

IEEE Electrification MAGAZINE

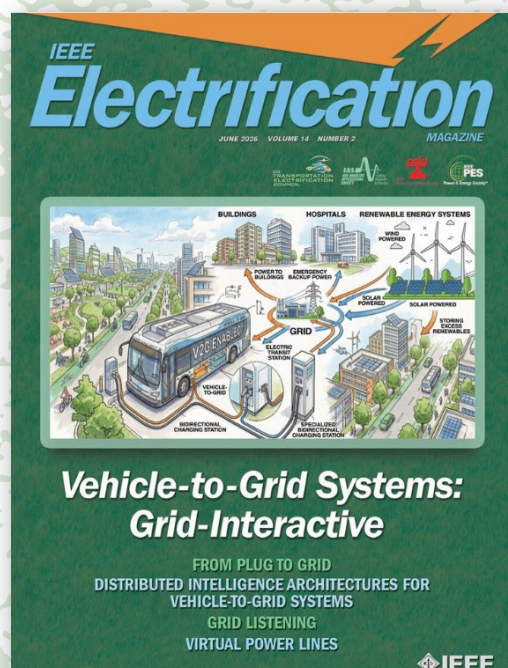
IEEE Transportation Electrification Council (TEC) Flagship Publication 2027 Advertiser Rates and Data

The IEEE Transportation Electrification Council (TEC) is a Technical Council within the IEEE that serves as "one voice" for Transportation Electrification and coordinates broad and deep activities in the growing electrification revolution across transportation domains.

TEC is sponsored by seventeen IEEE Technical Societies with a combined membership exceeding 120,000, all of whom are eligible to receive a free subscription to the IEEE Electrification Magazine, TEC's quarterly flagship publication.

Relevant Content Directed to a Highly Qualified Audience

IEEE Electrification Magazine (MELE) is dedicated to disseminating information on all matters related to electrification in vehicles, ships, trains, planes and spacecraft, and off-grid applications including microgrids. Feature articles in the magazine focus on advanced concepts, technologies and practices associated with all aspects of electrification in the transportation and off-grid sectors from a technical perspective in synergy with nontechnical issues such as business, environmental and social concerns.



Vehicle-to-Grid Systems: Grid-Interactive

FROM PLUG TO GRID
DISTRIBUTED INTELLIGENCE ARCHITECTURES FOR
VEHICLE-TO-GRID SYSTEMS
GRID LISTENING
VIRTUAL POWER LINES

The Benefits of Advertising in IEEE Electrification Magazine (MELE)

Over 100 Pages of Peer-Reviewed Articles and Information in Every Issue

MELE has an exceptionally focused, global audience of academic and industry professionals committed to the advancement of transportation electronics systems. The publication stands alone in the number of peer-reviewed articles and industry-specific content.

Issue	December 2025	March 2026	June 2026	September 2026
Articles/Columns	10	12	16	15
Pages	92	100	156	144

A Unique Opportunity to Reach Transportation Electrification Influencers and Decision Makers

As the Transportation Electrification Council's flagship quarterly publication, presenting peer-reviewed technical content, IEEE Electrification Magazine is an excellent vehicle to reach an exceptionally focused, global audience of academic and industry professionals engaged in the rapidly growing field of transportation electrification and off-grid technologies.

Digital Magazine with 72,500 Subscribers

MELE is published in print form in small quantities for distribution at conferences and exhibits. The electronic version that is distributed to subscribers mirrors the printed counterpart. All online ads link to relevant company web content prescribed by the advertiser.

Charter Advertiser Display Advertising Placement Rates (\$US)

Size	1x	2x	4x	8x
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 -V	\$2,300	\$2,200	\$2,100	\$1,900
Half Page - V or H	\$1,700	\$1,600	\$1,500	\$1,300
One-Third Page	\$1,300	\$1,250	\$1,200	\$1,000
One-Fourth Page	\$840	\$800	\$720	\$680

Note: all display advertising placed on behalf of clients by recognized agencies is commissionable.

Exclusive IEEE Transportation Electronics Council Social Media Opportunities

IEEE Electrification Magazine advertisers have the exclusive opportunity to place tile and banner ads on the IEEE TEC website and in the TEC monthly e-newsletter.

Duration	3 Months	6 Months	8 Months	12 months
Website Tile Ad (200x200)	\$2,100	\$3,900	\$5,700	\$7,800
Newsletter Banner (600x90)	\$2,500	\$4,500	\$6,300	\$8,500

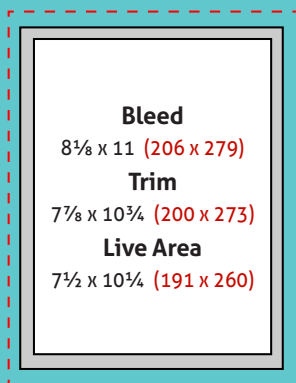
Tile ads on the IEEE Transportation Electronics Council website, ieee-tec.org, rotate among active advertisers. There are a limited number of ads available on the monthly news letter. Digital ad rates are net.

