

# THE BRIDGE

The Magazine of IEEE-Eta Kappa Nu

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.

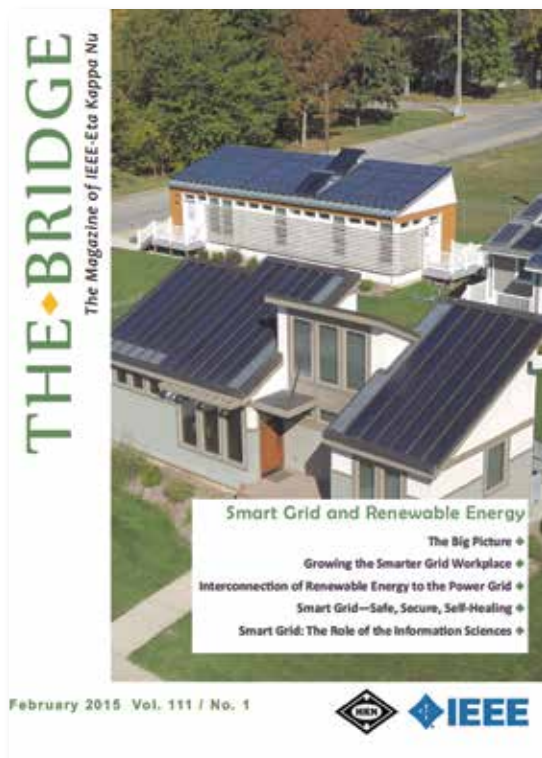
**89%\***  
of IEEE Members state that their recommendations are ultimately specified or purchased

**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

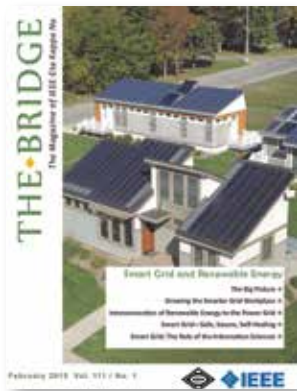


# REACHING A KEY AUDIENCE – THE MEMBERS OF ETA KAPPA NU (IEEE-HKN), THE FIRST HONOR SOCIETY WITHIN IEEE

IEEE-HKN members comprise a global community of undergraduate, graduate, faculty and professionals who explore how technology drives industry and impacts modern society and business – today and tomorrow.

- Membership is by invitation only
- Tap into the best and the brightest students, faculty and practicing engineers

## The Bridge Marketing



## The Bridge – The Magazine of IEEE-Eta Kappa Nu

Paid Circulation – 11,384      Frequency – 3x Per Year



APEX 2015 Award winner for Most Improved in the Magazine, Journal and Tabloid category!

**Access this highly-engaged community through the most qualified magazine in the market. Contact your local IEEE Media sales representative for more information today!**

## → DEMOGRAPHICS

Reach 11,384 the largest concentration of high-tech professionals in the field.\*

 **5,509**  
LinkedIn Members

 **314**  
Twitter Followers

 **3,991**  
Facebook Friends

## → KEY PRODUCTS

Computer Hardware

Computer and Engineering Software

Computer and Engineering Reference and Textbooks

Computer and Engineering Conferences and Courses

## 2016 EDITORIAL CALENDAR

Departments: Letter from the Executive Director; IEEE-HKN Awards;  
IEEE-HKN Chapter News; Member Profile; IEEE-HKN Updates

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES
<b>FEB</b>	<b>16 NOV 2015</b>	<b>19 NOV 2015</b>	• Biologically Inspired Engineering
<b>MAY</b>	<b>15 FEB</b>	<b>18 MAR</b>	• Cybersecurity
<b>OCT</b>	<b>15 JUL</b>	<b>18 JUL</b>	• Electromagnetic Capatibility

### 2016 BONUS DISTRIBUTION

#### WILL BE SUPPLIED WITH:

- IEEE POTENTIALS MAGAZINE
- SOCIETY SENTINEL
- SOCIETY NEWSLETTERS

Editorial calendar is subject to change without notice.

## 2016 DISPLAY ADVERTISING RATES

### BLACK AND WHITE RATES | RATE CARD #4 | EFFECTIVE JANUARY 2016

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1/2 Island	2,040	1,940	1,880	1,810	1,740	1,680	1,610	1,510
1/2 Page	1,840	1,740	1,690	1,680	1,610	1,510	1,410	1,320
1/3 Page	1,320	1,250	1,180	1,150	1,090	1,020	990	920
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1/6 Page	820	790	770	720	690	630	590	560
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Cover 3	3,705	3,560	3,480					
Cover 4	3,845	3,690	3,610					

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