Reach for the IEEE Stars in the Tech Market

VP Engineering
Design Engineering
Design Engineering Management
Chief Engineering
Scientific Management
Gain Market Advantage

IEEE Women in Engineering (WIE) is the Largest Global Professional Organization for Women in the Field
The mission of IEEE WIE is to facilitate the recruitment, retention and recognition of women in technical disciplines globally.
IEEE WIE’s global community has over 700 Affinity Groups in over 60 countries that work in technology professions linked to IEEE technical societies.

Reach a worldwide, multidisciplinary community of engineers, scientists and educators.

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

Geographic Profile*
- 12% United States
- 4% Canada
- 47% India, China, Pacific Rim
- 16% Europe, Middle East, Africa
- 21% Latin America

Professional Profile*
- 48.7% Industry
- 23.6% Government
- 23.6% Academia
- 11.2% Self Employed
- 6.5% Other
- 4.1% Retired
- 3.4% Unemployed
IEEE Women In Engineering Marketing Packages

IEEE WIE members are professional innovators who are associated with a worldwide, multidisciplinary community of engineers, scientists and educators.

IEEE WIE Sponsorship display packages include:
- Advertising in IEEE Women in Engineering Magazine
- Article in IEEE WIE Magazine highlighting corporation, individual, or project
- Logo and link in IEEE WIE Monthly e-Newsletter
- Logo and link on IEEE WIE website
- Live IEEE WIE Chats

IEEE WIE recruitment packages include:
- Featured ads in the new IEEE WIE area of IEEE Job Site
- Monthly ePromotion of jobs in the IEEE WIE monthly e-Newsletter
- IEEE WIE Virtual Job Fair
- Corporate positioning ads and articles in IEEE Women in Engineering Magazine
- Advertising and sponsorship on the IEEE.tv WIE channel
- IEEE WIE Live Chat sponsorship

IEEE WIE Marketing
IEEE Women in Engineering Magazine articles integrate engineering with current issues facing society such as careers, healthcare, medicine, law, governance and international women’s issues.

Paid Circulation 23,866**
Frequency Semiannual

Target the largest concentration of high-tech professionals in the market. Contact your local IEEE Media sales representative for more information today!

Call +1 732 465 6473

*The Changing Dynamics of Technology Innovation by Akel and Associates
**2016 IEEE WIE Membership Information

advertise.ieee.org/women-in-engineering
2017 Editorial Calendar

Departments: Letter from the Editor; Letters to the Editor; Amperes: Current Affairs from Around the World; Women to Watch; Hot Spots: Beyond the Cubicle; Pipelining; The Good, the Bad, and the Ugly: Engineering Facts; Career Advisor; Timesharing – Life/Work Balance

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close</th>
<th>Materials</th>
<th>Editorial Features</th>
<th>2017 Bonus Distribution</th>
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<tbody>
<tr>
<td>Jun</td>
<td>10 Apr</td>
<td>13 Apr</td>
<td>New Frontiers in Space Technology</td>
<td>• MTT IMS, 4-9 Jun, Honolulu, HI</td>
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<td></td>
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<td></td>
<td>This issue will focus on the revitalization of space exploration, space travel and the exciting, diverse career opportunities supporting the upsurge of the space industry. Communications, sensors, renewable energy power systems, control systems and imaging are just a few of the IEEE fields of interest that are leading the way for space exploration of the universe to become a reality.</td>
<td>• DAC, 19-23 Jun, Austin, TX</td>
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<td>• PES Annual Meeting, 16-20 Jul, Chicago, IL</td>
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<td>• NANO, 25-28 Jul, Pittsburgh, PA</td>
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<td>• EMC 2017, 7-11 Aug, National Harbor, MD</td>
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<td>• IAS Annual Meeting, 29 Sep - 5 Oct, Cincinnati, OH</td>
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<td>• SWE, 26-28 Oct, Austin, TX</td>
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<td>• ETHICS, TBD</td>
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<tr>
<td>Dec</td>
<td>10 Oct</td>
<td>13 Oct</td>
<td>Leadership: Empowering Your Potential</td>
<td>• CDC, 12-15 Dec, Melbourne, Australia</td>
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<td>This issue focuses on connecting individuals’ diverse interests and potential to new career opportunities and leadership roles. Successful strategies and lessons learned from industry leaders will help inspire readers to gear up for the next stage of their career journey. IEEE WIE Magazine will help readers connect their passions and strengths to new avenues for success, while helping identify new areas for both personal and professional growth.</td>
<td>• CES 2018, 5-8 Jan, Las Vegas, NV</td>
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<td>• NWS 2018, 15-18 Jan, Los Angeles, CA</td>
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<td>• ISSCC 2018, 4-6 Feb, San Francisco, CA</td>
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<td>• APEC 2018, 4-8 Mar, San Antonio, TX</td>
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<td>• GPC 2018, 11-15 Mar, San Diego, CA</td>
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<td>• ICASSP 2018, 22-27 Apr, Seoul, Korea</td>
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Editorial calendar is subject to change without notice.

2017 Display Advertising Rates

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<th>Rate Card #10</th>
<th>Effective January 2017</th>
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<td>1X</td>
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<td>Full Page</td>
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<td>1,000</td>
<td>960</td>
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<tr>
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<td>$4,780</td>
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<td>Cover 4</td>
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Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof: 2-color $550, 4-color $890.

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For media kit and mechanical specs, visit advertise.ieee.org/women-in-engineering