

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**IEEE SPECTRUM** is a media brand targeting individuals with broad-based interests in new technologies, science and electrical engineering. The brand content and editorial scope of IEEE Spectrum includes emerging technology news, analysis and commentary, in-depth technical articles and special features. The content of every issue is also available to subscribers globally via the online digital version.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### IEEE SPECTRUM MAGAZINE



6 Issues in the period  
368,556 average circulation

### IEEE SPECTRUM E-NEWSLETTERS



6 E-Newsletters in the period  
79 total issued in the period  
See below for average per occurrence

### IEEE SPECTRUM WEBSITE



850,880 average unique browsers

### IEEE SPECTRUM SOCIAL MEDIA



89,686 Twitter followers  
276,596 Facebook likes  
5,864 LinkedIn group members

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Paid	Non-Paid	Average
<b>IEEE SPECTRUM MAGAZINE</b> Unique Total* (6 issues in the period)	353,670	14,886	368,556
a. Print	190,437	12,711	203,148
b. Digital	167,772	2,175	169,947
1. Requested	167,772	2,175	169,947
2. Non-Requested	-	-	-
<b>IEEE SPECTRUM E-NEWSLETTERS</b>			
a. The Tech Alert (weekly) (24 issued in the period)	385,123	-	385,123
b. Energy Wise (bi-weekly) (13 issued in the period)	112,803	-	112,803
c. Test + Measurement (monthly) (6 issued in the period)	94,390	-	94,390
d. Robotics news (bi-weekly) (12 issued in the period)	104,370	-	104,370
e. Career Alert (bi-weekly) (12 issued in the period)	273,023	-	273,023
f. Cars That Think (bi-weekly) (12 issued in the period)	115,727	-	115,727
<b>IEEE SPECTRUM WEBSITE</b> (Monthly Unique Browsers with 1,772,481 average Page Impressions)	850,880	-	850,880
<b>IEEE SPECTRUM SOCIAL MEDIA</b>			
a. Twitter followers	**89,686	-	**89,686
b. Facebook likes	**276,596	-	**276,596
c. LinkedIn group members	**5,864	-	**5,864

\*Unique Total represents unique recipients, not the sum of Print and Digital.

\*\*Social Media Claims is a cumulative figure, not an average.

## MARKET SERVED

IEEE SPECTRUM serves members of the Institute of Electrical and Electronics Engineers (IEEE), and other paid and non-paid subscribers.

## PRICE AND FREQUENCY

\$19.99 Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)

12 Issues Per Year

\$2.99 All Single-Copy Sales Prices for the Period

## AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>368,556</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	353,670
Subscriptions	353,480
Sponsored	-
Single-Copy Sales	190
Qualified Non-Paid	14,886

\*\*NC = None Claimed

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,254	0.3	-	-	1,254	0.3
*Membership Benefit	352,049	95.5	2,183	0.6	354,232	96.1
Multi-Copy Same Addressee	177	-	3	-	180	-
Sponsored Individually Addressed	-	-	5,000	1.4	5,000	1.4
Sponsored Multi-Copy Same Addressee	-	-	7,700	2.1	7,700	2.1
<b>Sub-Total Subscriptions:</b>	<b>353,480</b>	<b>95.8</b>	<b>14,886</b>	<b>4.1</b>	<b>368,366</b>	<b>99.9</b>
Single-Copy Sales	190	0.1	-	-	190	0.1
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>353,670</b>	<b>95.9</b>	<b>14,886</b>	<b>4.1</b>	<b>368,556</b>	<b>100.0</b>

\*See Additional Data

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified*
			Single-Copy Sales	Subscriptions	Total		
January	215,242	199,144	96	394,451	394,547	14,909	409,456
February	215,940	205,897	211	401,629	401,840	14,935	416,775
March	219,502	212,231	203	411,313	411,516	14,953	426,469
April	182,236	119,589	208	283,072	283,280	14,813	298,093
May	190,553	136,414	210	307,885	308,095	14,847	322,942
June	195,409	146,400	209	322,526	322,735	14,854	337,589

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### 3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2015

This issue is 14.5% or 54,734 copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

MARKET SERVED	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid
IEEE members and others allied to the field	311,478	96.4	179,111	136,392	7,145	306,644
Individual paid subscribers	1,241	0.4	1,241	-	-	1,241
Single copy sales	210	0.1	210	-	-	210
Multi-copy same addressee (Note 1)	10,013	3.1	9,991	22	7,702	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>322,942</b>	<b>100.0</b>	<b>190,553</b>	<b>136,414</b>	<b>14,847</b>	<b>308,095</b>

Note 1: Multiple copies are distributed to first-class lounges and corporate waiting rooms. Also included are copies delivered to the same individual appearing on the qualification list more than once.

