



IEEE Engineering in
Medicine & Biology Society

MAKE AN IMPACT

Your Global Connection to the
Biomedical Engineering Community

2015-2016
MEDIA KIT

Reach

The IEEE Engineering in Medicine and Biology Society (EMBS) is the world's largest international society of biomedical engineers. The organization's 11,000 members reside in over 95 countries around the world.

EMBS is the leading publisher of original research in biomedical engineering. Partner with EMBS to deliver your message to a targeted audience of global decision makers in biomedical engineering.

EMBS PUBLISHES ORIGINAL RESEARCH IN THE FOLLOWING AREAS:

Biosensors	Biomedical Signal Processing	Biomedical Imaging & Image Processing	Bioinformatics & Computational Biology
Health Informatics	Biomechanics	Biorobotics	Cardiopulmonary Systems Engineering
Diagnostic & Therapeutic Systems	Telemedicine	Neural Engineering	Rehabilitation Engineering
Wearable & Implantable Technologies	Biomedical Engineering in Education, Industry & Society	Micro- & Nanotechnologies	Tissue Engineering & Regenerative Medicine

Locations

EMBS MEMBERS SPAN THE GLOBE



A

Algeria
Argentina
Australia
Austria

B

Bangladesh
Belgium
Bolivia
Bosnia & Herzegovina
Brazil
Brunei
Bulgaria

C

Canada
Chile
China
Colombia
Costa Rica
Croatia
Cyprus
Czech Republic

D

Denmark

E

Ecuador
Egypt
El Salvador
Estonia

F

Finland
France

G

Georgia
Germany
Greece
Guatemala

H

Honduras

Hong Kong
Hungary

I

Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy

J

Jamaica
Japan
Jordan

K

Kazakhstan
Kenya
Korea (South)
Kuwait

L

Latvia
Lebanon
Lithuania

M

Macao
Macedonia
Malaysia
Malta
Mauritius
Mexico
Morocco

N

Nepal
Netherlands
New Zealand
Nigeria
Norway

P

Pakistan

Panama

Paraguay
Peru
Philippines
Poland
Portugal

Q

Qatar

R

Romania
Russia

S

Saudi Arabia
Serbia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sri Lanka
Sweden
Switzerland

T

Taiwan
Thailand
Trinidad & Tobago
Tunisia
Turkey

U

Uganda
Ukraine
United Arab Emirates
United Kingdom
Uruguay
USA

V

Venezuela
Vietnam

Y

Yemen

Member Access

EMBS provides its members with access to the people, practices, information, ideas and opinions that are shaping one of the fastest growing fields in science.

Advertising with EMBS offers unparalleled reach into the biomedical engineering community. Comprised of engineers and clinicians alike, our members occupy decision making positions in businesses, universities, and research labs across the globe.

