

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%

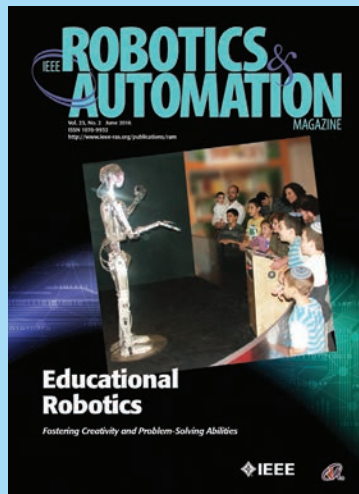
often specify/recommend by brand, with 63% of their recommendations taken most often*

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
- 40% Power Solutions
- 38% Security Systems and Solutions
- 36% Programmable Logic (FPGAs)
- 30% Intelligent Systems

Key Products

- Amplifiers and Power Supplies
- Automated Systems
- Data Acquisition Systems
- Embedded Processors and Software
- Grippers and Tactile Sensors
- Linear and Rotary Motors and Encoders
- Programmable Logic Control Systems
- Robots and Robotic Systems
- Signal Conditioners and Filters
- Software for System Analysis and Simulation
- Software Development Tools
- Vision Systems and Sensors
- Robotics and Automation Engineering Reference and Textbooks
- Robotics and Automation 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 Robotics and Automation 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 IEEE International Conference on Robotics and Automation

IEEE R&A-S Marketing

IEEE Robotics and Automation Magazine articles help industry professionals understand new concepts in robotics and automation.

- Ranked #3 for its impact factor among all publications within the Robotics Category in the Thomson Reuters Journal Citation Report (JCR) in 2015.
- Available on IEEE Newsstand, delivering a digital publication for mobile devices

Paid Circulation 16,329*
Frequency Quarterly



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

12%

Senior Management

31%

Engineering and Engineering Management

73%

Business and Industry

*2016 IEEE R&A Society Membership Information



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2017 Editorial Calendar

In Each Issue: From the Editor's Desk; President's Message; Society News; Education; Industry News; Research News & Views, RA Tutorial; Calendar; From the Field; Competitions; Turning Point; Student Corner; Women in Robotics; Book Review

Issue	Close	Materials	Editorial Features	2017 Bonus Distribution
Mar	8 Feb	10 Feb	• Special Issue on Open Source and Widely Disseminated Robot Hardware	• ICRA, 29 May - 3 Jun, Singapore • World Haptics Conference, 6-9 Jun, Munich, Germany
Jun	12 May	15 May	• Special Issue on Surgical Robot Challenge	• Sensors Expo, 27-29 Jun, San Jose, CA • IEEE CASE, TBD
Sep	14 Aug	17 Aug	• Special Topics on Robotics and Automation	• IROS, 24-28 Sep, Vancouver, BC, Canada • IEEE Humanoids, 15-17 Nov, Birmingham, UK
Dec	10 Nov	13 Nov	• Special Issue on Cybathlon Competitions	

Editorial calendar is subject to change without notice.

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Full Page	\$2,070	\$1,990	\$1,950	\$1,900	\$1,820	\$1,720	\$1,590	\$1,450
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1/2 Island	1,280	1,220	1,180	1,140	1,100	1,060	1,010	950
1/2 Page	1,160	1,100	1,070	1,060	1,010	950	890	830
1/3 Page	830	790	750	720	680	640	620	580
1/4 Page	620	590	560	540	520	480	410	390
1/6 Page	520	500	490	460	430	390	370	350
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Cover 3	2,588	2,480	2,430					
Cover 4	2,795	2,680	2,630					

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