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### 4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	1,241	-	-	1,241	-	-	1,241	1,241	0.4
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	306,644	-	-	176,391	134,278	-	306,644	306,644	94.9
IV. Communication from recipient or re-distributor (other than request):	14,847	-	-	12,711	2,136	14,847	-	14,847	4.6
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-
Rosters and Directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	210	-	-	210	-	-	210	210	0.1
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>322,942</b>	-	-	<b>190,553</b>	<b>136,414</b>	<b>14,847</b>	<b>308,095</b>	<b>322,942</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>59.0</b>	<b>42.2</b>	<b>4.6</b>	<b>95.4</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*
Total Audit Average Qualified:	394,899	383,815	390,051	376,418	381,647	368,556
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	380,415	369,154	375,275	361,591	366,830	353,670
Subscriptions	380,151	368,981	375,091	361,424	366,674	353,480
Sponsored	-	-	-	-	-	-
Single-Copy Sales	264	173	184	167	156	190
Qualified Non-Paid:	14,484	14,661	14,776	14,827	14,817	14,886
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$21.95	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99

\*NOTE: January – June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015\*\***

State	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified*	Percent
			Single Copy Sales	Subscriptions	Total Paid			
Maine	337	144	-	469	469	3	472	
New Hampshire	1,047	294	-	1,307	1,307	21	1,328	
Vermont	304	99	-	397	397	3	400	
Massachusetts	6,970	1,979	35	7,910	7,945	891	8,836	
Rhode Island	453	162	-	598	598	5	603	
Connecticut	1,451	436	10	1,832	1,842	21	1,863	
<b>NEW ENGLAND</b>	<b>10,562</b>	<b>3,114</b>	<b>45</b>	<b>12,513</b>	<b>12,558</b>	<b>944</b>	<b>13,502</b>	<b>4.2</b>
New York	14,273	2,069	15	8,426	8,441	7,801	16,242	
New Jersey	5,070	1,422	45	6,286	6,331	92	6,423	
Pennsylvania	4,694	1,795	25	6,319	6,344	72	6,416	
<b>MIDDLE ATLANTIC</b>	<b>24,037</b>	<b>5,286</b>	<b>85</b>	<b>21,031</b>	<b>21,116</b>	<b>7,965</b>	<b>29,081</b>	<b>9.0</b>
Ohio	3,059	1,251	-	4,209	4,209	41	4,250	
Indiana	1,429	726	-	2,109	2,109	15	2,124	
Illinois	3,680	1,443	-	5,023	5,023	39	5,062	
Michigan	2,331	1,104	-	3,359	3,359	28	3,387	
Wisconsin	1,648	551	-	2,152	2,152	13	2,165	
<b>EAST NO. CENTRAL</b>	<b>12,147</b>	<b>5,075</b>	<b>-</b>	<b>16,852</b>	<b>16,852</b>	<b>136</b>	<b>16,988</b>	<b>5.2</b>
Minnesota	2,119	801	-	2,871	2,871	13	2,884	
Iowa	599	263	-	846	846	8	854	
Missouri	1,367	562	-	1,890	1,890	22	1,912	
