

**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

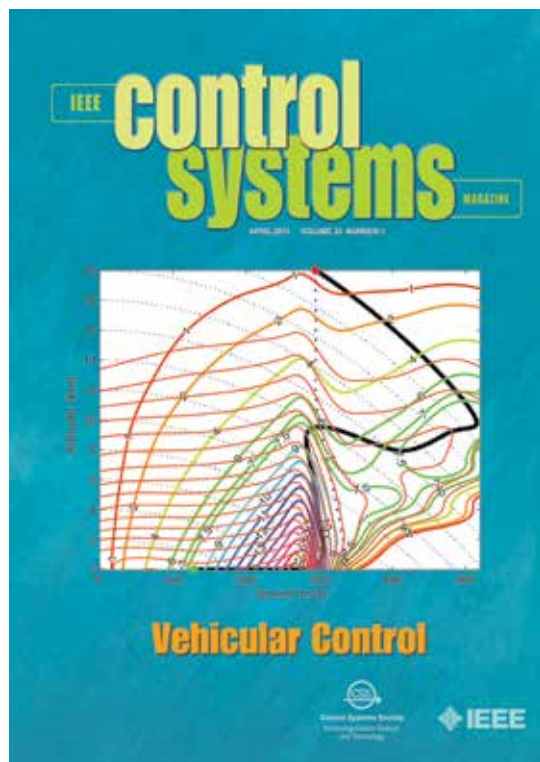
84%*

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
- 36% Programmable logic (FPGAs)
- 33% Electromagnetic technology
- 30% Intelligent systems

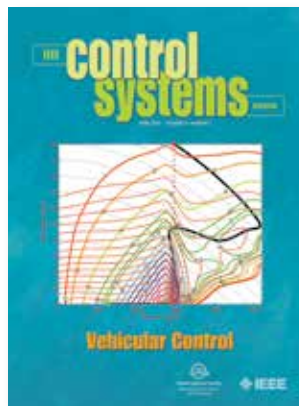


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2016 EDITORIAL CALENDAR

Departments: From the Editor; About this Issue; President's Message; CSS News; 25 years ago; Feedback; IEEE Control Systems Magazine Board; Letters; Ask the Experts; Member Activities; Technical Committee Activities; Publication Activities; Applications of Control; People in Control; Focus on Education; Lecture Notes; Historical Perspectives; Book Review; Book Announcements; Awards; Conference Reports; Conference Calendar; CSS Business; IEEE Control Systems Society; Lighter Side; Random Inputs

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
FEB	10 DEC 2015	15 DEC 2015	• System Identification	
APR	9 FEB	12 FEB	• Multi-Agent Systems	
JUN	12 APR	15 APR	• Traffic Control	• ACC, 6-8 July, Boston, MA
AUG	6 JUN	14 JUN	• Marine Vehicle Control	• IEEE MSC, 19-22 Sep., Buenos Aires, Argentina
OCT	10 AUG	15 AUG	• Robot Control	
DEC	6 OCT	11 OCT	• Nonlinear Control	• IEEE CDC, 12-16 Dec., Las Vegas, NV

Editorial calendar is subject to change without notice.

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