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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

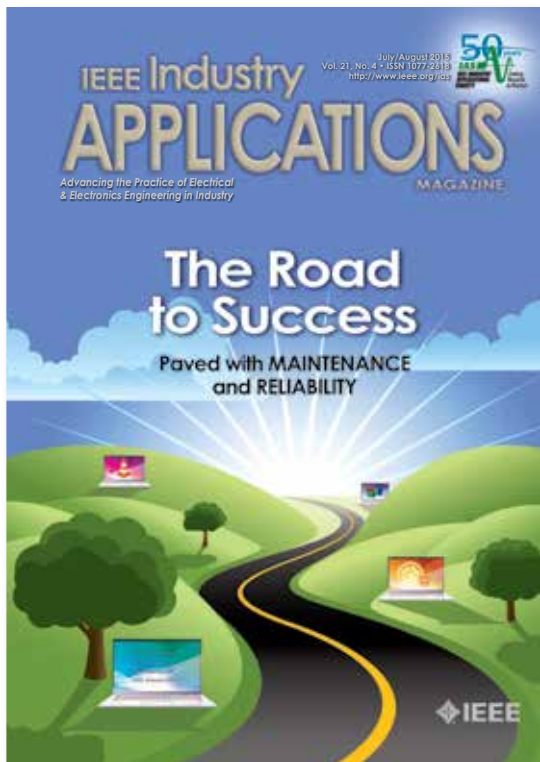
84%*

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)
- 30%** Intelligent systems



DESIGNED FOR ENGINEERS AT THE FOREFRONT OF TECHNOLOGY

The IEEE Industry Applications Society comprises a global community of over 14,000 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
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→ DEMOGRAPHICS

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Senior Management

 **54%**
Engineering & Engineering Management

 **84%**
Business & Industry

→ KEY PRODUCTS

- Computer Hardware & Software
- CAD Engineering
- Diagnostic Systems
- Drive Systems
- Electrical Test Equipment
- Electrostatic Products and Services for Industrial Applications
- Energy Management Systems
- Industrial Illumination Products and Systems
- Metering & Instrumentation
- Motors
- Power Generation Systems
- Power Electronic Systems for Various Applications
- Process Automation and Control Systems
- Semiconductor Devices
- Industry Applications Reference and Textbooks
- Industry Applications Programs and Courses

2016 EDITORIAL CALENDAR

Departments: From the Editor's Desk; President's Message; Standards; Electrical Safety; History; Education; Chapter News; Society News; Conference Calendar; IAS Continuing Education Opportunities



ISSUE	CLOSE	MATERIALS	FEATURES	2016 BONUS DISTRIBUTION
JAN/FEB	6 NOV 2015	11 NOV 2015	Standards	
MAR/APR	12 JAN	15 JAN	Automation & Control	<ul style="list-style-type: none"> • Electrical Safety, 6-11 Mar., Jacksonville, FL • ESTMP, 14-16 Mar., Enoch, Alberta, Canada • APEC, 20-24 Mar., Long Beach, CA • PEMD, 19-21 Apr., Glasgow, UK
MAY/JUN	11 MAR	16 MAR	Electrical Safety	<ul style="list-style-type: none"> • ICPS, 1-5 May, Detroit, MI • Cement Industry Conference, 13-20 May, Dallas, TX • Rural Electric Power, 15-18 May, Westminster, CO
JUL/AUG	6 MAY	11 MAY	An Eye on Costs	
SEP/OCT	13 JUL	18 JUL	Industrial Power	
NOV/DEC	9 SEP	14 SEP	Motors and Drives	<ul style="list-style-type: none"> • PEDES, 14-17 Dec., Thiruvananthapuram, India

Editorial calendar is subject to change without notice.

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1/2 Island	2,000	1,900	1,840	1,770	1,710	1,640	1,580	1,480
1/2 Page	1,800	1,710	1,660	1,640	1,580	1,480	1,380	1,290
1/3 Page	1,290	1,220	1,160	1,130	1,060	1,000	970	900
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1/6 Page	810	770	760	710	680	610	580	550
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