North Dakota	179	80	-	255	255	-	255	
South Dakota	132	91	-	220	220	1	221	
Nebraska	396	160	-	548	548	4	552	
Kansas	586	295	-	862	862	6	868	
<b>WEST NO. CENTRAL</b>	<b>5,378</b>	<b>2,252</b>	<b>-</b>	<b>7,492</b>	<b>7,492</b>	<b>54</b>	<b>7,546</b>	<b>2.3</b>
Delaware	302	116	-	406	406	6	412	
Maryland	5,121	1,316	-	6,279	6,279	81	6,360	
Washington, DC	367	113	-	470	470	5	475	
Virginia	4,922	1,646	-	6,411	6,411	64	6,475	
West Virginia	203	104	-	302	302	2	304	
North Carolina	2,640	1,127	-	3,686	3,686	35	3,721	
South Carolina	1,021	457	-	1,446	1,446	20	1,466	
Georgia	2,644	1,188	-	3,758	3,758	32	3,790	
Florida	4,569	1,866	-	6,239	6,239	123	6,362	
<b>SOUTH ATLANTIC</b>	<b>21,789</b>	<b>7,933</b>	<b>-</b>	<b>28,997</b>	<b>28,997</b>	<b>368</b>	<b>29,365</b>	<b>9.1</b>
Kentucky	548	258	-	787	787	10	797	
Tennessee	1,507	654	-	2,112	2,112	21	2,133	
Alabama	1,330	616	-	1,914	1,914	18	1,932	
Mississippi	357	177	-	525	525	5	530	
<b>EAST SO. CENTRAL</b>	<b>3,742</b>	<b>1,705</b>	<b>-</b>	<b>5,338</b>	<b>5,338</b>	<b>54</b>	<b>5,392</b>	<b>1.7</b>
Arkansas	363	239	-	583	583	10	593	
Louisiana	712	306	-	999	999	6	1,005	
Oklahoma	518	243	-	736	736	7	743	
Texas	9,827	3,729	35	12,166	12,201	1,184	13,385	
<b>WEST SO. CENTRAL</b>	<b>11,420</b>	<b>4,517</b>	<b>35</b>	<b>14,484</b>	<b>14,519</b>	<b>1,207</b>	<b>15,726</b>	<b>4.9</b>
Montana	248	84	-	329	329	2	331	
Idaho	524	222	-	737	737	6	743	
Wyoming	91	38	-	126	126	2	128	
Colorado	3,179	987	25	4,030	4,055	43	4,098	
New Mexico	1,005	358	-	1,324	1,324	19	1,343	
Arizona	2,455	897	-	3,261	3,261	55	3,316	
Utah	707	355	-	1,036	1,036	8	1,044	
Nevada	462	240	-	675	675	17	692	
<b>MOUNTAIN</b>	<b>8,671</b>	<b>3,181</b>	<b>25</b>	<b>11,518</b>	<b>11,543</b>	<b>152</b>	<b>11,695</b>	<b>3.6</b>
Alaska	259	125	-	375	375	1	376	
Washington	3,712	1,252	-	4,495	4,495	393	4,888	
Oregon	2,067	604	-	2,611	2,611	26	2,637	
California	23,566	7,418	20	27,413	27,433	3,185	30,618	
Hawaii	381	154	-	520	520	10	530	
<b>PACIFIC</b>	<b>29,985</b>	<b>9,553</b>	<b>20</b>	<b>35,414</b>	<b>35,434</b>	<b>3,615</b>	<b>39,049</b>	<b>12.1</b>
<b>UNITED STATES</b>	<b>127,731</b>	<b>42,616</b>	<b>210</b>	<b>153,639</b>	<b>153,849</b>	<b>14,495</b>	<b>168,344</b>	<b>52.1</b>
U.S. Territories	281	482	-	753	753	2	755	
Canada	8,380	4,810	-	12,865	12,865	91	12,956	
Mexico	485	1,973	-	2,429	2,429	1	2,430	
Other International	53,653	86,517	-	138,160	138,160	258	138,418	
APO/FPO	23	16	-	39	39	-	39	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>190,553</b>	<b>136,414</b>	<b>210</b>	<b>307,885</b>	<b>308,095</b>	<b>14,847</b>	<b>322,942</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015\*\***