11,000
MEMBERS GLOBALLY

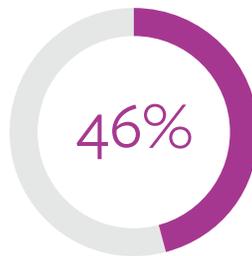


EMBS MEMBERS BY EMPLOYMENT



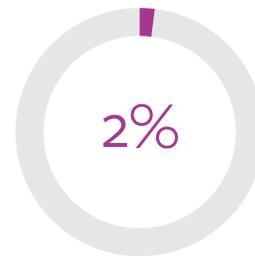
Work in
Academic Institutions

15% of those members
are in medical curricula



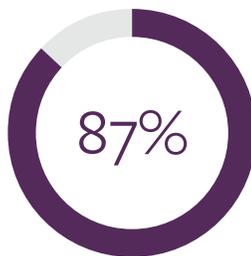
Work in
Industry

12% work specifically
in the medical industry

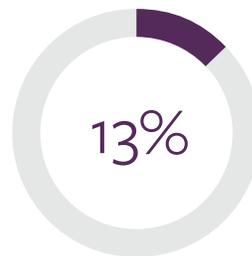


Work in
Government

EMBS MEMBERS BY DEGREE PROGRAM



Hold Engineering
Degrees

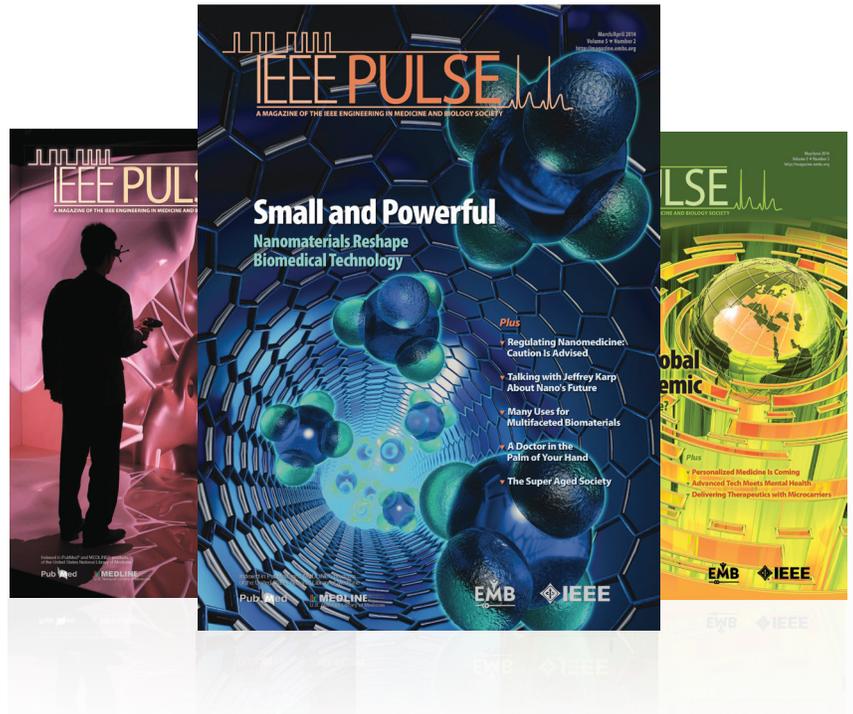


Hold Life Sciences
Degrees

EMBS Media Platforms

IEEE PULSE Magazine

IEEE PULSE is published bi-annually in print and online. The digital version includes exclusive content published continuously between print releases.



IEEE PULSE On Stage

IEEE PULSE On Stage brings together global thought leaders in the fields of biomedical engineering and medicine to inform, connect and effect change.

2016 IEEE PULSE Magazine Editorial Calendar

ISSUES	LEAD STORIES
JANUARY	Body Sensor Networks
FEBRUARY	Xprize Tricorder Prize Star Trek Healthcare Technologies
MARCH	Synthetic Biology Cell-free Engineering
APRIL	Standards for Consumer Healthcare Devices BME in Smell & Taste
MAY	Technologies for ParaOlympians
JUNE	Home Healthcare Technologies, Systems & Implementation
JULY	Rehabilitation Engineering EMBC16 Orlando Biomedical Engineering in Florida
AUGUST	Ethics in BME
SEPTEMBER	Microbiome Engineering: Challenges & Applications
OCTOBER	Trends in Single Cell Analytics & Applications
NOVEMBER	Rural Healthcare Challenges & Solutions
DECEMBER	BME in Forensics

IEEE PULSE Magazine Content

As the flagship magazine for EMBS, IEEE PULSE connects and informs members and others across the globe on a broad variety of topics related to biomedical engineering, including advances in biomedical research, education, and technology, as well as the social, ethical, and economic implications arising from biomedical innovation.

**EACH ISSUE FOCUSES ON HIGHLIGHTING PROGRESS
IN A FEATURED AREA OF BIOMEDICAL ENGINEERING**

Interviews with Leaders & Influential
Engineers in Those Fields

Documented
Research



Analysis & Data
Visualization

IEEE PULSE Magazine Advertising Guidelines

Press-optimized PDFs are preferred. All images should have a resolution of 285 dpi and all fonts must be embedded. For color ads, please format submissions in CMYK color. JPEG, PNG, and GIF are also acceptable.

