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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

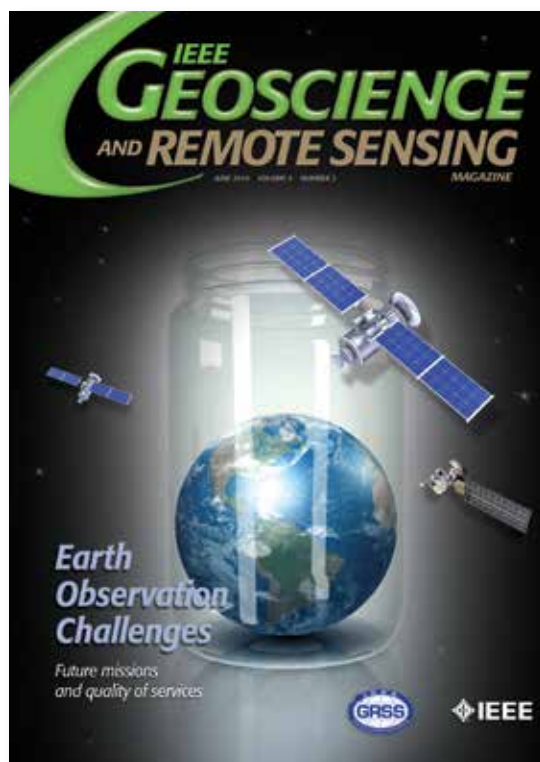
84%*

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

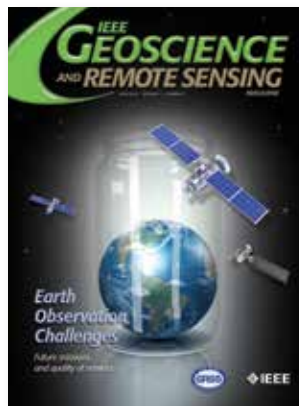


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2016 EDITORIAL CALENDAR

Departments: From the Editor; President's Message; Member Highlights; New Satellite Missions; Education in Remote Sensing; Reports; Chapter Corner; Technical Committee's Corner; Application Corner, Space Agencies Corner, Women in Geoscience and Remote Sensing, Book Reviews, Conference Calendar

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES
MAR	11 FEB	17 FEB	Tutorial and technical articles on geoscience and remote sensing technologies, methods and applications.
JUN	29 APR	4 MAY	
SEP	10 AUG	15 AUG	
DEC	10 NOV	15 NOV	

Editorial calendar is subject to change without notice.

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