Region/Country	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified*	Percent
			Single Copy Sales	Subscriptions	Total Paid			
<b>ASIA</b>								
ARMENIA	1	8	-	9	9	-	9	
AZERBAIJAN	5	4	-	9	9	-	9	
BANGLADESH	40	812	-	851	851	-	851	
BRUNEI	1	1	-	1	1	-	1	
CAMBODIA	28	29	-	29	29	-	29	
CHINA	1,553	7,931	-	9,481	9,481	3	9,484	
GEORGIA	9	123	-	132	132	-	132	
HONG KONG - SAR	1,191	772	-	1,941	1,941	1	1,942	
INDIA	2,059	26,182	-	28,148	28,148	9	28,157	
INDONESIA	121	760	-	875	875	-	875	
JAPAN	7,716	2,991	-	10,535	10,535	49	10,584	
KAZAKSTAN	6	20	-	25	25	-	25	
LAOS	1	6	-	7	7	-	7	
MACAU	66	38	-	103	103	-	103	
MALAYSIA	462	2,048	-	2,493	2,493	1	2,494	
MALDIVES	2	3	-	5	5	-	5	
MONGOLIA	-	5	-	5	5	-	5	
MYANMAR (BURMA)	5	53	-	58	58	-	58	
NEPAL	-	36	-	36	36	-	36	
PAKISTAN	180	1,153	-	1,322	1,322	-	1,322	
PHILIPPINES	48	175	-	219	219	1	220	
SINGAPORE	1,371	892	-	2,230	2,230	-	2,230	
KOREA REP	1,969	1,317	-	3,259	3,259	2	3,261	
SRI LANKA	201	845	-	1,037	1,037	-	1,037	
TAIWAN ROC	1,848	1,077	-	2,883	2,883	3	2,886	
THAILAND	107	423	-	523	523	3	526	
VIETNAM	32	86	-	116	116	-	116	
Subtotal	19,022	47,790	-	66,332	66,332	72	66,404	20.5
<b>MIDDLE EAST</b>								
BAHRAIN	62	28	-	87	87	-	87	
IRAN	115	996	-	1,101	1,101	1	1,102	
IRAQ	19	114	-	131	131	-	131	
ISRAEL	615	228	-	817	817	11	828	
JORDAN	47	742	-	785	785	1	786	
KUWAIT	86	97	-	179	179	1	180	
LEBANON	63	765	-	819	819	-	819	
OMAN	62	59	-	121	121	-	121	
QATAR	128	149	-	267	267	-	267	
SAUDI ARABIA	552	613	-	1,119	1,119	-	1,119	
SYRIA	1	2	-	3	3	-	3	
UNITED ARAB EMIRATES	426	626	-	1,033	1,033	-	1,033	
YEMEN	2	2	-	4	4	-	4	
Subtotal	2,178	4,421	-	6,466	6,466	14	6,480	2.0
<b>EUROPE</b>								
ALBANIA	5	7	-	12	12	-	12	
ANDORRA	1	-	-	1	1	-	1	
AUSTRIA	609	452	-	1,029	1,029	2	1,031	
BELARUS	3	19	-	22	22	-	22	
BELGIUM	746	448	-	1,154	1,154	2	1,156	
BOZNA-HERZEGOVINA	32	230	-	257	257	-	257	
BULGARIA	67	177	-	244	244	-	244	
CROATIA	123	547	-	662	662	3	665	
CYPRUS	110	133	-	238	238	-	238	
CZECH REPUBLIC	234	126	-	351	351	-	351	
DENMARK	429	287	-	698	698	3	701	
ESTONIA	40	91	-	130	130	-	130	
FAROE ISLANDS	4	1	-	5	5	-	5	
FINLAND	501	323	-	809	809	2	811	
FRANCE	2,040	940	-	2,937	2,937	6	2,943	
GERMANY	3,835	2,511	-	6,193	6,193	19	6,212	
GREECE	676	824	-	1,458	1,458	3	1,461	
HUNGARY	114	272	-	383	383	-	383	
ICELAND	42	45	-	83	83	1	84	
REPUBLIC OF IRELAND	550	356	-	887	887	2	889	
ITALY	2,408	1,254	-	3,578	3,578	11	3,589	
LATVIA	26	77	-	98	98	-	98	
LIECHTENSTEIN	3	5	-	7	7	-	7	
LITHUANIA	35	68	-	102	102	-	102	
LUXEMBOURG	61	37	-	95	95	-	95	
MACEDONIA	37	140	-	173	173	1	174	
MALTA	83	74	-	147	147	-	147	
MOLDOVA	16	27	-	43	43	-	43	
MONACO	1	1	-	2	2	-	2	
NETHERLANDS	935	587	-	1,479	1,479	7	1,486	
NORWAY	554	266	-	791	791	1	792	
POLAND	180	789	-	960	960	1	961	
PORTUGAL	481	572	-	1,032	1,032	-	1,032	
ROMANIA	206	545	-	749	749	-	749	
RUSSIAN FEDERATION	295	609	-	894	894	-	894	
SERBIA	205	397	-	595	595	-	595	
SLOVAKIA	32	117	-	147	147	1	148	
SLOVENIA	184	72	-	254	254	-	254	
SPAIN	1,791	1,230	-	2,950	2,950	7	2,957	
SWEDEN	1,111	609	-	1,678	1,678	4	1,682	
SWITZERLAND	1,673	790	-	2,372	2,372	17	2,389	
TURKEY	230	1,198	-	1,407	1,407	2	1,409	
UKRAINE	118	191	-	307	307	-	307	
UNITED KINGDOM	4,606	2,846	-	7,291	7,291	21	7,312	
Subtotal	25,432	20,290	-	44,704	44,704	116	44,820	13.9

