

**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
- 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 Robotics and Automation Society comprises a global community of over 15,000 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 Robotics and Automation

## IEEE R&A-S Marketing



*IEEE Robotics and Automation Magazine* articles help industry professionals understand new concepts in robotics and automation.

- Ranked #3 for its impact factor among all publications within the Robotics Category in the 2014 Thomson Reuters Journal Citation Report (JCR) released in June 2015!
- Now available on IEEE Newsstand, delivering a digital publication for mobile devices


Paid Circulation – 15,529      Frequency – Quarterly

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

## → DEMOGRAPHICS

Reach the largest concentration of high-tech professionals in the field.\*

 **12%**  
Senior Management

 **31%**  
Engineering & Engineering Management

 **73%**  
Business & Industry

## → KEY PRODUCTS

Amplifiers and Power Supplies

Automated Systems

Data Acquisition Systems

Embedded Processors and Software

Grippers and Tactile Sensors

Linear and Rotary Motors and Encoders

Programmable Logic Control Systems

Robots and Robotic Systems

Signal Conditioners and Filters

Software for System Analysis and Simulation

Software Development Tools

Vision Systems and Sensors

Robotics and Automation Engineering Reference and Textbooks

Robotics and Automation Engineering Conferences and Courses

# 2016 EDITORIAL CALENDAR

In Each Issue: From the Editor's Desk; President's Message; Society News; Education; Industry News; Research News & Views, RA Tutorial; Calendar; From the Field; Competitions; Turning Point; Student Corner; Women in Robotics; Book Review

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>MAR</b>	<b>5 FEB</b>	<b>10 FEB</b>	• Bio-inspired Robotics; Robotic Hands; Robotic Prostheses	• World Haptics Conference, 3-6 Apr., Philadelphia, PA • ICRA, 16-22 May, Stockholm, Sweden
<b>JUN</b>	<b>12 MAY</b>	<b>17 MAY</b>	• Special Issue on Educational Robotics	• Sensors Expo, 21-23 June, San Jose, CA • IEEE CASE, 21-25 Aug., Ft. Worth, TX
<b>SEP</b>	<b>12 AUG</b>	<b>17 AUG</b>	• Special Issue on Soft Robotics	• IROS, 9-14 Oct., Daejeon, Korea • IEEE Humanoids, TBD
<b>DEC</b>	<b>9 NOV</b>	<b>14 NOV</b>	• Special Issue on Open Access Hardware for Robotics	

Editorial calendar is subject to change without notice.

# 2016 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #21 | EFFECTIVE JANUARY 2016

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$1,940	\$1,860	\$1,820	\$1,780	\$1,710	\$1,610	\$1,490	\$1,360
2/3 Page	1,530	1,490	1,460	1,420	1,360	1,260	1,160	1,040
1/2 Island	1,200	1,140	1,110	1,070	1,030	990	950	890
1/2 Page	1,090	1,030	1,000	990	950	890	830	780
1/3 Page	780	740	700	680	640	600	580	540
1/4 Page	580	550	520	500	490	450	390	370
1/6 Page	490	470	460	430	410	370	350	330
Cover 2	\$2,425	\$2,330	\$2,280					
Cover 3	2,425	2,330	2,280					
Cover 4	2,619	2,510	2,460					

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof | 2-color \$425 | 4-color \$795

CONTRACT REGULATIONS : All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period. LIABILITY: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter. PUBLISHER'S PROTECTION CLAUSE: The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

For media kit and mechanical specs, visit [advertise.ieee.org/robotics-automation](http://advertise.ieee.org/robotics-automation)