

# Tech Alert



IEEE Spectrum Tech Alert is an innovative technology and science news report, delivered weekly from the trusted sources of technology insiders – the editors of IEEE Spectrum. This cost-effective marketing vehicle delivers IEEE Spectrum content and news updates to members of the world’s largest professional technology information aggregator and industry standards organization. IEEE

Spectrum offers exclusive interviews, blogs, podcasts and Web events that feature leading technology gurus and innovators to 483,000 highly-qualified professionals – helping them to stay current, competitive and informed.

## Coverage Areas/Topics

- IEEE Spectrum content and news updates

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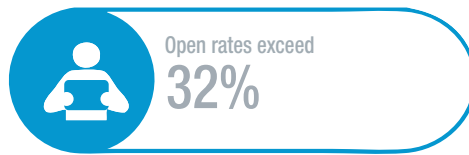
Aerospace, Biomedical, Buildings, Chip Design, Computing, Consumer Product Design, Embedded Systems, Fuel Cells, Green Tech, Power & Energy, Renewables, Robotics, Semiconductors, Signal Processing, Software, Telecom, Transportation

## Frequency

Weekly

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- Power/Energy
- Automotive
- Software
- Medical/Healthcare
- Semiconductor
- Consumer Electronics
- Telecommunications
- Communications
- Consulting Services
- Aviation/Space
- Banking/Investment/Finance

## Readership Profile by Top Job Functions

- Scientific Management
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- CEO/President/General Manager
- Software Engineer
- CIO/CTO/Engineering Executive
- Hardware Engineer
- Student