

# New Product Spotlight



## IEEE Spectrum New Product Spotlight

The IEEE Spectrum New Product Spotlight is a great way to create buzz and additional interest for new product launches, technical papers, and software downloads or free samples on new product launches. Bring your products together with our design and engineering managers in a biweekly product email blast that generates contactable leads.

IEEE Members have incredible purchasing power, are an actively engaged audience, and recognize IEEE Spectrum as the foremost provider of the latest news, opinions and information about new technology innovations.

### Coverage Areas/Topics

- New Product Launches
- Technical Papers
- New Software
- Product Samples

### Markets/Industries Served

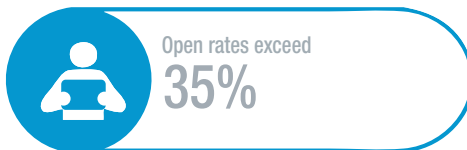
Aerospace, Biomedical, Buildings, Chip Design, Computing, Consumer Product Design, Embedded Systems, Fuel Cells, Green Tech, Power & Energy, Renewables, Robotics, Semiconductors, Signal Processing, Smart Grid, Software, Telecom, Transportation

### Frequency

Biweekly

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### Readership Profile by Top Job Functions

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Software Engineer  
CIO/CTO/Engineering Executive  
Hardware Engineer  
Student