BRING A STRONG MESSAGE TO THE MARKET

2015 MEDIA KIT
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IEEE PHOTONICS SOCIETY NEWS – REACHING KEY DECISION-MAKERS

IEEE Photonics Society News continues proving its success as the ideal advertising partner to realize your business goals.

- Tap into new industry developments throughout the year with special features and unique highlights
- Complement your advertising with exclusive and authoritative editorial that connects your brand with the brightest minds in your business
- Powerful “heads-up” content approach to a “heads-up” audience
- Reach key IEEE Photonics Society members – major players in the development of the latest technology and engineering advances

The IEEE community.
IEEE Photonics Society comprises a global community of leading innovators who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

- They develop industry standards in a wide range of technologies
- Their articles and standards are the most highly-cited in U.S. and European patents and IEEE journals
- They sponsor annual conferences and meetings worldwide including the IEEE Conference on Lasers and Electro-Optics
- They are actively looking for solutions to complex problems
- They are where innovation begins

Access this highly-engaged IEEE member community through the most qualified bimonthly newsletter in the laser, opto-electronics, and photonics market — IEEE Photonics Society News.

CIRCULATION 6,709
Reach the largest concentration of high-tech professionals in the field.*

27%
Senior Management

49%
Engineering & Engineering Management

43%
Business & Industry

ANNUAL SUBSCRIPTION COST
IEEE Photonics Society Member
$34 Included with membership dues

Individual Nonmember NA

http://advertise.ieee.org/product/print/

*2014 IEEE PHO Society Membership Information
IEEE Photonics Society News covers the application of lasers, optical devices, optical fibers and lightweight technology.

Explore the world of photonics technology with access to the leading engineers in the field, and reach the right buying influences!

J. Michael Bell, Chief Engineer/Chief Scientist

KEY PRODUCTS

Biomedical Lasers
Displays
Electro-optical Sensors & Systems
Integrated Optics & Optoelectronics
Microwave Photonics
Nonlinear Optics
Optical Communications
Optical Fiber & Planar Waveguide Technology
Optical Networks & Systems
Optoelectronic Materials & Processing
Optoelectronic Packaging
Manufacturing & Reliability
Optical Interconnects
Photodetector & Imaging
Semiconductor Lasers
Solid-State Lasers
Ultrafast Optics & Electronics
Photonics Reference and Textbooks
Photonics Programs and Courses

http://advertise.ieee.org/product/print/
2015 EDITORIAL CALENDAR

Regular Features: Industry Research Highlights; Academic Research Highlights; Careers; Chapter Highlights; Conferences; Members; News; Publications
Columns: Editor’s Column; President’s Column; PHOTONICS Leaders

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<tr>
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<td>18 DEC 2014</td>
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<td>• OFC 2015, 22-26 Mar., Los Angeles, CA</td>
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<td>10 FEB</td>
<td>13 FEB</td>
<td>• Optical Interconnects, 20-22 April, San Diego, CA</td>
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<td>14 APR</td>
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<td>• CLEO/QEC, 12-14 May, San Jose, CA</td>
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<td>AUG</td>
<td>16 JUN</td>
<td>19 JUN</td>
<td>• Summer Topicals, 13-15 July, Nassau, Bahamas</td>
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<td>OCT</td>
<td>19 AUG</td>
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<td>• Photonics 2015, 4-8 Oct., Reston, VA</td>
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<td>20 OCT</td>
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<td>• AVFOP, 10-12 Nov., Santa Barbara, CA</td>
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Editorial calendar is subject to change without notice.

2015 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #11 | EFFECTIVE JANUARY 2015

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