

# 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%\*

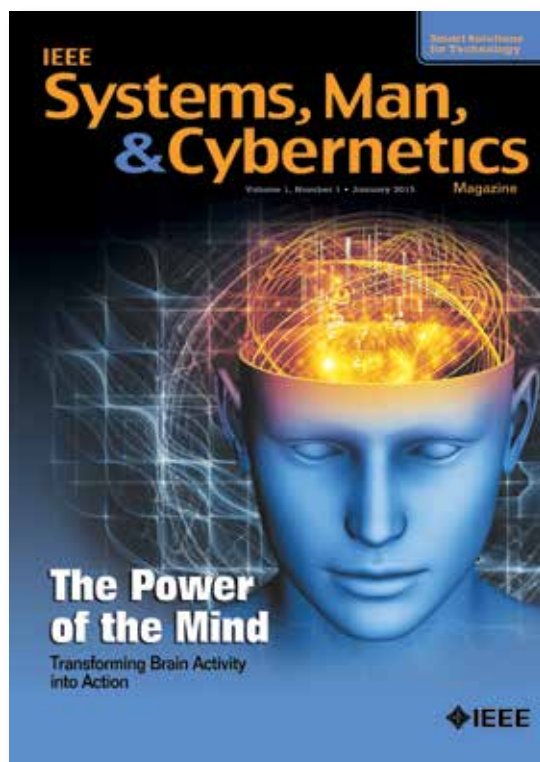
of IEEE Members state that their recommendations are ultimately specified or purchased

## 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\*

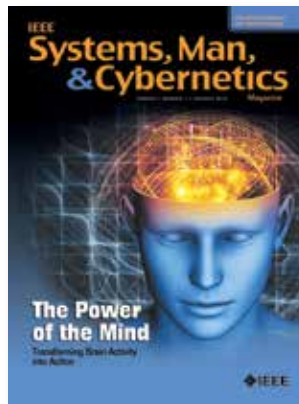
77%	Computer hardware
69%	Test and measurement products
57%	Simulation software
57%	Circuits and systems
53%	Computing and graphics
51%	Power and energy equipment
49%	CAD/CAM/CAE systems
49%	Internet applications
47%	Embedded systems
45%	Control technologies
45%	IC/semiconductors
41%	Scientific computing
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 Systems, Man and Cybernetics Society is a global community of nearly 6,000 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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- They sponsor annual conferences and meetings including the IEEE International Conference on Systems, Man and Cybernetics, an international forum to exchange ideas and advances on all aspects of systems science and engineering, human machine systems, and cybernetics

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- Systems and Cybernetics Engineering Reference and Textbooks
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# 2016 EDITORIAL CALENDAR

In Each Issue: Editor's Message; Officers' Corner; The Way We Were (Reminiscences of a Past President); Society News; Education; Focus on Technical Committees; Transactions; Editors Corner; Calendar; New from the Industry; Book Reviews; Tutorials

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>JAN</b>	<b>16 DEC 2015</b>	<b>21 DEC 2015</b>	• System of Systems	• BCI 2016, 22-25 Feb., Seoul, Korea
<b>APR</b>	<b>18 MAR</b>	<b>23 MAR</b>	• Human Machine Interactions	
<b>JUL</b>	<b>16 JUN</b>	<b>21 JUN</b>	• Computing with Words	
<b>OCT</b>	<b>19 SEP</b>	<b>22 SEP</b>	• Conflict Resolution	• IEEE SMC Conference, 9-12 Oct., Budapest, Hungary

Editorial calendar is subject to change without notice.

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