

# 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%\*

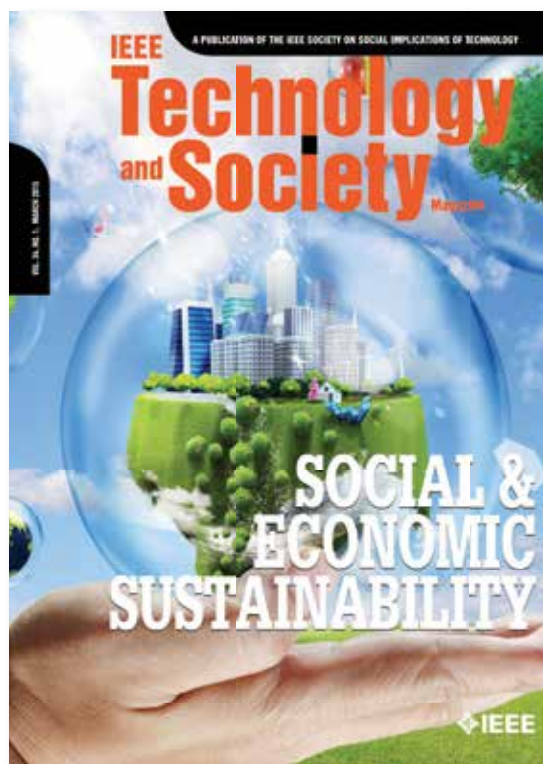
of IEEE Members state that their recommendations are ultimately specified or purchased

## 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 Society on the Social Implications of Technology 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 Symposium on Technology and Society

## IEEE Technology & Society Marketing



*IEEE Technology and Society Magazine* serves as a platform covering all aspects of social implications of technology on society.


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Frequency – Quarterly

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## → DEMOGRAPHICS

 **21%**  
Senior Management

 **30%**  
Engineering & Engineering Management

 **75%**  
Business & Industry

## → KEY PRODUCTS

Corporate Image

Engineering Reference and Textbooks

Engineering Programs and Courses

# 2016 EDITORIAL CALENDAR

In Each Issue: President's Message; Book Reviews

Revolving Departments: Ethics; Policy Perspectives; Leading Edge; T&S Focus; Commentary

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>MAR</b>	<b>4 FEB</b>	<b>9 FEB</b>	<ul style="list-style-type: none"> <li>• Shaping Our Technological Futures</li> </ul>	<ul style="list-style-type: none"> <li>• ETHICS 2016, 13-14 May, Vancouver, BC, Canada</li> </ul>
<b>JUN</b>	<b>5 MAY</b>	<b>11 MAY</b>	<ul style="list-style-type: none"> <li>• Multimedia and Gaming - Un(Reality) Online Infidelity; Gaming; Virtual Lives; Avatars</li> </ul>	<ul style="list-style-type: none"> <li>• MTT-IMS, 22-27 May, San Francisco, CA</li> <li>• DAC, 2-10 Jun., Austin, TX</li> <li>• PES General Meeting, 18-21 Jul., Boston, MA</li> <li>• EMC 2016, 25-29 Jul., Ottawa, ON, Canada</li> </ul>
<b>SEPT</b>	<b>11 AUG</b>	<b>17 AUG</b>	<ul style="list-style-type: none"> <li>• Joint Special Issue with IEEE Robotics and Automation Magazine</li> <li>• Social Implications of Military Robots</li> </ul>	<ul style="list-style-type: none"> <li>• IAS Annual Meeting, 2-6 Oct., Portland, OR</li> </ul>
<b>DEC</b>	<b>2 NOV</b>	<b>8 NOV</b>	<ul style="list-style-type: none"> <li>• Special Issue - ISTAS'15</li> <li>• Culture, Ethics, and the Knowledge Society</li> </ul>	<ul style="list-style-type: none"> <li>• CDC, 12-14 Dec., Las Vegas, NV</li> <li>• CES 2017, 5-8 Jan., Las Vegas, NV</li> <li>• RWW 2017, TBD</li> </ul>

Editorial calendar is subject to change without notice.

# 2016 DISPLAY ADVERTISING RATES

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