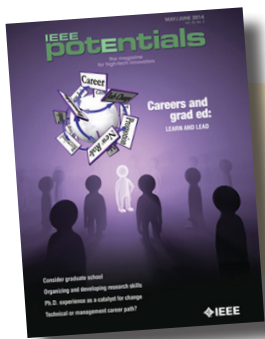


The IEEE Potentials is a global community of engineering students who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

IEEE is the world's largest technical professional society, connecting students and professional members with the latest information and the best technical resources available. There are more than 1,300 student branches around the world – along with 300 local sections and 1,300 technical chapters. Student members are automatically a member of the IEEE Student Branch established at their university or college and their local IEEE Section.

- Reach key IEEE student members - future leaders in the development of the latest technology and engineering advances.
- Tap into the latest career strategies throughout the year with special features and unique highlights.
- Complement your advertising with exclusive and authoritative editorial that connects your brand with the brightest minds in your business.



Subscriber Base: 120,000+ Frequency: Bimonthly

Reach the largest concentration of burgeoning engineering students.

IEEE Potentials Magazine readers engage with your ad both in the print publication and in the online digital issue.

2018 Editorial Calendar

Departments: Student Editor's Editorial; My 1st Job; Student Branch Profiles; The Way I See It; Gamesman; Student Activity Committee Chair's Editorial

Issue	Close	Materials	Editorial Features	2018 Bonus Distribution
Jan/Feb	8 Dec	12 Dec		
Mar/Apr	6 Feb	9 Feb		
May/June	3 Apr	6 Apr	Career and Graduate Education	
Jul/Aug	11 Jun	14 Jun	IoT	
Sep/Oct	7 Aug	10 Aug	Automotive Self-driving Technology	
Nov/Dec	12 Oct	16 Oct	Student and Young Professional Entrepreneurship	

Editorial calendar subject to change without notice.