

# the institute

The #1 IEEE news source



## The Institute

The Institute informs IEEE members about the latest issues, product and service information, volunteer activities, awards, member profiles, benefits and recognitions, and includes a column from the IEEE President.

- 394,540 subscribers
- Print and digital
- Published quarterly: March, June, September and December

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Cover 2	9,020	8,660	8,480					
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Color charges included.



## The Institute Web Site

Expands the coverage of The Institute newspaper in print to inform members about news, upcoming IEEE conferences, comprehensive products and services, new standards, member recognition, awards, benefits and more information from IEEE regions, sections and societies. Includes blogs, videos, slideshows, audio podcasts, RSS feeds.

- 38,000 total visitors monthly
- Updated daily

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- 504,000 Opt-in only subscribers
- New content published biweekly

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## The Institute Print | Quarterly Subscribers: 394,540

### 2017 Calendar

ISSUE	RESERVATIONS	MATERIALS	FEATURE
March	8-Jan	28-Jan	IEEE 5G Initiative
June	8-Apr	28-Apr	Accessibility
September	8-Jul	28-Jul	Maker Movement
December	7-Oct	27-Oct	IEEE Young Professionals

### Departments

President's Column, Briefings, Calendar, Tech Topic, Standards, Question of the Month, Products and Services, Conferences, Books of Interest, People and Call for Nominations.

### Specs in Inches

Full Page: 8x10  
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 1/2 Horizontal: 8.25x5  
 1/4 Page: 4x5

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## The Institute Web Site | Updated Daily | Total Visitors Monthly: 38,000

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## The Institute Alert | 504,000 Opt-in Only Subscribers New Content Published Biweekly

### 2017 Calendar | The Institute Alert #1

ALERT 1	10-Jan	14-Feb	14-Mar	11-Apr	9-May	13-Jun	11-Jul	8-Aug	12-Sep	10-Oct	7-Nov	5-Dec
CLOSING	3-Jan	7-Feb	7-Mar	4-Apr	2-May	6-Jun	3-Jul	1-Aug	5-Sep	3-Oct	31-Oct	28-Nov
MATERIALS	6-Jan	10-Feb	10-Mar	7-Apr	5-May	9-Jun	7-Jul	4-Aug	8-Sep	6-Oct	3-Nov	1-Dec

### 2017 Calendar | The Institute Alert #2

ALERT 2	24-Jan	28-Feb	28-Mar	25-Apr	23-May	27-Jun	25-Jul	22-Aug	26-Sep	24-Oct	21-Nov	19-Dec
CLOSING	17-Jan	21-Feb	21-Mar	18-Apr	16-May	20-Jun	18-Jul	15-Aug	19-Sep	17-Oct	14-Nov	7-Dec
MATERIALS	20-Jan	24-Feb	24-Mar	21-Apr	19-May	23-Jun	21-Jul	18-Aug	22-Sep	20-Oct	17-Nov	12-Dec

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