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015\*\***

Region/Country	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified*	Percent
			Single Copy Sales	Subscriptions	Total Paid			
<b>AFRICA</b>								
ALGERIA	23	172	-	195	195	-	195	
BENIN	1	3	-	4	4	-	4	
BOTSWANA	14	17	-	31	31	-	31	
BURKINA	-	18	-	18	18	-	18	
BURUNDI	11	14	-	25	25	-	25	
CAMEROON	1	2	-	3	3	-	3	
CAPE VERDE	1	1	-	2	2	-	2	
COTE D'IVOIRE	3	6	-	9	9	-	9	
EGYPT	180	1,195	-	1,361	1,361	4	1,365	
ETHIOPIA	18	8	-	24	24	1	25	
THE GAMBIA	4	4	-	8	8	-	8	
GHANA	33	108	-	141	141	-	141	
KENYA	29	84	-	112	112	-	112	
LESOTHO	-	7	-	7	7	-	7	
LIBERIA	-	2	-	2	2	-	2	
LIBYA	4	18	-	20	20	-	20	
MALAWI	3	3	-	6	6	-	6	
MALI	1	3	-	4	4	-	4	
MAURITIUS	20	71	-	91	91	-	91	
MOROCCO	16	104	-	119	119	-	119	
MOZAMBIQUE	2	4	-	6	6	-	6	
NAMIBIA	2	12	-	13	13	-	13	
NIGERIA	261	579	-	831	831	-	831	
REUNION	-	2	-	2	2	-	2	
RWANDA	-	5	-	5	5	-	5	
ST HELENA	-	2	-	2	2	-	2	
SENEGAL	-	9	-	9	9	-	9	
SEYCHELLES	-	1	-	1	1	-	1	
REPUBLIC OF SOUTH AFRICA	167	652	-	810	810	2	812	
SUDAN	2	95	-	97	97	-	97	
SWAZILAND	3	2	-	5	5	-	5	
TANZANIA	13	24	-	37	37	-	37	
TUNISIA	64	521	-	582	582	-	582	
UGANDA	11	30	-	40	40	-	40	
ZAMBIA	52	27	-	79	79	-	79	
ZIMBABWE	20	19	-	39	39	-	39	
Subtotal	959	3,824	-	4,740	4,740	7	4,747	1.5
<b>NORTH AMERICA</b>								
CANADA	8,380	4,810	-	12,865	12,865	91	12,956	
UNITED STATES OF AMERICA	128,037	43,114	210	154,427	154,637	14,501	169,138	
MEXICO	485	1,973	-	2,429	2,429	1	2,430	
Subtotal	136,902	49,897	210	169,721	169,931	14,593	184,524	57.1
<b>CARIBBEAN</b>								
ANGUILLA	1	-	-	1	1	-	1	
ANTIGUA AND BARBUDA	1	-	-	1	1	-	1	
ARUBA	4	2	-	6	6	-	6	
THE BAHAMAS	6	3	-	8	8	-	8	
BARBADOS	9	8	-	15	15	-	15	
BERMUDA	9	29	-	38	38	-	38	
VIRGIN ISLANDS UK	2	1	-	3	3	-	3	
CAYMAN ISLANDS	2	2	-	4	4	-	4	
DOMINICA	1	-	-	1	1	-	1	
DOMINICAN REPUBLIC	14	6	-	20	20	-	20	
GRENADA	1	30	-	31	31	-	31	
GUADELOUPE	-	1	-	1	1	-	1	
HAITI	2	14	-	16	16	-	16	
JAMAICA	39	121	-	157	157	2	159	
MONTserrat	1	-	-	1	1	-	1	
ST LUCIA	3	1	-	4	4	-	4	
ST KITTS-NEVIS	-	4	-	4	4	-	4	
ST VINCENT AND GRENADINES	2	2	-	4	4	-	4	
TRINIDAD AND TOBAGO	129	165	-	290	290	-	290	
TURKS AND CAICOS ISLANDS	2	1	-	3	3	-	3	
Subtotal	228	390	-	608	608	2	610	0.2
<b>CENTRAL AMERICA</b>								
BELIZE	1	7	-	8	8	-	8	
COSTA RICA	33	144	-	176	176	1	177	
EL SALVADOR	14	148	-	160	160	1	161	
GUATEMALA	9	96	-	105	105	-	105	
HONDURAS	6	124	-	130	130	-	130	
NICARAGUA	3	69	-	72	72	-	72	
PANAMA	36	207	-	241	241	-	241	
Subtotal	102	795	-	892	892	2	894	0.3
<b>SOUTH AMERICA</b>								
ARGENTINA	103	227	-	320	320	6	326	
BOLIVIA	12	484	-	496	496	-	496	
BRAZIL	559	1,271	-	1,768	1,768	7	1,775	
CHILE	114	1,533	-	1,635	1,635	1	1,636	
COLOMBIA	151	1,076	-	1,212	1,212	2	1,214	
EQUADOR	60	748	-	804	804	2	806	
GUYANA	4	141	-	145	145	-	145	
PARAGUAY	7	38	-	45	45	-	45	
PERU	124	417	-	531	531	1	532	
SURINAME	1	187	-	188	188	-	188	
URUGUAY	45	22	-	63	63	1	64	
VENEZUELA	22	143	-	164	164	1	165	
Subtotal	1,202	6,287	-	7,371	7,371	21	7,392	2.3
<b>ASIA PACIFIC</b>								
AUSTRALIA	3,963	2,257	-	6,052	6,052	17	6,069	
COOK ISLANDS	-	3	-	3	3	-	3	
FIJI	7	5	-	10	10	-	10	
FRENCH POLYNESIA	1	23	-	24	24	-	24	
NEW CALEDONIA	25	29	-	30	30	-	30	
NEW ZEALAND	531	400	-	928	928	3	931	
PAPUA NEW GUINEA	1	3	-	4	4	-	4	
Subtotal	4,528	2,720	-	7,051	7,051	20	7,071	2.2
<b>UNIQUE TOTAL QUALIFIED*</b>	<b>190,553</b>	<b>136,414</b>	<b>210</b>	<b>307,885</b>	<b>308,095</b>	<b>14,847</b>	<b>322,942</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

