

IEEE PELS ADVERTISING OPTIONS 2023

IEEE Power Electronics Magazine Print & Digital, Website Tile Ads and Monthly E-Newsletter Banners

Over 35 years ago IEEE Power Electronics started a newsletter. In 2014 we became a magazine. The metrics table below shows our growth from 2014 through 2021

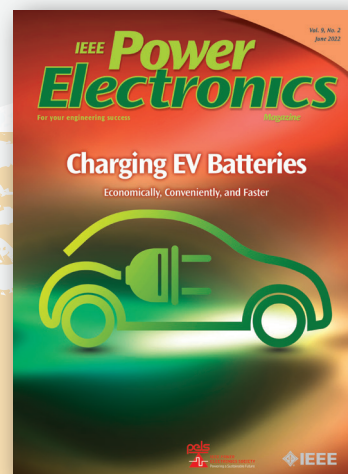
Print Circulation
> 12,000

Digital Circulation
> 10,000

Distribution
Worldwide

Key Magazine (Print/Online) Metrics

Publication Metrics	2014	2015	2016	2017	2018	2019	2020	2021
Number of Published pages <i>(Editorial + Ad pages)</i>	208	256	296	372	388	380	395	388
Number of published feature articles	12	15	16	20	20	18	20	20
Number of Ad pages	31.50	39.25	48.5	59.75	68.75	79.5	90.5	68
Number of Advertisers <i>(max)</i>	15	17	24	29	33	36	40	33
Number of Xplore downloads + HTML Views <i>(Total usage)</i>		17,275	23,420	37,507	41,417	55,612	87,058	97,226



Advertising Rates and Space Details are provided on the following page. Rates have remained the same since 2020

IEEE-PELS.org Website Tile Ads

Advertising on the IEEE Power Electronics Society website, ieee-pels.org, offers an effective digital advertising channel to those specializing in power electronics. Advertising on the website is provided through a tile ad, (200x200 pixels) which rotates among active advertisers.

A report is provided to advertisers, which details daily impressions, total impressions, number of clicks, and click-through rate. Page views exceed 100,000 each month.

E-Newsletter Banner Ads

The monthly IEEE Power Electronics Society E-Newsletter covers various topics pertaining to the Power Electronics Society including conferences, webinars, member news and society activities.

Banner Ads (600x90) are available in our monthly E-Newsletter. Distribution is over 24,000 e-mails worldwide each month. This e-mail blast is scheduled to go out the last Thursday of each month.

Worldwide IEEE PELS Membership Distribution

- ◆ North America - 34%
- ◆ Asia & Pacific - 41%
 - ◆ EMEA - 21%
 - ◆ Latin America - 4%



IEEE Power Electronics Magazine 2023 Rate Card

Available Sizes

Ad Type	Size (in.)	Size (mm)
Full Page	10 x 7	254 x 178
2/3 Page (Vertical)	10 x 4.625	254 x 118
1/2 Page (Horizontal)	4.875 x 7	124 x 178
1/2 Page (Vertical)	10 x 3.375	254 x 86
1/3 Page (Horizontal)	3 1/4 x 7	83 x 178
1/4 Page	4.875 x 3.375	124 x 86
1/4 Page (Horizontal)	2.375 x 7	60 x 178



IEEE Power Electronics Magazine frequency discounts apply with other IEEE Magazines. All ads are agency commissionable.

Rates (USD) -

As a gesture of thanks to our advertisers, these rates have remained the same since 2020.

Type	Frequency (x1)	Frequency (x2)	Frequency (x4)	Frequency (x8)
Cover #2 (Inside, Front)	\$3,400	\$3,300	\$3,200	\$3,000
Cover #3 (Inside, Back)	\$3,200	\$3,100	\$3,000	\$2,800
Cover #4 (Outside, Back)	\$3,800	\$3,700	\$3,600	\$3,200
Full Page	\$2,800	\$2,700	\$2,500	\$2,200
2/3 Page	\$2,300	\$2,200	\$2,100	\$1,900
1/2 Page	\$1,700	\$1,600	\$1,500	\$1,300
1/3 Page	\$1,300	\$1,250	\$1,200	\$1,000
1/4 Page	\$840	\$800	\$720	\$680

Tile Ad and e-Newsletter Banner Rates (USD)

	3 Months	6 Months	9 Months	12 Months
	\$2,100	\$3,900	\$5,700	\$7,800

Closing Dates

2023 Issues	Insertion Order Deadline	Ad Media/Materials Deadline
#1 (March 2023)	20 January 2023	23 January 2023
#2 (June 2023)	19 May 2023	22 May 2023
#3 (September 2023)	18 August 2023	21 August 2023
#4 (December 2023)	17 November 2023	20 November 2023

For further questions about advertising with the IEEE Power Electronics Magazine, please contact: Kathy Naraghi, Mgr. Advertising Sales at PELSMagazineAdSales@gmail.com +1 (858) 279-2100.