

# 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%\*

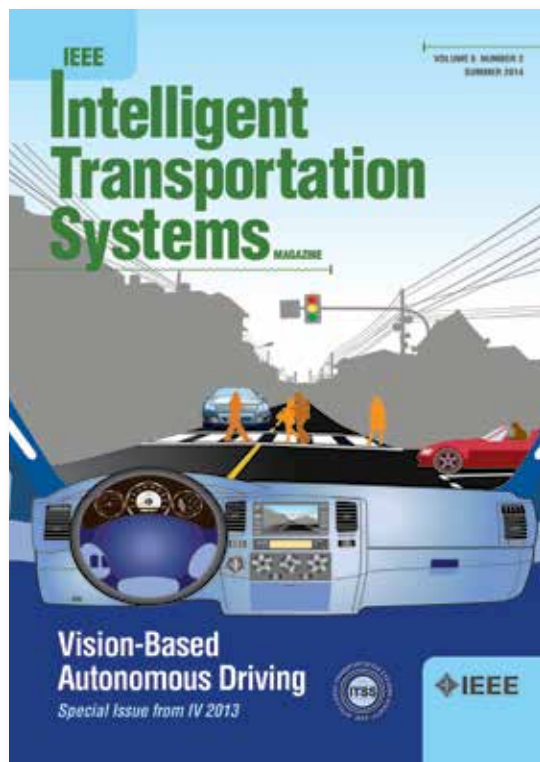
of IEEE Members state that their recommendations are ultimately specified or purchased

## 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\*

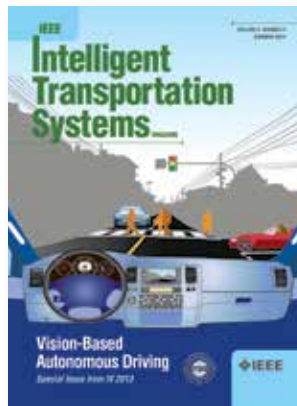
77%	Computer hardware
69%	Test and measurement products
57%	Simulation software
57%	Circuits and systems
53%	Computing and graphics
51%	Power and energy equipment
49%	CAD/CAM/CAE systems
49%	Internet applications
47%	Embedded systems
45%	Control technologies
45%	IC/semiconductors
41%	Scientific computing
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 Intelligent Transportation Systems Society is comprised of a global community of over 2,000 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 International Conference on Intelligent Transportation Systems

## ITS-S Marketing



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 **72%**  
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- Robotic Systems
- Sensors
- Signal Processing
- Software Development Tools
- Software for System Analysis and Simulation
- Wireless Communications
- Intelligent Transportation Systems Reference and Textbooks
- Intelligent Transportation Systems Engineering Conferences and Courses

# 2016 EDITORIAL CALENDAR

Departments: From the Editor's Desk; President's Message; Guest Editor's Message; ITS Society News; Research News; Calendar of Events; New Technology Review; Book Review; Call for Papers

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>SPRING</b>	<b>18 DEC 2015</b>	<b>23 DEC 2015</b>	ICCVE	• ICIT 2016, 14-17 Mar., Taipei, Taiwan
<b>SUMMER</b>	<b>22 MAR</b>	<b>25 MAR</b>	Intelligent Systems for Autonomous and Assisted Driving	• Intelligent Vehicles Symposium, 19-22 Jun., Gothenburg, Sweden
<b>FALL</b>	<b>22 JUN</b>	<b>27 JUN</b>	IV 2015	• ITSC 2016, 15-18 Sep., Rio de Janeiro, Brazil
<b>WINTER</b>	<b>26 SEP</b>	<b>29 SEP</b>	ITSC 2015	• ICCVE 2016, 24-28 Oct., Seattle, WA

Editorial calendar is subject to change without notice.

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