

FACTS

Circulation: 45,000, BPA audited, published monthly, established 1962
100% paid circulation. High renewal rate, average subscriber length 5+ years.

Audience: Design engineers/engineering managers, system architects, and corporate level engineers in communications equipment manufacturers.

Duplication: IEEE Communications reaches a largely exclusive (unduplicated) readership. Less than 25% overlap (duplication) with any other electronics publication. This unique audience allows advertisers to reach an otherwise untapped audience of engineers designing for communications and networking applications.

Subscriber Profile: IEEE Communications subscribers are communications engineers and engineering managers & system architects in systems and equipment manufacturers (OEMs) including: Cisco Systems, Lucent Technologies, Ericsson, Nokia, Alcatel, Motorola, NORTEL, Siemens, Fujitsu, Ciena, IBM, Intel, NEC, QUALCOMM, Raytheon, Lockheed Martin, Boeing, Sprint, Verizon.

93% specify, recommend or purchase communications products

- 72% test & measurement equipment
- 69% cellular, wireless & RF products
- 63% ICs, components, connectors, boards
- 73% EDA/Design Hardware/software • 31% Optical communications products

Job Functions:

- 96% - communications design & development
- 86% - concept, prototype and first generation design & development
- 69% - project, product or network concept/early development
- 45% - engineering management or senior management

Experts in multiple design technologies:

- 72% wireless/mobile networks
- 41% wired networks
- 34% optical networks
- 29% cable networks
- 25% consumer networks & communications

OVERVIEW



Editorial for Communications Design

IEEE Communications Magazine provides in-depth, impartial information on leading edge communications technology that engineers need to complete their state-of-the-art design projects.

IEEE Communications publishes tutorial style articles that address problems facing communications engineers and propose alternative design solutions.

Only the best quality articles are selected for publication in IEEE Communications. Articles submitted must successfully complete a rigorous triple peer review process by leading industry experts for content and objectivity.

IEEE Communications publishes substantial editorial content; an average of over 100 editorial pages per month, 1500 editorial pages per year!

Covering the Entire Communications Design Market

IEEE Communications is the only publication communications engineers turn to for world class quality technology on all aspects of the evolving communications industry.

Topics covered include...

- Wireless Communications • RF Communications • Optical Communications
- Consumer Communications • Voip • quality Of Service • Internet Technology
- GPRS • Base Stations • Antennas • MIMO • 3G/4G Wireless • Testing for Communications Systems & Components • Wireless Lan • Software Radio • WiFi • Military & Defense Communications • Integrated Circuits for Communications • Broadband Access • Network Management • In Home Networking • Telecom Switching & Transmission • Modeling & Simulation Software • Sensor Networks

Reach 45,000 influential engineers in the broad communications design market through IEEE Communications Magazine...The Electronics Magazine for Communications Design Engineers. A key market segment you cannot reach through any other electronics publications!