FOCUSED ON INVENTING THE COMMUNICATIONS DESIGN MARKET

2015 MEDIA KIT
comsoc.org
REACH THE KEY INFLUENCERS OF COMMUNICATIONS DESIGN & DEVELOPMENT

The IEEE Communications audience is a mix of innovators, decision-makers and early-adopters at all organizational levels.

From product makers to decision-makers:

- **97%** are involved in setting the direction for design engineering/R&D initiatives
- **62%** are directly involved in project/product development or concept/early development
- **38%** are senior or upper-level management

- **92%** are often sought out for knowledge or opinions regarding their company’s design engineering and R&D
- **91%** are open to experimenting with new or different routes to success
- **90%** are willing to champion new approaches, take educated risks and develop novel, creative solutions to move their initiatives forward
- **83%** are involved in setting their organization’s direction for design engineering and R&D
- **75%** play leadership roles to influence the attitudes and actions of others in the use of new products/components

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**BPA AUDITED CIRCULATION**

50,421 WORLDWIDE

- North America: 21,782
- International: 28,639

2014 Stats:

- **Facebook**: 892,000 followers
  - Posts total reach 2.4M/month
- **LinkedIn**: 3,300 followers
  - 10,600 group members
- **Twitter**: 19,500 followers

**GEOGRAPHIC REGIONS**

- **44%** United States/Canada/Mexico
- **26%** Asia/Pacific Rim
- **25%** Europe/Africa/Middle East
- **5%** Latin America

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2014 IEEE Research by Martin Akel and Associates
BPA – November 2013
IEEE Communications keeps its audience ahead of the curve on the latest innovations and achievements in the art of communications design and development technology products.

They are professional innovators who look for insights and inspiration:
- Design engineers
- Engineering managers
- Corporate-level engineers
- Technical professionals
- Chief engineers
- Independent consultants

They are experts in multiple design technologies:
- 71% Wireless/mobile networks
- 51% Wired networks
- 38% Consumer networks
- 32% Optical networks
- 20% Cable networks

Reach them where they work!
The IEEE Communications audience works in a range of environments — from small, entrepreneurially-driven companies to very large corporations.

In fact, 19% work for organizations with annual sales revenue of $5 billion or more!
- 39% Technical/engineering firm or consultant
- 25% Original equipment manufacturer
- 13% Independent R&D lab
- 11% Utility
- 10% Government R&D Lab

IEEE COMMUNICATIONS MAGAZINE TOPICS

- 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
ALIGN YOUR BRAND WITH TECHNOLOGY DECISION-MAKERS

89% of IEEE Members are involved with purchasing or specifying decisions for their organizations.

IEEE Communications products provide inspiration and vision to engineers and scientists who are called upon to develop technological breakthroughs in their areas of work.

IEEE Members are change agents within their organizations. They seek out new solutions and support the evaluation and ultimate purchase of products and components that help achieve their objectives:

- 89% are involved in all three phases (early, middle, and final) of the decision process.
- 88% are involved with hard-to-penetrate vendor decision teams, most often in a management capacity.
- 89% of IEEE Members state that their recommendations are ultimately specified or purchased.
- 84% often specify/recommend by brand, with 63% their recommendations taken most often.
- 64% of their buying/specifying decisions affect multiple levels of their organizations.
- 62% are motivated to achieve breakthroughs before their competitors.

2014 IEEE Research by Martin Akel and Associates
GAIN MARKET ADVANTAGE

36% of the IEEE Communications audience spends more than $1 million annually on systems, software, components and electronic equipment.

The Communications audience is your audience. Every day, they’re in charge of everything from specifying and identifying a need, to researching vendors or preparing a budget.

