

Why Advertise?

IEEE Industry Applications Magazine readers are leading innovators who explore how technology drives industry and impacts modern society and business — both today and in the future.

IEEE Industry Applications Magazine covers the development, design, manufacture, and application of electrical systems, apparatus, devices, and controls.

About IEEE Industry Applications Society

Mission:

The IEEE Industry Applications Society (IAS) enables the advancement of theory and practice in the design, development, manufacturing, and application of safe, sustainable, reliable and smart electrical systems, equipment, and services.

Vision:

The IEEE Industry Applications Society will be a world leader in the advancement of science and technology linking theory and practice in the application of electrical and electronic systems for the benefit of humanity.

Values:

- The advancement of theory and practice of electrical and electronic engineering for the benefit of humanity.
- The promotion of safe, reliable, sustainable, and economical installations.
- The sharing of knowledge in our domains.
- The creation of engineering standards and recommended practices.
- The professional development of our global membership.

IEEE Industry Applications Society Online



- *IEEE IAS eNewsletter*
- Newly redesigned
- IEEE IAS members' preferred medium for Society updates
- Advertises paid and free technical content as a member resource



- IAS Online Resource Center
- Technical webinars
- IEEE Young Professionals webinars
- Paid technical content
- Content archive



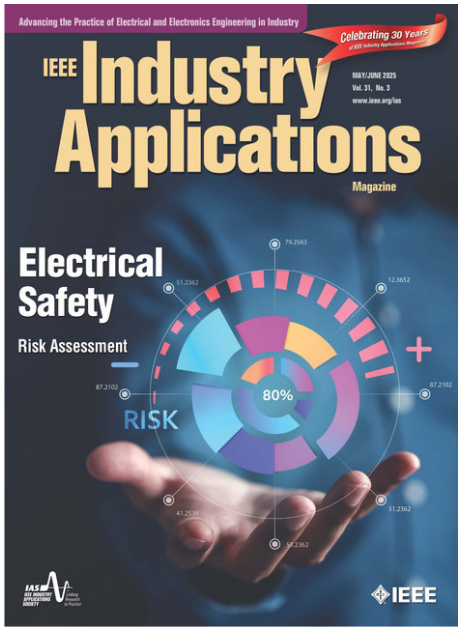
A Recent Survey Shows:

7 out of 10 IAS members access articles via the print magazine.	**Over half of IAS members** read between four and six issues per year.	**Over 35% of IAS members** read every issue.
Nearly 50% have been members for more than 10 years.		**Almost 45% of IAS members** are in their mid- or senior-level.

IEEE Industry Applications Magazine

Readership

IEEE Industry Applications Magazine publishes articles concerning technical subjects and professional activities that are within the scope of the electrical and electronics engineering industry, including:



- Emerging technologies
- Electrical history
- Industry standards
- Electrical workplace safety
- Technical learning
- Professional development
- Society awards
- Upcoming industry conferences
- Local chapter activity
- Reports of IAS activities

82%

of readers have 10+ years' experience in their profession

45%

of readers are in academia (students, university/ independent research)

59%

of readers are Engineers or are in Engineering Management



Print Advertising

Current Rates

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

IEEE Industry Applications Magazine covers the development, design, manufacture, and application of electrical systems, apparatus, devices, and controls.

Rates are net and per insertion. Premium positions incur an additional charge. Reservation is on a first-come, first-served basis.

Size	1x	2x
Cover 2	$3,904	$3,512
Cover 3	$3,904	$3,512
Cover 4	$4,687	$4,295
Full	$3,255	$2,863
2/3	$2,256	$1,987
1/2	$1,909	$1,678
1/2 Island	$2,241	$1,970
1/3	$1,265	$1,115
1/4	$955	$839
1/6	$610	$540

Other Premium Positions: 15%

Ad Sizes and Dimensions

Bleed and Trim Sizes

Ad Size	Width	Depth
Bleed Size	8⅛”	11”
Trim Size	7⅞”	10¾”

