

2017 Media Kit

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*

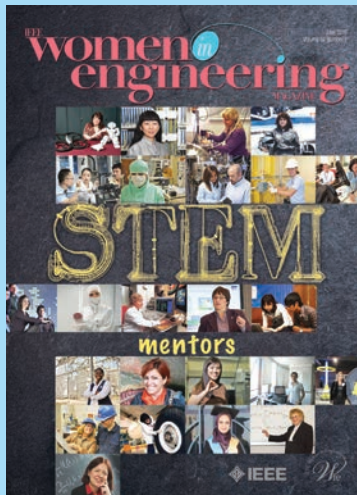
77%	Computer Hardware
69%	Test and Measurement Products
57%	Simulation Software
57%	Circuits and Systems
53%	Computing and Graphics
51%	Power and Energy Equipment
49%	CAD/CAM/CAE Systems
49%	Internet Applications
47%	Embedded Systems
45%	Control Technologies
45%	IC/Semiconductors
41%	Scientific Computing
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

Work with IEEE Media recruitment advertising specialists to create a package that will bring greater diversity to your technical workforce.

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
JobSite

IEEE.**tv**

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



**Apex Award of Excellence
Winner 2008 - 2016**



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

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

Issue	Close	Materials	Editorial Features	2017 Bonus Distribution
Jun	10 Apr	13 Apr	<p>New Frontiers in Space Technology 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.</p>	<ul style="list-style-type: none"> • MTT IMS, 4-9 Jun, Honolulu, HI • DAC, 19-23 Jun, Austin, TX • PES Annual Meeting, 16-20 Jul, Chicago, IL • NANO, 25-28 Jul, Pittsburgh, PA • EMC 2017, 7-11 Aug, National Harbor, MD • IAS Annual Meeting, 29 Sep - 5 Oct, Cincinnati, OH • SWE, 26-28 Oct, Austin, TX • ETHICS, TBD
Dec	10 Oct	13 Oct	<p>Leadership: Empowering Your Potential 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.</p>	<ul style="list-style-type: none"> • CDC, 12-15 Dec, Melbourne, Australia • CES 2018, 5-8 Jan, Las Vegas, NV • RWS 2018, 15-18 Jan, Los Angeles, CA • ISSCC 2018, 4-6 Feb, San Francisco, CA • APEC 2018, 4-8 Mar, San Antonio, TX • OFC 2018, 11-15 Mar, San Diego, CA • ICASSP 2018, 22-27 Apr, Seoul, Korea

Editorial calendar is subject to change without notice.

2017 Display Advertising Rates

Black and White Rates | Rate Card #10 | Effective January 2017

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$3,985	\$3,830	\$3,750	\$3,670	\$3,510	\$3,310	\$3,070	\$2,790
2/3 Page	3,150	3,070	2,990	2,910	2,790	2,590	2,390	2,130
1/2 Island	2,470	2,350	2,270	2,190	2,110	2,030	1,950	1,830
1/2 Page	2,230	2,110	2,050	2,030	1,950	1,830	1,710	1,590
1/3 Page	1,590	1,510	1,430	1,390	1,320	1,240	1,200	1,120
1/4 Page	1,200	1,140	1,080	1,040	1,000	920	800	760
1/6 Page	1,000	960	940	880	840	760	720	680
Cover 2	\$4,981	\$4,780	\$4,680					
Cover 3	4,981	4,780	4,680					
Cover 4	5,380	5,160	5,060					

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof: 2-color \$550, 4-color \$890.

CONTRACT REGULATIONS: All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period. **LIABILITY:** The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter. **PUBLISHER'S PROTECTION CLAUSE:** The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

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