62% are directly involved with product/component purchasing decisions

32% make purchasing decisions that impact their entire organizations

The facilities that the IEEE audience influences are spending significant sums on technology purchases, making them prime sales targets for marketers’ messages. Each will be specified/purchased by a third or more of our audience:

- 61% Network-related hardware, software, wired, wireless, optical
- 54% Software: systems/design/other software
- 48% Test & measurement products and equipment
- 33% RF/wireless/cellular products
- 28% Switching hardware/software/equipment
- 25% Transmission hardware/software/equipment
- 24% RF/microwave/wireless test
- 22% Design/modeling/EDA hardware/software
- 22% ICs/components/boards

2014 IEEE Communications Society Research, Special Interest Media
2014 IEEE Research by Martin Akel and Associates
+1 732 562 3937 advertise.ieee.org/contact/ieee-communications comsoc.org
GET THE ATTENTION OF THE IEEE COMMUNICATIONS AUDIENCE

The IEEE Communications audience looks for objective, tutorial style, applications-driven editorial written and triple peer-reviewed by the industry’s leading experts. They appreciate that we provide a unique industry perspective as the exclusive resource for both the wireless and optical fields.

And we deliver it through a robust multi-media platform of products and services:

Print | Webinars | White Papers | Tutorials
Banners | Newsletters | Content Sponsorships

92% of our readers say that we have a compelling and important point of difference

85% rate our editorial quality as above average to superior

77% rate our online tutorials as above average to superior

COMPELLING CONTENT

As a thought leader in our field, we deliver compelling content that resonates on numerous levels with our readers.

IEEE Communications:

94% keeps them up to date with industry trends
81% keeps them well informed
47% is intellectually enriching
43% is highly relevant to them as professionals

2014 IEEE Communications Society Research, Special Interest Media
INTEGRATE YOUR MARKETING WITH A VARIETY OF PRODUCTS

IEEE Communications products deliver engaging, transformative concepts via creative, graphic platforms across print, web, newsletters, webinars and white papers. Cross-pollenate your technology product and branding marketing strategy with both standard, high-impact and lead generation advertising opportunities.

93% of IEEE members say it’s productive to have a broad suite of related media from the brand.

Lead Generation
Webinars
Webinars are promoted to the global community of communications professionals and are free to the viewing audience. IEEE webinars beat industry attendance averages by 134%, with a 300 lead guarantee.

White Papers
Consistently provide 150 qualified leads — 58% of IEEE Members frequently use technical papers.

Banners
COMSOC Web site monthly averages:
- 61,000 unique visitors
- 140,000 page views
- Average page visit duration: 2 minutes
- Home page and publications page packages available

Alerts/Newsletters
E-News
Twice a month, provides 100,000 readers with communications industry news, and timely information on standards, publications, awards, chapter and technical information, upcoming conferences, and activities.
- Average open rate 21%

Tech Insights
Sponsored messages delivered monthly to over 160,000 electronic design engineers serving the communications industry.
- Average open rate 20%

Content Sponsorships
Tech Focus
Brings together a selection of complete articles and conference papers from the IEEE Communications Digital Library on a specific topic or technology. Corporate sponsors receive significant exposure with Web banners throughout.
- 149,800 opt-in subscribers
- Average open rate 22%

Free Tutorials Now
IEEE Communications Society’s enhanced conference tutorial program presents an online collection of recent tutorials given at IEEE Communications Society sponsored conferences. Corporate sponsors receive significant exposure with Web banners throughout.
- 147,800 opt-in subscribers
- Average open rate 21%
- 300 lead guarantee
GET DECISION-MAKERS TO TAKE ACTION

Advertising with IEEE Communications — whether in our magazine, on our Web site, or in other media — produces results. In the past 12 months, this is how our audience has responded to advertising in our publications:

- Visited a vendor/distributor’s web site: 14,624
- Discussed a product with colleagues: 11,094
- Saved an ad for reference: 10,085
- Specified/recommended a product: 9,077

Make a more positive impression.

Advertising in the IEEE Communications suite of media can greatly enhance the perception of your components, your products and your overall brand. Here’s what our readers think about our regular advertisers:

- Likely to offer more innovative products: 47%
- Likely to have higher quality products: 34%
- Likely to be a more successful company: 26%
Year after year, IEEE Communications publications are ranked highly across a number of Journal Citation Reports® (JCR) metrics. JCR offers a systematic, objective means to critically evaluate the world’s leading journals, with quantifiable, statistical information based on citation data. By compiling articles’ cited references, they help to measure research influence and impact at the journal and category levels, and shows the relationship between citing and cited journals.