Keep all live matter 3/8” inside trim

Non-Bleed Sizes

Ad Size	Width	Depth
Full Page	7"	10"
2/3 Page	4⅝"	10"
1/2 Page, Horizontal	7"	4⅞"
1/2 Page, Vertical	3⅜"	10"
1/2 Page, Island	4⅝"	7½"
1/3 Page, Vertical	2⅛"	10"
1/3 Page, Square	4⅝"	4⅞"
1/4 Page	3⅜"	4⅞"
1/6 Page	2⅛"	4⅞"

IAS IEEE INDUSTRY APPLICATIONS Linking Research



Production Schedule

Issue	Ad Closing	Materials Due
January/February	10/30/2026	11/06/2026
March/April	12/31/2026	01/05/2027
May/June	03/05/2027	03/10/2027
July/August	05/07/2027	05/12/2027
September/October	07/02/2027	07/07/2027
November/December	09/03/2027	09/08/2027

Editorial Calendar

January/February	Standards
March/April	Special Topic: Distributed Energy Resources
May/June	Electrical Safety
July/August	System Protection Control
September/October	Power Systems
November/December	Motors and Drives

IEEE Industry Applications Society eNewsletter

Reach 14,000+ industry engineers every month!

The *IEEE Industry Applications Society eNewsletter* is delivered the last week of every month. We cover timely and newsworthy papers and articles from IEEE IAS journals, magazines, and conference proceedings. Subscribers look forward to technology and industry news, new standards, upcoming conferences, and committee volunteer opportunities.

Monthly, top-of-mind exposure to industry practitioners

- Market outreach to producers, consultants, and partner suppliers
- Users access content via the new IEEE mobile app
- Direct visitors to the landing page of your choice to facilitate qualified leads and the purchasing process
- Archives are accessible for unlimited online viewing



All advertisers will receive an invoice for the total amount, due upon activation.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted), and the total file size must not exceed 100 KB. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and clickthroughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

IEEE Industry Applications eNewsletter	12x	6x	2x
Headline Leaderboard	$11,100	$6,075	$2,200
Middle Leaderboard	$8,250	$4,500	$1,630
Bottom Leaderboard	$7,100	$3,875	$1,400

IEEE Industry Applications Magazine + eNewsletter Bundles

The IEEE Industry Applications Bundle is the best way to connect yourself to electrical and electronic engineering professionals!

The IAS is a source of professional power to its nearly 14,000 worldwide members. Through a network of more than 370 chapters globally, regional events, and national and international conferences, the society keeps members abreast of current technology developments in the areas of technology in electricity and electronics.

With the help of the *IEEE Industry Applications Society eNewsletter,* IAS provides news on recent and upcoming events relevant to members of the Industry Applications Society.





Maximizing Your Reach by Bundling Advertising in Print and Online!

- *IEEE Industry Applications Magazine*
- Print and digital *IEEE IAS eNewsletter*
- Archived online for unlimited viewings

Full Page & Headliner Leaderboard Bundles



Options	Bundle Rate
1 Issue Print Full Page, Full Color & 2 Months eNewsletter	$3,945
3 Issues Print Full Page, Full Color & 6 Months eNewsletter	$10,510
Full Year: 6 Issues Print Full Page, Full Color & 12 Months eNewsletter	$18,625

Full Page & Middle Leaderboard Bundles



Options	Bundle Rate
1 Issue Print Full Page, Full Color & 2 Months eNewsletter	$3,520
3 Issues Print Full Page, Full Color & 6 Months eNewsletter	$9,375
Full Year: 6 Issues Print Full Page, Full Color & 12 Months eNewsletter	$16,630



Half Page & Bottom Leaderboard Bundles



Options	Bundle Rate
1 Issue Print ½ Page, Full Color & 2 Months eNewsletter	$2,220
3 Issues Print ½ Page, Full Color & 6 Months eNewsletter	$5,920
Full Year: 6 Issues Print ½ Page, Full Color & 12 Months eNewsletter	$10,470

Contact Details

Americas, Europe
Jim Secretario
+1 948 223 5790
jsecretari@wiley.com

Southeast (USA), Asia
Birdie Ghiglione
+1 206 677 5962
bghiglione@wiley.com

Sales Management
Chris Darch
+1 206 867 4165
cdarch@wiley.com

IAS IEEE INDUSTRY APPLICATIONS Linking Research