

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%*

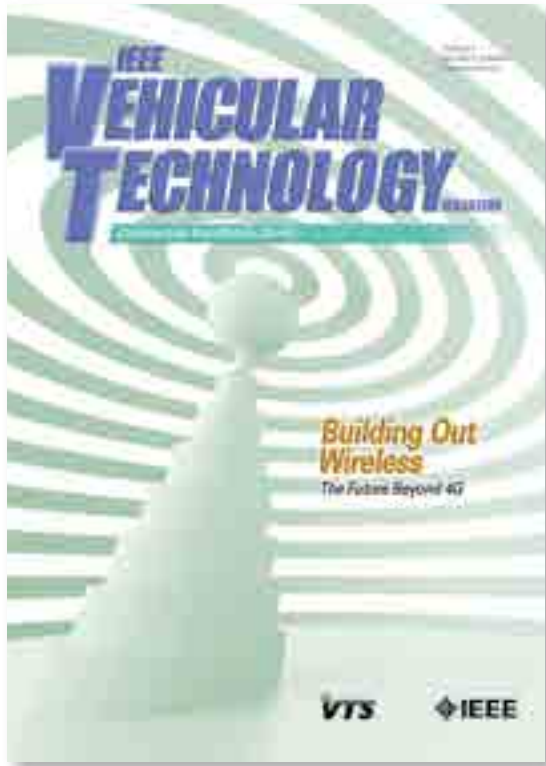
of IEEE Members state that their recommendations are ultimately specified or purchased

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

DESIGNED FOR ENGINEERS AT THE FOREFRONT OF TECHNOLOGY

The IEEE Vehicular Technology Society comprises a global community of over 5,000 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 Vehicular Technology Conference

IEEE VT-S Marketing



IEEE Vehicular Technology Magazine is an international publication with three main areas of interest: mobile radio, automotive electronics and transportation systems.

Paid Circulation – 5,415 Frequency – Quarterly


Ranked in the top 15 among all publications within the Telecommunications Category for its article influence in the 2014 Thomson Reuters Journal Citation Report (JCR) released in June 2015.

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→ DEMOGRAPHICS

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

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Senior Management

 **39%**
Engineering & Engineering Management

 **65%**
Business & Industry

→ KEY PRODUCTS

Antennas, Mounts & Hardware

Circuits

Communications Systems and Equipment

Control Components

Embedded Processors & Software

Fiber-optics

Lighting

Motors and Encoders

Power Supplies

Robotic Systems

Sensors

Services — Design Engineering, Consulting

Software

Switches

Test Equipment and Instrumentation

Vehicular Technology Engineering Reference & Textbooks

Vehicular Technology Engineering Programs & Courses



2016 EDITORIAL CALENDAR

Departments: Automotive Technology: Technical Developments; Transportation: Major Projects; Mobile Radio: Technological Developments and Business Review; Society Activities; Chapter News; Book Reviews; Conference Calendar

ISSUE	CLOSE	MATERIALS	2016 BONUS DISTRIBUTION
MAR	25 JAN	28 JAN	<ul style="list-style-type: none"> • IEEE WCNC, 3-6 April, Doha, Qatar • Joint Rail Conference, 12-15 April, Columbia, SC • VTC 2016 Spring, 15-18 May, Nanjing, China
JUN	21 APR	26 APR	<ul style="list-style-type: none"> • Intelligent Vehicles, 19-22 June, Gotenburg, Sweden
SEP	29 JUL	3 AUG	<ul style="list-style-type: none"> • VTC 2016 Fall, 18-21 Sep., Montreal, Canada • VPPC 2016, 19-22 Oct., Montreal, Canada • VPPC 2016, TBD
DEC	21 OCT	26 OCT	<ul style="list-style-type: none"> • Int. Electric Vehicle Conf., TBD

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