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Innovative Technology for Computer Professionals

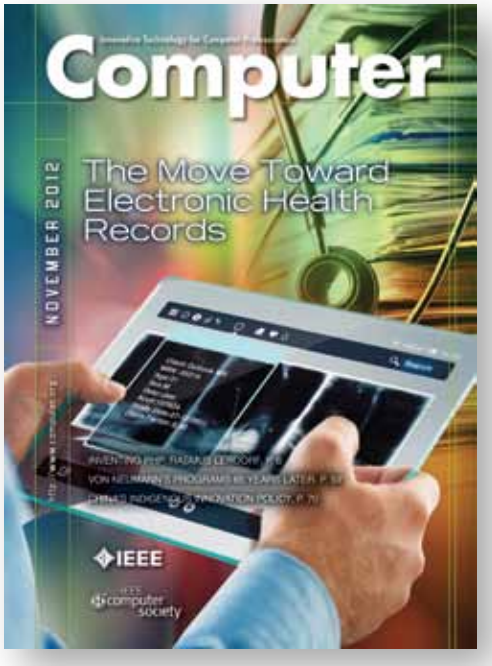
Computer

The World's Leading Publication for Computing Professionals

IEEE computer society

IEEE

2013 Media Kit



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Speak to the brightest minds that speak to us.

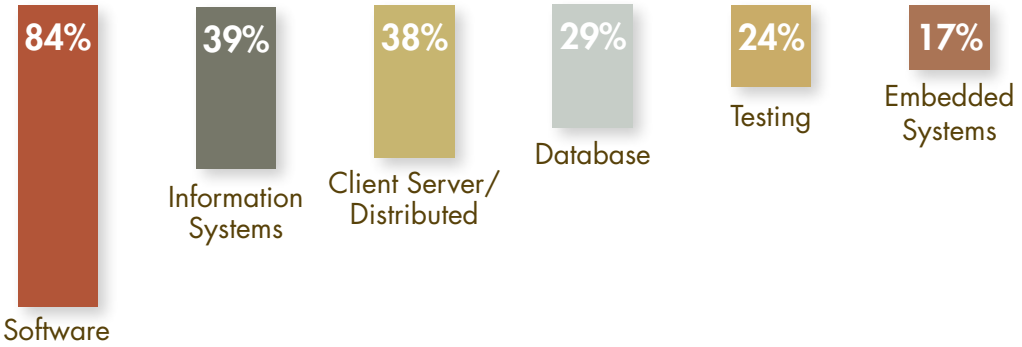
The readers of *Computer* magazine are the most highly sought after computing professionals in the world. Our readers span all job titles and management levels including C-level executives, software and system engineers and computer scientists to name a few. Subscribers are key decision makers who work in fields such as telecommunications, aerospace, finance, government, research and development, healthcare, manufacturing, transportation and education. When you advertise in Computer, you will reach the innovators, the intellectually curious and the stars of the industry. These technological gurus drive development, mold the profession and influence decisions that improve our world every day.

- 32% work in management
- **median income $120,000**
- average 18 years computing experience
- 73% have advanced degrees

Job Title/Function	
Corporate Management	10%
Technical Management	22%
Development	51%
Technical	39%
Educator	15%

Areas of Involvement at Work	
Software Programming	41%
R&D	36%
Databases	32%
Information Security	31%
IS/IT/MIS	21%
Security & Privacy	20%

Purchasing Power



Leaders As Readers

- September 2012 Circulation: 68,416 worldwide
- Every member of the IEEE Computer Society receives *Computer*, either in print or digital edition
- 79% of subscribers rely on *Computer* to keep up with the industry
- More than 9 out of 10 readers view *Computer* as an invaluable source of information

Computer readers lead. The technology industry follows.

The flagship publication of the IEEE Computer Society, *Computer,* contains the content that computing professionals need to stay current in the industry. The cutting-edge editorial in *Computer* is unavailable elsewhere—in print or online. Our editorial board is made up of visionary individuals who drive the industry and are committed to ensuring that *Computer* is the magazine for computing professionals worldwide.