# E-NEWSLETTER CHANNEL

2015	The Tech Alert (weekly)	Energy Wise (bi-weekly)	Test + Measurement (monthly)	Robotics news (bi-weekly)	Career Alert (bi-weekly)	Cars That Think (bi-weekly)
<b>JANUARY</b>						
January 8	386,925	111,764	93,593	103,281	-	116,029
January 15	387,279	-	-	-	272,518	-
January 22	386,862	111,677	-	103,193	-	115,626
January 29	386,657	-	-	-	-	-
<b>FEBRUARY</b>						
February 5	386,485	113,942	95,674	103,199	272,149	115,363
February 12	386,929	-	-	-	-	-
February 19	386,583	113,833	-	105,441	271,583	117,371
February 26	386,272	-	-	-	-	-
<b>MARCH</b>						
March 5	386,084	113,713	95,301	105,381	271,188	117,152
March 12	385,821	-	-	-	-	-
March 19	385,598	113,659	-	105,305	270,770	116,901
March 26	385,345	-	-	105,287	-	-
<b>APRIL</b>						
April 2	387,608	113,564	94,930	105,216	270,317	116,641
April 9	386,674	-	-	-	-	-
April 16	387,077	114,118	-	105,256	276,964	116,362
April 23	386,854	-	-	-	-	-
April 30	386,048	-	-	-	-	-
<b>MAY</b>						
May 7	385,763	113,502	94,724	105,170	275,529	115,958
May 14	385,507	-	-	-	-	-
May 21	385,232	112,019	-	105,066	-	115,707
May 28	384,917	-	-	-	-	-
<b>JUNE</b>						
June 4	379,371	110,942	92,118	102,519	274,878	112,928
June 11	379,170	-	-	-	-	-
June 18	378,947	110,908	-	102,491	274,332	112,687
June 25	378,068	-	-	-	-	-
<b>AVERAGE:</b>	<b>385,123</b>	<b>112,803</b>	<b>94,390</b>	<b>104,370</b>	<b>273,023</b>	<b>115,727</b>

