

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

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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%*

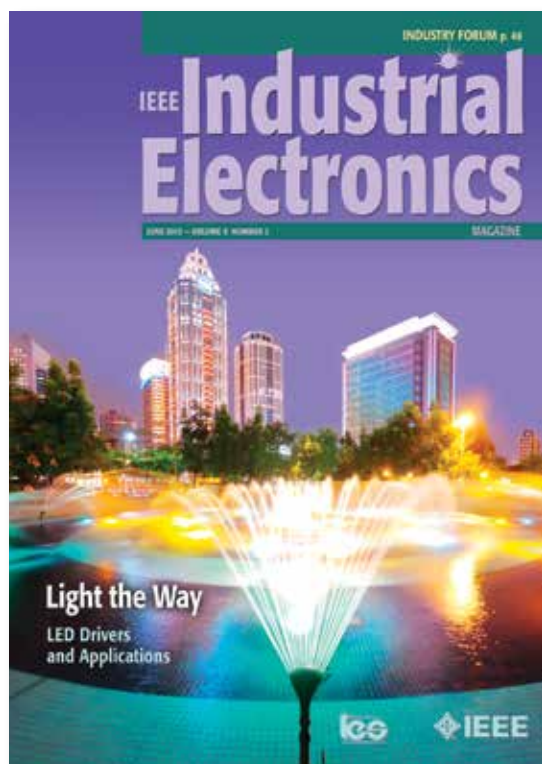
of IEEE Members state that their recommendations are ultimately specified or purchased

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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The IEEE Industrial Electronics Society comprises a global community of nearly 8,000 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 including the IEEE Industrial Electronics Society IECON

IEEE IE-S Marketing



IEEE Industrial Electronics Magazine reports on the application of electronics and electrical sciences for the enhancement of industrial and manufacturing processes.

- Ranked in the top 10 among all publications within the Electrical and Electronics Engineering Category both for its impact factor and its article influence in the 2014 Thomson Reuters Journal Citation Report (JCR) released in June 2015!

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Frequency – Quarterly

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Industrial Electronics Reference and Textbooks

Industrial Electronics Programs and Courses

2016 EDITORIAL CALENDAR

Departments: Editor's Column; IES President's Message; From Mind to Market; Past & Present; My View; Society News; Chapter News; Book News; Conference Calendar



ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
MAR	19 FEB	24 FEB	• Photovoltaics	• ISIE, 3-5 June, Rio de Janeiro, Brazil • ICIEA, 15-17 June, Auckland, New Zealand
JUN	23 MAY	26 MAY	• LED Lighting	• INDIN, 22-24 July, Cambridge, UK • ETFA 2015, 8-11 Sep., Luxembourg City, Luxembourg • IROS, 28 Oct., Hamburg, Germany
SEP	22 AUG	25 AUG	• Green Buildings/Big Data	• IEEE IECON, 9-12 Nov., Yokohama, Japan
DEC	18 NOV	23 NOV	• Topics in Industrial Electronics	• IEEE ICIT 2017, 17-19 Mar., Seville, Spain

Editorial calendar is subject to change without notice.

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