The latest JCR released in July 2014 reveals that we continue to rank at the top of our fields. Using a combination of impact and influence metrics, and millions of cited and citing journal data points that comprise the complete journal citation network, the JCR provides the context to understand a journal’s true place in the world of scholarly literature. Here are JCR results for two major categories, based on these two key methods of citation measurement.

**Top journals by Impact Factor.**
Impact Factor is the average number of times articles from a journal published in the past two years have been cited in the JCR year.

Telecommunications:
- #1 IEEE Wireless Communications Magazine
- #3 IEEE Communications Magazine
- #5 IEEE Network Magazine

**Top journals by Article Influence® score.**
Article Influence® Score formula determines the average influence of a journal’s article over the first 5 years after publication.

Telecommunications:
- #3 IEEE Wireless Communications Magazine
- #4 IEEE Communications Magazine
- #6 IEEE Network Magazine

Ask your IEEE Media Sales Representative about packaging ads with other IEEE Communications magazines.
<table>
<thead>
<tr>
<th>MONTH</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>EDITORIAL FEATURES</th>
<th>2015 BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| JAN   | 1 DEC | 8 DEC     | • Assisted Ambient Living Communications  
• Millimeter-Wave Communications for 5G – Part II  
• Extremely Dense Wireless Networks  
• Ad Hoc and Sensor Network Series  
• Network and Service Management Series | • OFC Pre-Show issue  
Special digital delivery to all pre-registered OFC attendees |
| FEB   | 2 JAN | 8 JAN     | • OFC Show issue: Optical Communications Special Section  
• Architectures and Technologies for Spatially-Spectrally Flexible/Elastic Optical Networking  
• Network & Service Virtualization – Part I | • OFC (Optical Fiber Communications),  
22-26 March, Los Angeles, CA  
February issue placed in all OFC attendee bags.  
Additional distributions throughout OFC show.  
• Mobile World Congress, 2-5 March, Barcelona, Spain |
| MAR   | 2 FEB | 9 FEB     | • Mobile Cloud Computing  
• Satellite Communications and Networking  
• Next Generation Cable Networks with DOCSIS® 3.1 Technology  
• Topics in Radio Communications Series  
• Network Testing Series  
• Standards Supplement to mail with March issue | • NAB (National Association of Broadcasters),  
11-16 April, Las Vegas, NV |
| APR   | 2 MAR | 9 MAR     | • Energy Harvesting Communications  
• Network & Service Virtualization – Part II  
• Security and Privacy in Emerging Networks  
• Integrated Circuits for Communications Series  
• Design and Implementation Series | |
| MAY   | 1 APR | 8 APR     | • EASE4CCS (Emerging Apps, Services, Engineering for Cellular Cognitive Systems)  
• Full-Duplex Communications  
• Communications Education & Training: Industry Certification and University Accreditation  
• Green Communications and Computing Networks Series | • International Microwave Show (IMS),  
17-22 May, Phoenix, AZ |
| JUN   | 30 APR | 7 MAY     | • Energy Harvesting Communications — Part II  
• Wireless Physical Layer Security  
• Consumer Communications and Networking Series  
• Automotive Networking and Applications Series  
• Topics in Radio Communications Series  
• Standards Supplement to mail with June issue – Advanced Cloud & Virtualization Techniques for 5G Networks | |
| JUL   | 1 JUN | 8 JUN     | • 5G Spectrum: Enabling the Future Mobile Landscape  
• Underwater Wireless Communications and Networks: Theory and Application  
• Ad Hoc and Sensor Network Series  
• Network and Service Management Series | |
| AUG   | 1 JUL | 8 JUL     | • IoT/M2M Standards Research  
• 5G Spectrum  
• Topics in Optical Communications Series | • CTIA & 4G World, 9-11 September, Las Vegas, NV |
| SEP   | 31 JUL | 7 AUG     | • Optical Communications  
• Software Radio: 20 Years Later  
• Topics in Radio Communications Series  
• Network Testing Series  
• Software Defined 5G Networks  
• Standards Supplement to mail with September issue | • European Conference on Optical Communications (ECOC), 27 September – 1 October, Valencia, Spain  
• European Microwave Week, 6-11 September, Paris, France |
| OCT   | 2 SEP | 9 SEP     | • Military Communications  
• Future Railway Communications  
• Design and Implementation Series  
• Integrated Circuits for Communications Series | • MILCOM: IEEE Military Communications Conference, 26-28 October, Tampa, FL |
| NOV   | 1 OCT | 8 OCT     | • Communications Education & Training  
• Green Communications and Computing Networks Series | |
| DEC   | 2 NOV | 9 NOV     | • Topics in Radio Communications Series  
• Consumer Communications and Networking Series  
• Automotive Networking and Applications Series  
• Standards Supplement to mail with December issue | • IEEE GLOBECOM, 6-10 December, San Diego, CA |

