



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)
- 30% Intelligent Systems

Key Products

- Computer Hardware and Software
- CAD Engineering
- Diagnostic Systems
- Drive Systems
- Electrical Test Equipment
- Electrostatic Products and Services for Industrial Applications
- Energy Management Systems
- Industrial Illumination Products and Systems
- Metering and Instrumentation
- Motors
- Power Generation Systems
- Power Electronic Systems for Various Applications
- Process Automation and Control Systems
- Semiconductor Devices
- Industry Applications Reference and Textbooks
- Industry Applications Programs and Courses



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

Designed for Engineers at the Forefront of Technology

Specialized Focus

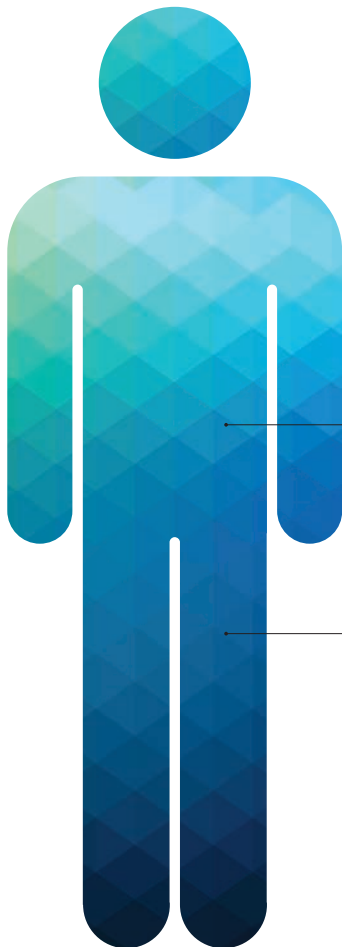
The IEEE Industry Applications Society comprises a global community of over 16,000 leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- 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 Applied Power Electronics Conference and Exposition

IEEE IA-S Marketing

IEEE Industry Applications Magazine reports on the development and application of electrical systems, apparatus, devices, and controls.

Paid Circulation 16,042*
Frequency Bimonthly



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

17%

Senior Management

54%

Engineering and Engineering Management

84%

Business and Industry

*2016 IEEE IA Society Membership Information



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2017 Editorial Calendar

Departments: From the Editor's Desk; President's Message; Standards; Electrical Safety; History; Education; Chapter News; Society News; Conference Calendar; IAS Continuing Education Opportunities

Issue	Close	Materials	Editorial Features	2017 Bonus Distribution
Jan	8 Nov 2016	11 Nov 2016	• Standards	• Electrical Safety, 28 Jan - 3 Feb, Reno, NV
Mar	11 Jan	13 Jan	• Automation & Control	• APEC, 26-30 Mar, Tampa, FL • Rural Electric Power, 23-26 Apr, Columbus, OH
May	13 Mar	16 Mar	• Electrical Safety	• ICPS, 7-11 May, Niagara Falls, ON, Canada • ITEC, 16-18 May, Rotterdam, The Netherlands • Cement Industry Conference, 18-21 May, Calgary, AB, Canada • IEMDC, 21-24 May, Miami, FL • PPIC, Jun, Portland, OR
Jul	9 May	12 May	• Topics on Industry Applications	
Sep	13 Jul	17 Jul	• Industrial Power	• PCIC, 17-20 Sep, Calgary, AB, Canada • IAS Annual Meeting, 29 Sep - 5 Oct, Cincinnati, OH • ECCE, 1-5 Oct, Cincinnati, OH
Nov	11 Sep	14 Sep	• Motors and Drives	

Editorial calendar is subject to change without notice.

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Full Page	\$3,370	\$3,240	\$3,170	\$3,100	\$2,970	\$2,800	\$2,590	\$2,360
2/3 Page	2,660	2,590	2,530	2,460	2,360	2,190	2,020	1,800
1/2 Island	2,090	1,990	1,920	1,850	1,790	1,720	1,650	1,550
1/2 Page	1,890	1,790	1,740	1,720	1,650	1,550	1,450	1,350
1/3 Page	1,350	1,280	1,210	1,180	1,110	1,040	1,010	940
1/4 Page	1,010	960	910	880	840	780	670	640
1/6 Page	840	810	790	740	710	640	610	570
Cover 2	\$4,213	\$4,040	\$3,960					
Cover 3	4,213	4,040	3,960					
Cover 4	4,550	4,370	4,280					

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