

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
- 38% Security Systems and Solutions
- 36% Programmable Logic (FPGAs)
- 33% Electromagnetic Technology
- 32% Microwave RF

Key Products

- Adapters
- Amplifiers and Oscillators
- Analyzers
- Antennas and Accessories
- Automatic Test Sets
- Cables and Connectors
- Capacitors
- Components
- Conductive Material
- Control Components
- Data Converters
- EDA Tools
- EMI and EMS Systems
- Fiber Optic Connectors/Systems
- Field Monitors
- Filters, Fuses and Gaskets
- Meters and Monitors
- Optoelectronic Components
- Passive Components
- Power Management
- Semiconductors
- Simulation Software
- Shielding Material
- Spectrum Analyzers
- Subsystems
- Test and Measurement
- Transformers
- Antennas and Propagation Reference and Textbooks
- Antennas and Propagation Engineering Programs and Courses



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

Designed for Engineers at the Forefront of Technology

Specialized Focus

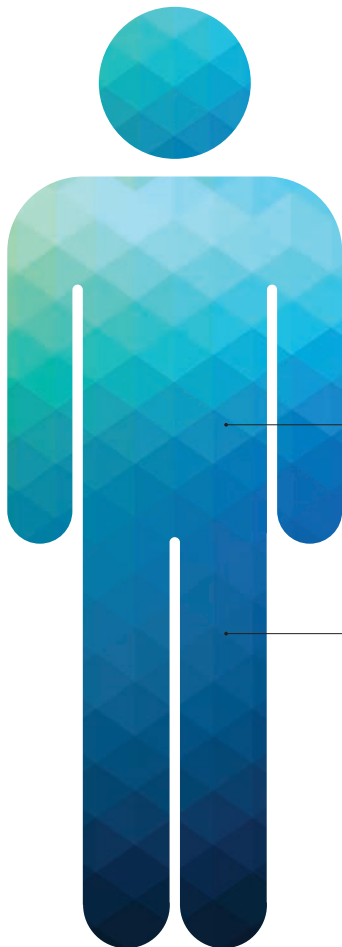
The IEEE Antennas and Propagation Society is a global community of over 10,000 leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- 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 worldwide, including the IEEE International Symposium on Antennas and Propagation & URSI North American Radio Science Meeting

IEEE AP-S Marketing

IEEE Antennas and Propagation Magazine covers design, development, measurement, testing and analysis of antennas, propagation and sensing applications and systems.

Paid Circulation 10,140*
Frequency Bimonthly



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

22%

Senior Management

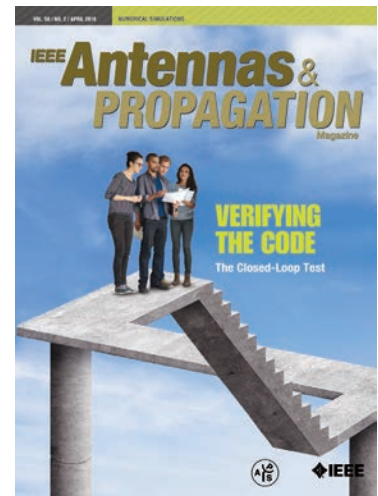
42%

Engineering and Engineering Management

69%

Business and Industry

*2015 IEEE AP Society Membership Information



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2017 Editorial Calendar

Departments: Editor's Comments; President's Message; AP-S Chapter News; AP-S Distinguished Lecture Program; Antenna Designer's Notebook; Measurements Corner; EM Programmer's Notebook; AP-S Turnstile; Et Cetera; Meetings and Symposia; Letters to the Editor; Education Column; Hidden Word; Ethically Speaking; Wireless Corner; IEEE-USA; AMTA Corner; Historical Corner; Testing Ourselves; Antenna Applications Corner; EurAAP Corner

Issue	Close	Materials	Editorial Features	2017 Bonus Distribution
Feb	3 Jan	6 Jan	• Antenna Innovations for CubeSats and Small Sats	• EuCAP 2017, 19-24 Mar, Paris, France
Apr	6 Mar	9 Mar		
Jun	3 May	5 May	• Electromagnetic Inverse Problems for Sensing and Imaging	• IEEE International Symposium on Antennas and Propagation and URSI, 9-15 Jul, San Diego, CA
Aug	6 Jul	10 Jul		
Oct	5 Sep	8 Sep		• ISAP 2017, TBD, Phuket, Thailand
Dec	30 Oct	2 Nov		

Editorial calendar is subject to change without notice.

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2/3 Page	1,130	1,100	1,070	1,040	1,000	930	860	770
1/2 Island	890	840	820	790	760	730	700	660
1/2 Page	800	760	740	730	700	660	610	570
1/3 Page	570	540	510	500	470	440	430	400
1/4 Page	430	410	390	370	360	330	290	270
1/6 Page	360	340	340	310	300	270	260	240
Cover 2	\$1,788	\$1,720	\$1,680					
Cover 3	1,788	1,720	1,680					
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