none"> <li>• CES, 5-9 Jan., Las Vegas, NV</li> <li>• CCNC, 9-12 Jan., Las Vegas, NV</li> <li>• ICCE, 9-12 Jan., Las Vegas, NV</li> </ul>
<b>APR</b>	<b>8 FEB</b>	<b>11 FEB</b>	<ul style="list-style-type: none"> <li>• Privacy &amp; Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Senses Initiative</li> </ul>	<ul style="list-style-type: none"> <li>• CE and the Elderly</li> </ul>	<ul style="list-style-type: none"> <li>• ISCE, 14-22 May, Austin, TX</li> </ul>
<b>JUL</b>	<b>13 MAY</b>	<b>18 MAY</b>	<ul style="list-style-type: none"> <li>• Consumer Healthcare Devices &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>• Wireless Charging &amp; Ubiquitous Power</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Content and Reverse-Digital Rights Management</li> </ul>	<ul style="list-style-type: none"> <li>• GCCE, TBD</li> </ul>
<b>OCT</b>	<b>8 AUG</b>	<b>26 AUG</b>	<ul style="list-style-type: none"> <li>• Devices That Read Your Mind - Brain Interfaces</li> </ul>	<ul style="list-style-type: none"> <li>• The Age of System-on-Chip</li> </ul>	<ul style="list-style-type: none"> <li>• The Consumer Revealed The impacts of Big Data on our Personal Privacy</li> </ul>	<ul style="list-style-type: none"> <li>• IEEE GEM, TBD</li> </ul>

Editorial calendar is subject to change without notice.

# 2016 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #5 | EFFECTIVE JANUARY 2016

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$1,565	\$1,500	\$1,470	\$1,440	\$1,380	\$1,300	\$1,210	\$1,100
2/3 Page	1,240	1,210	1,170	1,140	1,100	1,020	940	840
1/2 Island	970	920	890	860	830	800	770	720
1/2 Page	880	830	810	800	770	720	670	630
1/3 Page	630	590	560	550	520	490	470	440
1/4 Page	470	450	420	410	390	360	310	300
1/6 Page	390	380	370	340	330	300	280	270
Cover 2	\$1,956	\$1,880	\$1,840					
Cover 3	1,956	1,880	1,840					
Cover 4	2,113	2,030	1,990					

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