

2017 Media Kit

Reach for the IEEE Stars in the Tech Market

VP Engineering
Design Engineering
Design Engineering Management
Chief Engineering
Scientific Management

Gain Market Advantage

IEEE Members are Power Players

The facilities that IEEE Members 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

Key Products

- Amplifiers and Power Supplies
- Data Acquisition Systems
- Embedded Processors and Software
- Motors and Encoders — Both Linear and Rotary
- Programmable Logic Control (PLC) Systems
- Robotic Systems
- Signal Conditioners and Filters
- Software for System Analysis and Simulation
- Software Development Tools
- Control Systems Engineering Reference and Textbooks
- Control Systems Engineering Conferences and Courses



*The Changing Dynamics of Technology Innovation by Martin Akel and Associates

Designed for Engineers at the Forefront of Technology

Specialized Focus

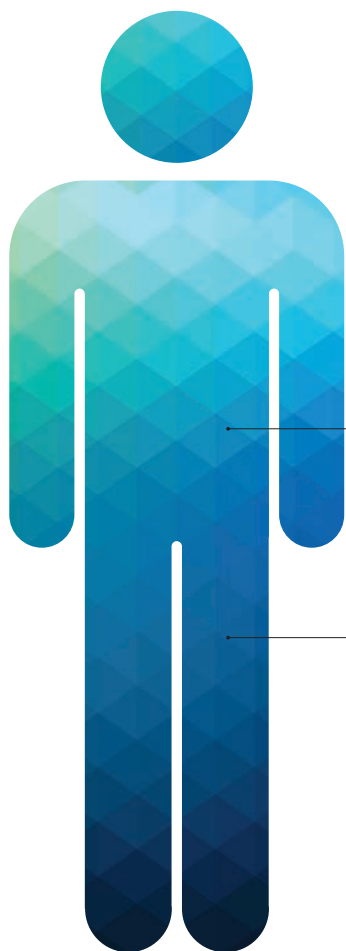
The IEEE Aerospace and Electronics Systems Society is a global community of over 6,000 leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- They develop industry standards in a wide range of technologies
- 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 IEEE Autotest

IEEE AES-S Marketing

IEEE Aerospace and Electronic Systems Magazine readers are dedicated to the organization, design, development, integration and operation of complex systems for space, air, ocean and ground environments.

Paid Circulation 6,089*
Frequency Monthly



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

29%

Senior Management

49%

Engineering and Engineering Management

57%

Business and Industry

*2015 IEEE AE Society Membership Information



Contact your local IEEE Media sales representative for more information today!
Call 800.261.2052

2017 Editorial Calendar

Departments: From the Editor-in-Chief; Guest Editor; In This Issue – Technically; AESS Directory; Distinguished Lecturers & Tutorials; Meetings and Conferences

Editorial Features: Tutorial and technical articles on complex systems for space, air, ocean and ground environments.

Issue	Close	Materials	2017 Bonus Distribution
Jan	1 Dec	5 Dec	
Feb	3 Jan	6 Jan	• IEEE Aerospace Conference, 4-11 Mar, Big Sky, MT
Mar	2 Feb	6 Feb	• 2016 ICNS, 19-21 Apr, Herndon, VA
Apr	3 Mar	8 Mar	• IEEE Radar Conference, 8-12 May, Seattle, WA
May	3 Apr	6 Apr	
Jun	2 May	5 May	
Jul	2 Jun	7 Jun	
Aug	6 Jul	10 Jul	• IEEE AUTOTESTCON, 5-15 Sep, Schaumburg, IL
Sep	3 Aug	7 Aug	• IEEE/AAA DASC, 16-21 Sep, St. Petersburg, FL
Oct	5 Sep	7 Sep	• IEEE MTT-S APMC, 13-16 Nov, Kuala Lumpur, Malaysia
Nov	3 Oct	6 Oct	
Dec	31 Oct	3 Nov	• IEEE MTT-S RWS 2018, 15-18 Jan, Garden Grove, CA

Editorial calendar is subject to change without notice.

2017 Display Advertising Rates

Black and White Rates | Rate Card #3 | Effective January 2017

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$1,595	\$1,530	\$1,500	\$1,470	\$1,400	\$1,320	\$1,230	\$1,120
2/3 Page	1,260	1,230	1,200	1,160	1,120	1,040	960	850
1/2 Island	990	940	910	880	850	810	780	730
1/2 Page	890	850	820	810	780	730	690	640
1/3 Page	640	610	570	560	530	490	480	450
1/4 Page	480	450	430	410	400	370	320	300
1/6 Page	400	380	370	350	330	300	290	270
Cover 2	\$1,994	\$1,910	\$1,870					
Cover 3	1,994	1,910	1,870					
Cover 4	2,153	2,070	2,020					

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof: 2-color \$375, 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/aerospace-electronics