Display Advertising Closing Dates

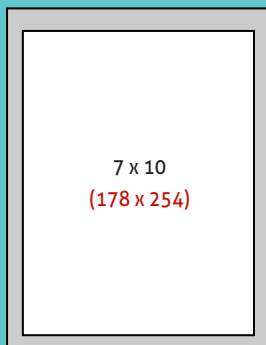
2027 Issues	Publication Date ²	Insertion Order Deadline	Ad Media Deadline	Bonus Distribution
March	3/10/2027	1/28/2027	2/1/2027	APEC 2027, PCIM EU
June	6/11/2027	5/3/2027	5/6/2027	
September	9/9/2027	7/30/2027	8/3/2027	EV/Battery, ECCE NA/EU
December	12/8/2027	10/27/2027	11/1/2027	

² Estimated and subject to change

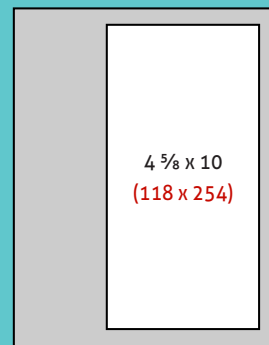
Specifications Magazine Advertising - Inches (mm)



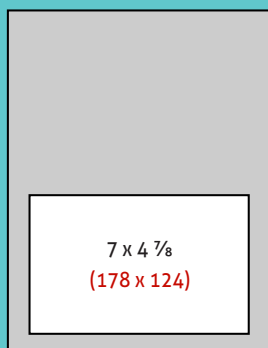
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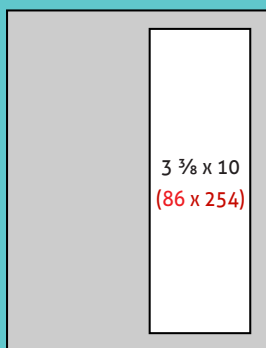
Full Page



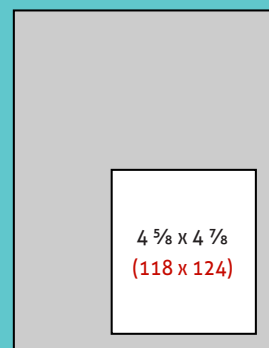
2/3 Page



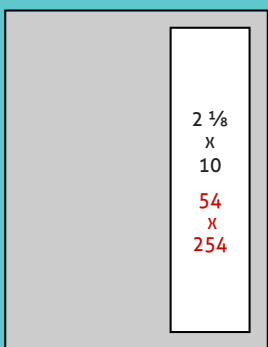
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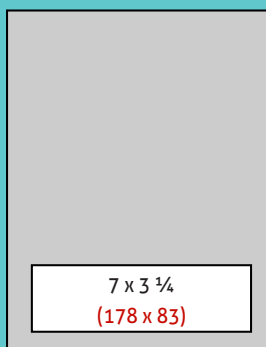
1/2 Page Vertical



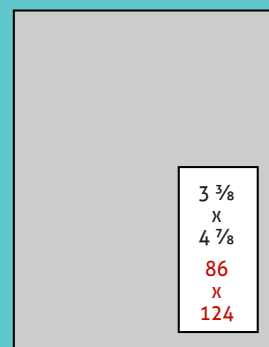
1/3 Page Square



1/3 Page Vertical



1/3 Page Horizontal



1/4 Page

Specifications - Digital Advertising

Tile - 200 x 200 pixels (Web) Banner - 600 x 90 pixels (eNewsletter)

File Requirements (Print Advertising)

Press optimized PDF, 285dpi (min), all fonts embedded, CMYK (avoid spot colors) *(Due to unpredictability when printed, please avoid Roboto, Segoe, Rokkit, Lato, Coustard, Antonio, Kartika, Old Press, Kalinga fonts.)*

2027 Editorial Calendar

2027 Issues	Publication Date	Issue Focus (Theme)	Manuscript Submittal Deadline ¹
March	3/10/2027	On Road Electrification	September 1, 2026
June	6/11/2027	Electric Rail Transportation	February 26, 2027
September	9/9/2027	Electrification Circular Economy	May 28, 2027
December	12/8/2027	TBD	August 24, 2027

IEEE Transportation Electrification Council Vision & Mission

The IEEE Transportation Electrification Council coordinates broad and deep activities throughout the IEEE in the growing electrification revolution across transportation domains, including advances in electric and hybrid cars, more-electric ships and aircraft, rail systems, personal transport and the motive, storage, power grid, electronic

intelligence and control technologies that make them possible.

It's mission is to create leadership, professional development, standards development, and other opportunities for practitioners, researchers, students, and all IEEE members interested in electric transportation.

IEEE Transportation Electrification Council Sponsoring Societies

IEEE Aerospace and Electronic Systems Society
IEEE Computer Society
IEEE Control Systems Society
IEEE Dielectrics and Electrical Insulation Society
IEEE Electromagnetic Compatibility Society
IEEE Electronics Packaging Society
IEEE Industrial Electronics Society
IEEE Industry Applications Society

IEEE Instrumentation and Measurement Society
IEEE Intelligent Transportation Systems Society
IEEE Microwave Theory and Technology Society
IEEE Oceanic Engineering Society
IEEE Power & Energy Society
IEEE Power Electronics Society
IEEE Reliability Society
IEEE Solid-State Circuits Society
IEEE Vehicular Technology Society

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