The Tech Alert (weekly) (24 issued in the period)  
 Energy Wise (bi-weekly) (13 issued in the period)  
 Test + Measurement (monthly) (6 issued in the period)  
 Robotics news (bi-weekly) (12 issued in the period)  
 Career Alert (bi-weekly) (12 issued in the period)  
 Cars That Think (bi-weekly) (12 issued in the period)

# WEBSITE CHANNEL

## SPECTRUM.IEEE.ORG

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	1,619,116	1,043,727	780,325	1.34	03:13	01:50
February	1,690,367	1,122,258	830,971	1.35	03:22	01:47
March	1,717,058	1,067,847	753,657	1.42	03:11	02:01
April	1,753,677	1,072,966	761,382	1.41	03:13	02:08
May	1,943,376	1,322,672	1,025,439	1.29	02:59	01:25
June	1,911,293	1,257,033	953,504	1.32	02:54	01:31
<b>AVERAGE:</b>	<b>1,772,481</b>	<b>1,147,751</b>	<b>850,880</b>	<b>1.36</b>	<b>03:09</b>	<b>01:47</b>

January – June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## IEEE Spectrum Social Media



Twitter followers

<https://twitter.com/IEEESpectrum>



Facebook likes

<https://www.facebook.com/IEEE.Spectrum>



LinkedIn group members

<http://www.linkedin.com/groups/IEEE-Spectrum-1982451>

### 2015

Beginning Balance	83,266	252,304	4,723
January	84,272	257,313	4,850
February	85,156	262,090	5,006
March	86,176	261,915	5,295
April	86,885	266,124	5,502
May	87,712	271,402	5,644
June	89,686	276,596	5,864



## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

Copies are distributed to paid individual subscribers via periodicals class mail under U.S. Postal permit. Copies are also placed on the Newsstand for sale. All qualified circulation conforms to the Market Served, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available. Also, qualified copies are delivered as Multi-Copy Same Addressee within the Market Served. These include copies delivered to the same individual appearing on the qualification list more than once. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### PARAGRAPH 1:

IEEE SPECTRUM is the official publication of Institute of Electrical and Electronics Engineers (IEEE). Qualified paid Membership Benefit subscriptions averaging 352,049 copies were sold to qualified recipients at the following subscription prices: \$22.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

#### PARAGRAPH 3:

The May 2015 issue is 14.5% or 54,734 copies below the average of the other 5 issues reported in Paragraph two.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media are not reported at the media owner's option.

#### 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,253	0.6	-	-	1,253	0.6
Membership Benefit	184,317	92.8	11	-	184,328	92.8
Multi-Copy Same Addressee	138	0.1	-	-	138	0.1
Sponsored Individually Addressed	-	-	5,000	2.5	5,000	2.5
Sponsored Multi-Copy Same Addressee	-	-	7,700	3.9	7,700	3.9
<b>Sub-Total Subscriptions:</b>	<b>185,708</b>	<b>93.5</b>	<b>12,711</b>	<b>6.4</b>	<b>198,419</b>	<b>99.9</b>
Single-Copy Sales	190	0.1	-	-	190	0.1
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>185,898</b>	<b>93.6</b>	<b>12,711</b>	<b>6.4</b>	<b>198,609</b>	<b>100.0</b>

#### 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	163,211	98.7	2,172	1.3	165,383	100.0
Multi-Copy Same Addressee	22	-	3	-	25	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	<b>163,233</b>	<b>98.7</b>	<b>2,175</b>	<b>1.3</b>	<b>165,408</b>	<b>100.0</b>
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>163,233</b>	<b>98.7</b>	<b>2,175</b>	<b>1.3</b>	<b>165,408</b>	<b>100.0</b>

#### 1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	4,522	99.6	-	-	4,522	99.6
Multi-Copy Same Addressee	17	0.4	-	-	17	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	<b>4,539</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>4,539</b>	<b>100.0</b>
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>4,539</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>4,539</b>	<b>100.0</b>

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jim Vick, Publisher

Bob Ross, Business Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 23, 2015

State New York

County New York

Received by BPA Worldwide July 23, 2015

Type CBD

ID Number I319B0J5

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.