AD SIZES	WIDTH (inches)		DEPTH (inches)	WIDTH (millimeters)		DEPTH (millimeters)
Bleed Size	8 ¹ / ₈	x	11	206	x	279
Trim Size	7 ⁷ / ₈	x	10 ³ / ₄	200	x	273
Live Area	7 ¹ / ₂	x	10 ¹ / ₄	191	x	260
Full Page (non-bleed)	7	x	10	178	x	254
2/3 Page	4 ⁵ / ₈	x	10	118	x	254
1/2 Page Horizontal	7	x	4 ⁷ / ₈	178	x	124
1/2 Page Vertical	3 ³ / ₈	x	10	86	x	254
1/2 Page Island	4 ⁵ / ₈	x	7 ¹ / ₂	118	x	190
1/3 Page Vertical	2 ¹ / ₈	x	10	54	x	254
1/3 Page Square	4 ⁵ / ₈	x	4 ⁷ / ₈	118	x	124
1/4 Page Square	3 ³ / ₈	x	4 ⁷ / ₈	86	x	124
1/6 Page Vertical	2 ¹ / ₈	x	4 ⁷ / ₈	54	x	124

IEEE PULSE Magazine Print Advertising Pricing Tiers

Once ads are forwarded to us, we will submit an invoice for payment. When payment is received, ads will be scheduled to be included in an issue.

AD SIZES	BLACK & WHITE	2 COLOR	4 COLOR
Full Page	\$3,610	\$4,100	\$4,500
1/2 Page	\$2,020	\$2,510	\$2,910
1/4 Page	\$1,080	\$1,570	\$1,970

IEEE PULSE Magazine Digital Advertising Pricing Tiers

Once ads are forwarded to us, we will submit an invoice for payment. When payment is received, ads will be scheduled for online posting.

LOCATION	DURATION	COST
IEEE PULSE Magazine (digital)	3 months	\$2,995
All publications, journals & papers (including IEEE PULSE)	3 months	\$4,995

Exploring What's Next at the Crossroads of Engineering and Medicine



INSPIRING AND ENGAGING THOUGHT LEADERSHIP

IEEE PULSE On Stage brings together global thought leaders in the fields of biomedical engineering and medicine to inform, connect, and effect change that benefits human life, through inspiring talks and engaging dialogs. We focus on solving the issues of today and help define what's possible tomorrow.



ON-DEMAND VIDEO

All On Stage talks will be available as on-demand video through the IEEE PULSE website. An easy-to-use interface lets users browse talks by topic, speaker and event. The 20-minute (or less) videos are easy to share through social media and allow anyone to stay up-to-date on current issues and advances in biomedical engineering.



ELECTRONIC HEALTH RECORDS

The first On Stage event, to be held on February 28, 2016, will focus on Electronic Health Records (EHR). EHR promised to inform better treatment decisions for patients, and offer secure information sharing among providers. What went wrong? Can it be fixed? EMBS has brought together inspired and inspiring medical thought leaders who envision what's possible with EHR, as well as disruptors who have developed breakthrough solutions that are changing the face of healthcare.

Join Us in Exploring the Frontiers of Biomedical Engineering

	Series Underwriter	Event Presenting Sponsor	Exhibitor
EVENT EXPOSURE			
Attendee Data	●	●	
Program Ad	●	●	
Tickets (6)	●	●	
Stage Signage	●		
Event Signage		●	
Opening Remarks		●	
Demo Table		●	●
VIDEO ASSETS			
Logo at tail "with support from"	●	●	
Opening with logo only		●	
3 sec. opening with tagline	●		
WEBSITE			
Primary Digital Ad Position	●		
Secondary Digital Ad Position		●	
IEEE PULSE PRINT ADVERTISING			
Special IEEE PULSE content insert	●		
1 full page ad / issue	●		
1 full page ad		●	
EMAIL			
Email Message	●		
Email Logo		●	