"I read *Computer* to learn about what's occurring in the field. It's a great method of keeping up to date. Compared to other magazines, *Computer* comes in at a higher technical level and is software-oriented so it's more targeted and focused."

—Dick Ahrons
President,
Dacon Lifetime Member,
IEEE Computer Society
IEEE Executive Committee,
Santa Clara Valley Section

Leading-Edge Subject Areas

Computer magazine accepts only the latest and most reliable information on the following topics and more:

- Cloud computing
- Embedded computing
- Nanoarchitecture
- Mobile computing
- Green computing
- Agile development
- Software architecture

If it is of relevance to the computing industry, *Computer* covers it first!

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Innovative Technology for Computer Professionals

2013 Print Rates (All rates are gross, effective January 2013).

Size/Frequency	1x	3x	6x	9x	12x	18x	24x	36x
Black/White Full Page	$8,250	$7,920	$7,760	$7,590	$7,430	$7,260	$6,930	$6,270
2/3 Page	6,810	6,640	6,480	6,310	6,110	5,940	5,610	5,070
1/2 Page Island	6,020	5,940	5,780	5,610	5,490	4,990	4,790	4,290
1/2 Page	5,730	5,570	5,450	5,280	5,030	4,910	4,580	4,040
1/3 Page	4,700	4,660	4,460	4,290	4,170	3,960	3,710	3,380
1/4 Page	3,670	3,590	3,510	3,470	3,420	3,260	3,180	2,930
1/6 Page	2,720	2,640	2,560	2,480	2,390	2,310	2,230	1,980
1/9 Page	1,940	1,860	1,770	1,730	1,690	1,610	1,530	1,440
Two-color rates	Standard 4A: Add $660		Match: Add $880					
Four-color	Add $1,300							

Mechanical Requirements*

SPECIFICATIONS	WIDTH	DEPTH
Full Page, Bleed†	8.125	11
Full Page, Trim†	7.875	10.75
2/3 Page	4.5	9
1/2 Page, Horizontal	6.8	4.5
1/2 Page, Island	4.5	7.375
1/2 Page, Vertical	3.25	9
1/3 Page, Vertical	2.25	9
1/3 Page, Square	4.5	4.5
1/4 Page	3.4	4.5
1/6 Page	2.25	4.5
1/9 Page	2.25	2.25

*Ad sizes in inches
†Live matter must fill within a 7 in. x 10 in. area.

Banner Ad Materials

- Send all banners in jpeg or gif file format
- 3X loop limit, maximum 39K file size
- Please provide a link for each banner

eNewsletter Ad Materials

- Send all newsletter ads in jpeg or gif file format
- Ads are static, maximum 39K file size
- Please provide 50 words and link for each ad

Electronic Advertising Files

PDF: All elements must be set up in CMYK to ensure proper color separation. In Adobe Distiller, settings should have all the fonts embedded and the resolution at 300.

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RASTER FILES SAVED AS .TIF OR .EPS: Raster files can be saved from any of the image-editing software programs. Fonts should be embedded or outlined. Color images should be saved as CMYK, not RGB or LAB color spaces. B&W should be saved as grayscale, not RGB.

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2013 Editorial Calendar

ISSUE	RESERVATIONS	MATERIALS
January	12 December	12 December

Outlook

Computer's annual outlook issue features emerging technologies that promise to have a major impact on computing in the near and distant futures. Topics include wearable wireless sensor systems for continuous assessment of human health (m-health), ethical assessment of robot surgery and experience mediation technologies as well as how they need integrative approaches across the arts, design, science, and engineering.

ISSUE	RESERVATIONS	MATERIALS
February	15 January	17 January

Internet of Things Bonus Distribution: RSA Conference

This special issue offers a forum for highlighting what the "Internet of Things" could bring to the end user. Articles will feature a critical evaluation of the state of the art, insightful analysis of deployed IoT systems, and roadmaps for future IoT research, which includes the IoT's impact on our future networked society.

