

REACH FOR THE IEEE STARS IN THE TECH MARKET!

VP ENGINEERING
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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

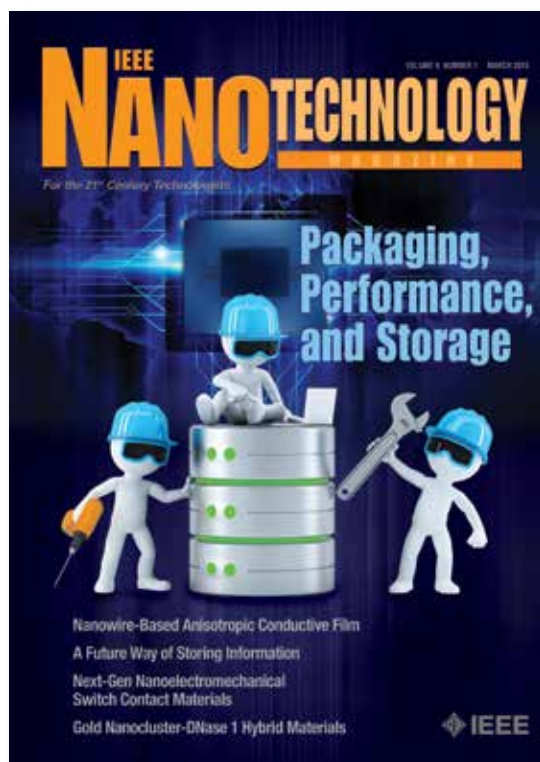
84%*

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

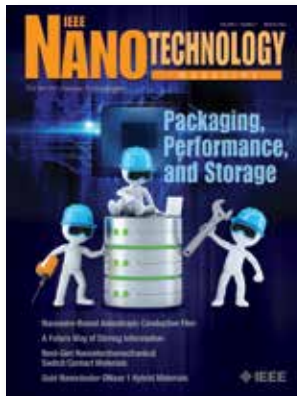


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- They sponsor annual conferences and meetings including the IEEE International Conference on Nano/Micro Engineered and Molecular Systems

IEEE Nanotechnology Society Marketing



IEEE Nanotechnology Magazine includes emerging trends and practices for readers in diverse fields including health, biomedical engineering, energy, the environment, consumer electronics and defense.

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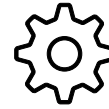
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Solid-State Circuits
Systems
Ultrasonics
Nanotechnology Reference & Textbooks
Nanotechnology Programs and Courses

2016 EDITORIAL CALENDAR

Departments: Tutorial-Technology Focus; Commercialization; Standards; Nano-Packaging; Nano Research Review; Nano Book Review; News Resources: From the Editor's Desk; President's Message; Conference Review; Careers; Politics; Law; NanoGallery; Calendar

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	PREVIEWS	2016 BONUS DISTRIBUTION
MAR	21 JAN	26 JAN	Micro/Nanofluidics	<ul style="list-style-type: none"> • IEEE-CYBER 2016 • IEEE-NANO 2016 • IEEE NEMS 2016 • IEEE NANOMED 2016 	<ul style="list-style-type: none"> • IEEE-NEMS 2016, 17-20 Apr., Matsushima Bay and Sendai, Japan • IEEE-ICRA 2016, 16-21 May, Stockholm, Sweden
JUN	20 APR	25 APR	Nanomanipulations	<ul style="list-style-type: none"> • IEEE-NANOMED 2016 • IEEE-NMDC 2016 • IEEE-NANO 2016 • IEEE-ROBIO 2016 	<ul style="list-style-type: none"> • IEEE-NANO, 22-25 Aug., Sendai, Japan
SEP	18 JUL	21 JUL	Nanodevices	<ul style="list-style-type: none"> • IEEE-ROBIO 2016 • IEEE-NEMS 2017 • IEEE-NANO 2017 • IEEE-CYBER 2017 	<ul style="list-style-type: none"> • IEEE-NMDC 2016, 9-12 Oct., Toulouse, France
DEC	20 OCT	25 OCT	Nanomaterials for Energy Applications	<ul style="list-style-type: none"> • IEEE-NEMS 2017 • IEEE-CYBER 2017 • IEEE-NANOMED 2017 • IEEE-NANO 2017 	<ul style="list-style-type: none"> • IEEE-NEMS 2016, TBD

Editorial calendar is subject to change without notice.

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1/2 Island	610	580	560	540	520	500	480	450
1/2 Page	550	520	500	480	460	440	420	390
1/3 Page	390	370	350	340	320	300	290	270
1/4 Page	290	280	260	250	240	230	200	190
1/6 Page	250	240	230	220	210	190	180	170
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Cover 3	1,225	1,180	1,150					
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