

IEEE Boston Section Media Kit

Reaching the largest technology and scientific community in New England

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About the IEEE ...

The IEEE Mission
*Advancing Technology for
Humanity*



IEEE Membership

- 400,000+ members globally: 300,000 professionals, 100,000 students

IEEE Boston Section Membership

- IEEE Boston Section is the largest, most active, and technically diverse section in the U.S.
- Engineers, scientists and professionals in the electrical and computer sciences and engineering industry
- The Reflector, the print magazine, is delivered to more than 8,500 subscribers eight times a year
- The eReflector, the bi-weekly newsletter, is delivered to more than 8,000 subscribers twice-per-month



Celebrating 125 Years
of Engineering the Future



For More Information/Advertise with IEEE Boston Section, email or call Kevin Flavin (kevinflavin@ieee.org) 978-733-0003

About our Subscribers (Members)

- Society and Affinity Groups
 - Subscribers are leaders in regional special interest groups

- Authors
 - In more than 140 periodicals and Top-rated journals, including Peer reviewed
 - Peer reviewed journals reach beyond IEEE members into the broader industry and often serve as references for many years

- Speakers
 - At more than 800 conferences
 - Distinguished Lecturer Network

- Judges
 - Engineering Competitions

- International Standards Leaders
 - Subscribers develop and contribute global standards for global use and regulations



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About our Subscribers (Members)

IEEE members form special interest organizations globally. The Boston Section hosts more than 23 of the IEEE Societies.

- Aerospace & Electronic Systems
- Antennas & Propagation
- Broadcast Technology
- Circuits & Systems
- Communications
- Components, Packaging, & Manufacturing Technology
- Computer
- Computational Intelligence (formerly Neural Networks)
- Consumer Electronics
- Control Systems
- Dielectrics & Electrical Insulation
- Education
- Electromagnetic Compatibility
- Electron Devices
- Engineering in Medicine & Biology
- Geoscience & Remote Sensing
- Industrial Electronics
- Industry Applications
- Information Theory
- Instrumentation & Measurement
- Intelligent Transportation Systems
- Lasers & Electro-Optics
- Magnetics
- Microwave Theory & Techniques
- Nuclear & Plasma Sciences
- Oceanic Engineering
- Power Electronics
- Product Safety Engineering
- Professional Communication
- Reliability
- Robotics & Automation
- Signal Processing
- Society on Social Implications of Technology
- Solid-State Circuits
- Systems, Man, & Cybernetics
- Ultrasonics, Ferroelectrics, & Frequency Control
- Vehicular Technology



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Excellent Return on Advertising Investment

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 - Rotate multiple ads per campaign
 - Rotate multiple campaigns
 - Limit banner views per day or per user session
- No cost for ads not served through our errors and omissions (see contract for more details)



Contact Kevin at kevinflavin@ieee.org 978-733-0003 for more information on rates for Print and Online Advertising



Advertising Channels

The Reflector

- Print Newspaper
 - Circulation: 8,500+ direct mailed
 - Eight issues annually,
 - Nov/Dec double issue, no Jun-Aug
 - Black & White, Tabloid-size newsprint, 20-32 pages
- Readers are technical and employed in high-technology, defense, medical device and related industries



The eReflector Newsletter

- Advertising Options Coming Soon

Official IEEE Boston Section website

- Up-to-date information on courses, conferences, events, news, and announcements
- Enjoys 5%+ visitor growth per month
- Consistently, 75% of visits are local, i.e. Massachusetts



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