



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%

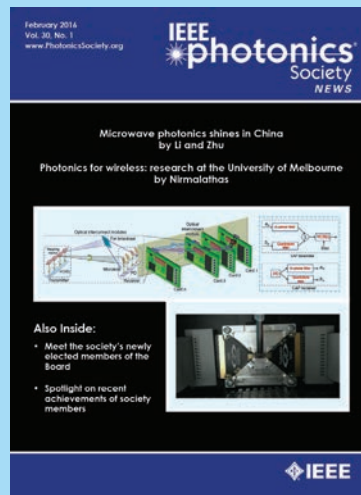
often specify/recommend by brand, with 63% of their recommendations taken most often\*

### 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

### Key Products

- Biomedical Lasers
- Displays
- Electro-optical Sensors and Systems
- Integrated Optics and Optoelectronics
- Microwave Photonics
- Nonlinear Optics
- Optical Communications
- Optical Fiber and Planar Waveguide Technology
- Optical Networks and Systems
- Optoelectronic Materials and Processing
- Optoelectronic Packaging
- Manufacturing and Reliability
- Optical Interconnects
- Photodetector and Imaging
- Semiconductor Lasers
- Solid-State Lasers
- Ultrafast Optics and Electronics
- Photonics Reference and Textbooks
- Photonics Programs and Courses



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

## Designed for Engineers at the Forefront of Technology

### Specialized Focus

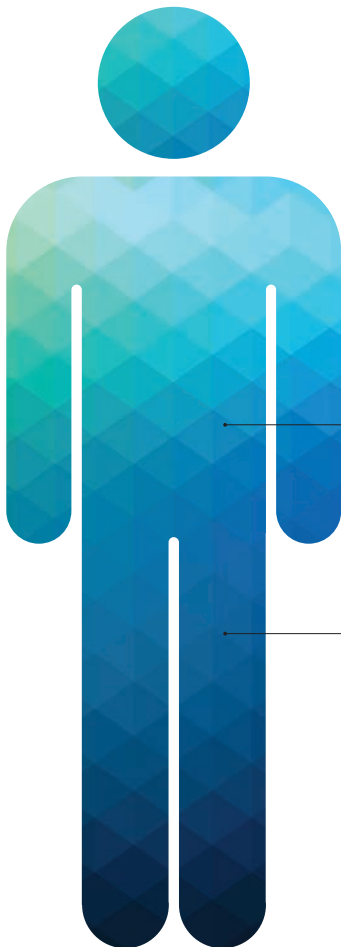
The IEEE Photonics Society is a global community of over 6,000 leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- 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

### IEEE PHO-S Marketing

IEEE Photonics Society News covers the application of lasers, optical devices, optical fibers and lightwave technology.

**Paid Circulation** 6,580\*  
**Frequency** Bimonthly



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

**27%**  
Senior Management

**49%**  
Engineering and Engineering Management

**61%**  
Business and Industry

\*2015 IEEE PHO Society Membership Information



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## 2017 Editorial Calendar

Regular Features: Industry Research Highlights; Academic Research Highlights; Careers; Chapter Highlights; Conferences; Members; News; Publications

Columns: Editor's Column; President's Column; PHOTONICS Leaders

Issue	Close	Materials	2017 Bonus Distribution
<b>Feb</b>	<b>13 Dec</b>	<b>16 Dec</b>	• OFC 2017, 19-23 Mar, Los Angeles, CA
<b>Apr</b>	<b>9 Feb</b>	<b>13 Feb</b>	• CLEO/QEC, 14-19 May, San Jose, CA • Optical Interconnects, 5-7 Jun, Santa Fe, NM
<b>Jun</b>	<b>17 Apr</b>	<b>20 Apr</b>	• Summer Topicals, 10-12 Jul, San Juan, PR
<b>Aug</b>	<b>15 Jun</b>	<b>19 Jun</b>	
<b>Oct</b>	<b>17 Aug</b>	<b>21 Aug</b>	• Photonics 2017, 1-5 Oct, Orlando, FL • AVFOP, 7-9 Nov, New Orleans, LA
<b>Dec</b>	<b>17 Oct</b>	<b>20 Oct</b>	

Editorial calendar is subject to change without notice.

## 2017 Display Advertising Rates

### Black and White Rates | Rate Card #13 | Effective January 2017

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$1,330	\$1,280	\$1,250	\$1,220	\$1,170	\$1,100	\$1,020	\$930
2/3 Page	1,050	1,020	1,000	970	930	860	800	710
1/2 Island	820	780	760	730	700	680	650	610
1/2 Page	740	700	680	680	650	610	570	530
1/3 Page	530	510	480	470	440	410	400	370
1/4 Page	400	380	360	350	330	310	270	250
1/6 Page	330	320	310	290	280	250	240	230
Cover 2	\$1,663	\$1,600	\$1,560					
Cover 3	1,663	1,600	1,560					
Cover 4	1,796	1,720	1,690					

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