Editorial Calendar is subject to change without notice.
Combinations of print ads, custom content sponsorships, banners, webinars, newsletters, microsites, blogs and other various multimedia platforms can resonate your branding marketing strategy with standard banners, content sponsorships and lead generation advertising opportunities.

**Production contact:** Felicia Spagnoli +1 732 562 6334  
**Online mechanical specs:** advertise.ieee.org/product/online/ieee-comsoc-banners  
**Print mechanical specs:** advertise.ieee.org/product/print/communications  
**Advertising media center:** advertise.ieee.org

### PRINT ADVERTISING

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<td>$1,720</td>
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</tbody>
</table>

### COVER RATES

- **Cover 2**  
  Earned B&W Rate +15%
- **Cover 3**  
  Earned B&W Rate +10%
- **Cover 4**  
  Earned B&W Rate +20%

### ONLINE ADVERTISING

#### BANNERS

- **Home Page Package**  
  Medium Rectangle  
  300 x 250  
  50% SOV  
  $4,500 Per Month
- **Publications Page Package**  
  Leaderboard  
  728 x 90  
  $4,500 Per Month  
  3,500 Per Month

### LEAD GENERATION PRODUCTS

<table>
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<th>Product Description</th>
<th>Cost</th>
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<tbody>
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<td>Webinars: Guaranteed 300 Leads</td>
<td>$15,000 Net</td>
</tr>
<tr>
<td>Exclusive Sponsorship</td>
<td>$15,000 Net</td>
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<tr>
<td>Multi-sponsored Webinar</td>
<td>$8,000 Net</td>
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<tr>
<td>Add a White Paper to Any Package</td>
<td>$1,000</td>
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<tr>
<td>Client Demo Within a Webinar</td>
<td>$1,000</td>
</tr>
<tr>
<td>Speaker Video Within a Webinar</td>
<td>$3,000</td>
</tr>
<tr>
<td>Client Prepared Webcast With 300 Lead Guarantee</td>
<td>$8,000</td>
</tr>
<tr>
<td>White Papers: Guaranteed 150 Leads, 3 Months</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

### ALERTS/NEWSLETTERS

- **e-News:**  
  100,000 Circulation, Mailed 2X Per Month, Text Only  
  Top Position Per Month Net $4,000  
  Tile Position Per Month Net $3,000  
  20 Words Plus URL $3,500  
  Tech Insights: 160,000 Circulation  
  Sponsored HTML e-Blast Per e-Blast Net $6,500

### CONTENT SPONSORSHIPS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Focus: 149,800 Circulation 3 Consecutive Months</td>
<td>$10,000 Net</td>
</tr>
<tr>
<td>Free Tutorials Now: 30 Minute – 1.5 Hour Tutorial 147,800 Circulation, 300 Lead Guarantee</td>
<td>$10,000 Net</td>
</tr>
</tbody>
</table>

For more options, rates and availability, please contact sales representative.