ISSUE	RESERVATIONS	MATERIALS
March	15 February	22 February

Gender in Computing Bonus Distribution: Software Technology, StarCanada

This issue will include research on gender diversity. There will be a focus on innovation and jobs, along with a discussion of opportunities from the annual Grace hopper meeting's participants and presenters. Additionally, there will be perspectives on how to increase the number of K-12 landscape and personal stories.

ISSUE	RESERVATIONS	MATERIALS
April	15 March	22 March

Cybersecurity Bonus Distribution: Embedded Systems, Interop

This issue aims to disseminate the latest advances in cybersecurity that are critical in thwarting future threats, attacks, fraud, and damage. The content will focus on effective techniques and approaches that have the potential to ensure a safe, trustworthy, secure, and resilient cyberspace.

ISSUE	RESERVATIONS	MATERIALS
May	15 April	18 April

Visualization Bonus Distribution: ICSE, Better Software, Cloud Expo

In the more than 25 years since the National Science Foundation Panel on Graphics, Image Processing, and Workstations published its landmark report, "Visualization in Scientific Computing," the field of visualization has expanded to encompass many subfields. This special issue highlights major research challenges in the next 5, 10, or 15 years.

ISSUE	RESERVATIONS	MATERIALS
June	15 May	16 May

Crowdsourcing Bonus Distribution: CVPR, Requirements Engineering

This special issue will explore big data aspects of discovery, productivity and policy with a focus on the socioethical implications. It will address how deeply personal data will likely be scrutinized toward data-driven decision-making. In one way, we will be directly trading our privacy for a new kind of 'surveillance' based on the premise of customer care.

ISSUE	RESERVATIONS	MATERIALS
July	14 June	21 June

Visual Analytics Bonus Distribution: Siggraph, ASAE Meetings

This special issue will elaborate on the current challenges the visual analytics field faces in terms of interactively analyzing big and complex data. Concrete applications, including intelligence analysis and real-time analysis of big data streams will demonstrate the rapid progress being made in the field.

ISSUE	RESERVATIONS	MATERIALS
August	15 July	18 July

Next-Generation Memory Bonus Distribution: Usenix Security

This special issue will explore the characteristics and potential of new emerging memories in the next decade, including resistivity RAM. This comprises three basic types: conducting bridge RAM, conducting metal oxide, and memristor.

ISSUE	RESERVATIONS	MATERIALS
September	15 August	15 August

Computing Education Bonus Distribution: Embedded Systems, ITC

This theme issue will examine current and future directions in computer science and engineering education in higher education; the future of computing education in K-12; and how to educate tens of thousands of students in massive open online courses using digital technology.

ISSUE	RESERVATIONS	MATERIALS
October	16 September	19 September

Multicore Coherence Bonus Distribution: Supercomputing, Cloud Expo

Massively parallel architectures lacking coherent shared memory have enjoyed great success in niche applications, but general programming developers still demand the convenience of a shared memory abstraction. This special issue will focus on providing scalable, shared memory at the on-chip level.

ISSUE	RESERVATIONS	MATERIALS
November	15 October	17 October

Simplicity in IT Bonus Distribution: Supercomputing

Society can no longer afford ICT systems that don't perform as specified or are designed so that change is administratively and economically infeasible. Understanding simplicity is a key foundational issue and that its essence is fundamental to many desired characteristics of ICT systems such as reliability, flexibility, usability, and trust.

ISSUE	RESERVATIONS	MATERIALS
December	15 November	15 November

Computing Laws Revisited

This special issue reflects on the past and present impact of various computing laws such as Moore's law, Dennard scaling, Amdahl's law, Pollack's rule, Metcalf's law, and Makimoto's wave. Articles in this issue will examine the current understanding of these laws and whether they're still relevant.

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