

REACH FOR THE IEEE STARS IN THE MICROWAVE 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

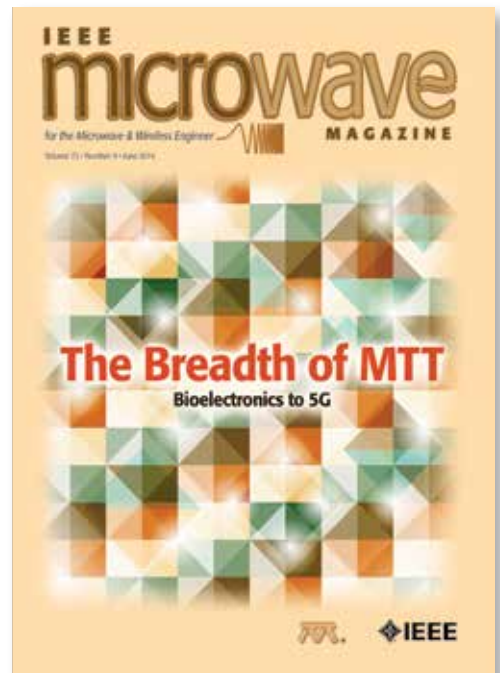
According to a Survey conducted by MP Associates at the May 2015 MTT-S International Microwave Week, attendees choose IEEE Microwave!

Regardless of what you currently read, if you could only receive one publication what would you choose?

	COUNT	PERCENT
IEEE Microwave Magazine	181	41%
Microwave Journal	97	22%
Microwaves & RF	65	15%
High Frequency Electronics	26	6%
Microwave Product Digest	13	3%
Microwave Engineering Europe	10	2%
None of the above	47	11%
Other, please specify	2	1%

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
- 40% Power solutions
- 36% Programmable logic (FPGAs)
- 33% Electromagnetic technology
- 30% Intelligent systems



IEEE MICROWAVE MAGAZINE — THE #1 CHOICE OF ATTENDEES AT THE INTERNATIONAL MICROWAVE SYMPOSIUM

The IEEE MTT-S is comprised of nearly 13,000 members worldwide, engaged in research, development, design, and manufacturing of high-frequency materials, devices, circuits, components, and systems.

- 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, symposiums and meetings worldwide including IEEE MTT-S International Microwave Symposium the **largest gathering of microwave engineers**, and the IEEE MTT-S International Wireless Symposium

MTT-S Print and Digital Marketing

Print - IEEE Microwave Magazine

Circulation – 12,989 Frequency – Monthly

- Ranked #1 industry publication by attendees at the International Microwave Symposium!

Lead Generation – IEEE MTT-S Webinars

- IEEE Webinars beat industry webinar averages for registrants by 134%.**
- Captivate a qualified audience — 76% are IEEE members, and they receive PDHs for their attendance.

MTT-S e-Newsletter

Circulation – 12,989 Frequency – Monthly

- Includes announcements of upcoming microwave events and deadlines for nominations, applications and calls for papers.

Reach the largest concentration of high-tech professionals in the market. Contact your local IEEE Media sales representative for more information today!

→ DEMOGRAPHICS*



24%
Senior Management



50%
Engineering &
Engineering Management



73%
Business & Industry

→ KEY TECHNOLOGIES

- 5G/Massive MIMO
- Aerospace & Defense
- Amplifiers & Oscillators
- Antennas & Accessories
- Cables & Connectors
- Cellular/4G/LTE
- Control Components
- Data Converters
- EDA Tools
- Industrial/Scientific/Medical
- Optoelectronic Components
- Passive Components
- Power Management
- RFID/GPS/Location
- RFIC
- Semiconductors
- Simulation Software
- Small/Pico/Femto Cells
- Software/EDA
- Subsystems
- Test & Measurement

2016 EDITORIAL CALENDAR

Departments: From the Editor's Desk; President's Message; Application Notes; Microwave Surfing; Health Effects; Book/Software Review; New Products; Calendar; Speaker's Corner; Microwave Musings; Microwave Business; Microwave Bytes; Benefits of Membership; TC Tidbits; Microwave Bytes Back; Cartoons

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
JAN	4 NOV 2015	9 NOV 2015	• Student Competition	
FEB	9 DEC 2015	14 DEC 2015	• Power Amplifiers	
MAR	4 JAN 2016	7 JAN 2016		• IEEE WCNC, 3-6 Mar., Doha, Qatar • IEEE IWS, 14-16 Apr., Shanghai, China
APR	1 FEB	4 FEB	• IMS	• IEEE WAMICON, 11-13 Apr., Clearwater Beach, FL
MAY	4 MAR	7 MAR	• Microwave Systems	• IEEE MTT-S IMS, 22-27 May, San Francisco, CA • IEEE ARFTG, 27 May, San Francisco, CA
JUN	4 APR	7 APR	• Breadth of MTT	
JUL	2 MAY	5 MAY	• Digital Signal Processing	
AUG	6 JUN	9 JUN	• European Microwave	
SEP	5 JUL	8 JUL	• Low Noise Techniques	• EuMW, 3-7 Oct., London, UK • BCTM, TBD
OCT	4 AUG	8 AUG		• IEEE ICUWB, TBD • IEEE CSICS, 23-26 Oct., Austin, TX
NOV	12 SEP	15 SEP	• Radio & Wireless	• IEEE MTT-S APMC, 12-16 Dec., Delhi, India
DEC	10 OCT	13 OCT		• IEEE MTT-S RWS 2017, 23-26 Jan., USA

Editorial calendar is subject to change without notice.

2016 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #17 | EFFECTIVE JANUARY 2016

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$2,215	\$2,130	\$2,080	\$2,040	\$1,950	\$1,840	\$1,710	\$1,550
2/3 Page	1,750	1,710	1,660	1,620	1,550	1,440	1,330	1,190
1/2 Island	1,370	1,310	1,260	1,220	1,170	1,130	1,090	1,020
1/2 Page	1,240	1,170	1,140	1,130	1,090	1,020	950	890
1/3 Page	890	840	800	780	730	690	660	620
1/4 Page	660	630	600	580	550	510	440	420
1/6 Page	550	530	520	490	470	420	400	380
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Cover 3	2,769	2,660	2,600					
Cover 4	2,990	2,870	2,810					

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MTT-S E-NEWSLETTER | MONTHLY

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