

THE BRIDGE

The Magazine of IEEE-Eta Kappa Nu

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%

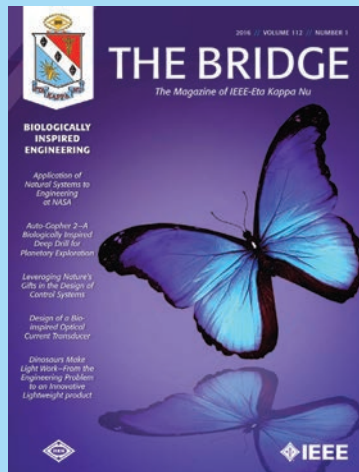
often specify/recommend by brand, with 63% of their recommendations taken most often*

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
- 30% Intelligent Systems

Key Products

- Computer Hardware
- Computer and Engineering Software
- Computer and Engineering Reference and Textbooks
- Computer and Engineering Conferences and Courses



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

Reaching a Key Audience — the Members of Eta Kappa Nu (IEEE-HKN), the First Honor Society Within IEEE

Specialized Focus

IEEE-HKN members comprise a global community of undergraduate, graduate, faculty and professionals who explore how technology drives industry and impacts modern society and business — today and tomorrow.

- Membership is by invitation only
- Tap into the best and the brightest students, faculty and practicing engineers
- They sponsor annual conferences and meetings worldwide, including the IEEE International Symposium on Antennas and Propagation & URSI North American Radio Science Meeting

The Bridge Marketing

The Bridge – The Magazine of IEEE-Eta Kappa Nu

Paid Circulation 24,539*
Frequency 3x Per Year

APEX 2016 Award of Excellence winner in the “Writing Series” category.



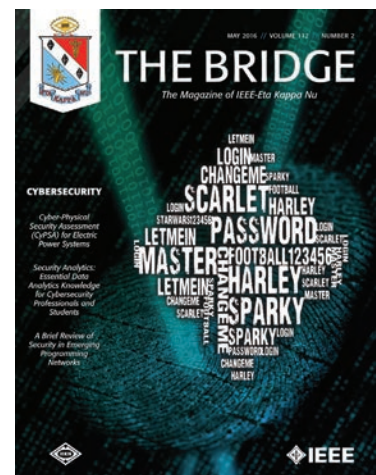
Reach the largest concentration of high-tech students and professionals in the field.*

5,590 
LinkedIn Members

412 
Twitter Followers

4,718 
Facebook Friends

*2016 The Bridge Readership Information



Contact your local IEEE Media sales representative for more information today!
Call +1 732 465 6473

2017 Editorial Calendar

Departments: Letter from the Executive Director; IEEE-HKN Awards; IEEE-HKN Chapter News; Member Profile; IEEE-HKN Updates

Issue	Close	Materials	2017 Bonus Distribution
Feb	16 Nov 2016	18 Nov 2016	Will be supplied with : • IEEE Potentials Magazine • Society Sentinel • Society Newsletters
May	15 Feb	17 Feb	
Oct	14 Jul	18 Jul	

Editorial calendar is subject to change without notice.

2017 Display Advertising Rates

Black and White Rates | Rate Card #5 | Effective January 2017

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$3,290	\$3,160	\$3,090	\$3,030	\$2,900	\$2,730	\$2,530	\$2,300
2/3 Page	2,600	2,530	2,470	2,400	2,300	2,140	1,970	1,760
1/2 Island	2,040	1,940	1,880	1,810	1,740	1,680	1,610	1,510
1/2 Page	1,840	1,740	1,690	1,680	1,610	1,510	1,410	1,320
1/3 Page	1,320	1,250	1,180	1,150	1,090	1,020	990	920
1/4 Page	990	940	890	860	820	760	660	630
1/6 Page	820	790	770	720	690	630	590	560
Cover 2	\$3,705	\$3,560	\$3,480					
Cover 3	3,705	3,560	3,480					
Cover 4	3,845	3,690	3,610					

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof: 2-color N/A, 4-color N/A.

CONTRACT REGULATIONS: All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period. LIABILITY: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter. PUBLISHER'S PROTECTION CLAUSE: The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

For media kit and mechanical specs, visit advertise.ieee.org/the-bridge