

2025 Media Data and Rates

IEEE Electrification Magazine is a quarterly publication produced by the IEEE Transportation Electrification Council (IEEE-TEC).

IEEE-TEC coordinates broad and deep activities throughout the IEEE in the growing electrification revolution across transportation domains. TEC creates leadership, professional development, standards development, and other opportunities for practitioners, researchers, students and all IEEE members interested in electric transportation.

A total of 17 IEEE societies co-sponsor the work of IEEE-TEC. As of September 2024, the combined worldwide membership of the sponsoring societies exceeds 100,000.

Relevant Content Directed to a Highly Qualified Audience

IEEE Electrification Magazine (EM) is dedicated to disseminating information on all matters related to electrification in vehicles, marine, rail, aviation and aerospace, 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 transportation and off-grid sectors from a technical perspective in synergy with non-technical issues such as business, environmental and social concerns.

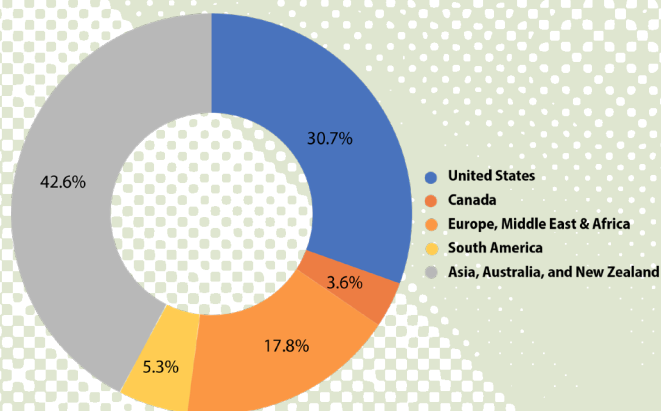


Global Transportation Electrification Market

The 2022 Global Transportation Electrification market was estimated to be USD 39.5 billion, and it is expected to reach USD 64 billion in 2028, with a CAGR of 8.37% during the forecast years. - Tech Research Spotlights

IEEE Electrification Magazine Sponsoring Societies Global Demographics

The representation of the sponsoring IEEE societies is truly global in nature with the distribution roughly equally divided among the Americas, EMEA and APAC.



The Benefits of Advertising in IEEE Transportation Electronics Magazine (EM)

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

EM has an exceptionally focused, global audience of academic and industry professionals engaged in the rapidly growing field of transportation electrification and off-grid technologies.

Issue	December 2023	February 2024	June 2024	September 2024
Number of Articles	13	12	14	11
Number of Pages	96	92	112	100

A New Opportunity to Reach Electrification Influencers and Decision Makers

Until now, EM has been published with limited advertising. This new initiative provides 2025 advertisers with an exceptionally focused audience at an exceptionally reasonable cost.

Digital Magazine

EM is published in print form for a limited distribution. The electronic version, available to all members of the sponsoring societies, mirrors the printed counterpart. All ads in the online version include links to relevant company web content as prescribed by the advertiser.

Display Advertising Placement Rates (\$US)¹

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

¹ All display advertising placed on behalf of clients by recognized agencies is commissionable (15%).

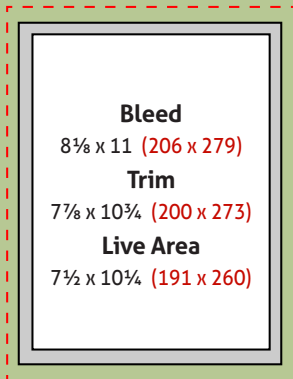
Exclusive IEEE Transportation Electronics Council Social Media Opportunities

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

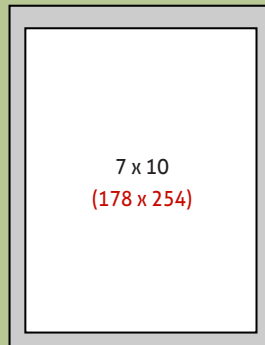
Duration	3 Months	6 Months	8 Months	12 months
Website Tile Ad (200x200)	\$2,100	\$3,900	\$5,700	\$7,800
Newsletter Banner (600x90)	\$2,500	\$4,500	\$6,300	\$8,500

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 newsletter.

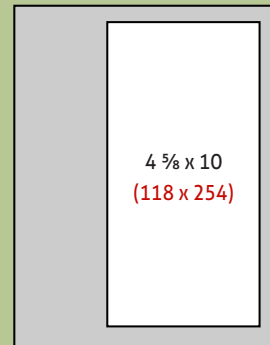
Specifications Magazine Advertising - Inches (mm)



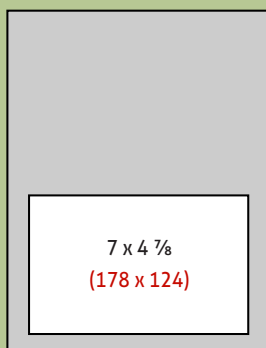
Full Page (Bleed)



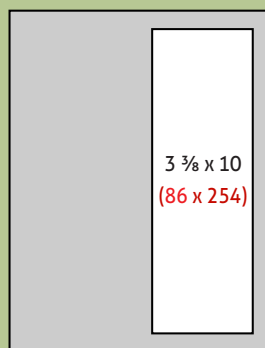
Full Page



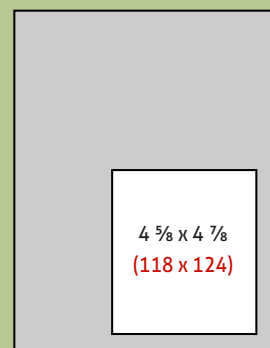
2/3 Page



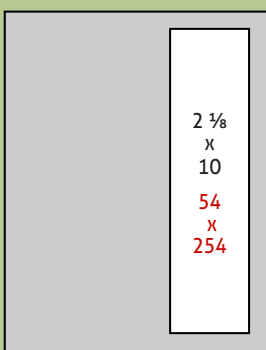
1/2 Page Horizontal



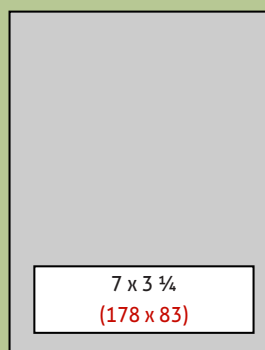
1/2 Page Vertical



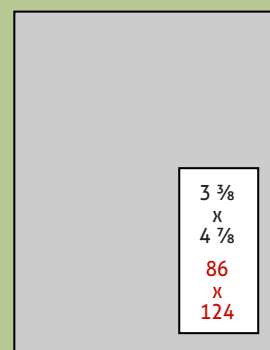
1/3 Page Square



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.)

Display Advertising Closing Dates

2025 Issues	Publication Date ²	Insertion Order Deadline	Ad Media Deadline	Bonus Distribution
#1 -Spring	3/10/2025	1/28/2025	1/31/2025	APEC 2025, PCIM EU
#2- Summer	6/12/2025	5/2/2025	5/6/2025	
#3 - Fall	9/9/2025	7/30/2025	8/1/2025	ECCE NA, ECCE EU
#4 - Winter	12/8/2025	10/27/2025	10/30/2025	

² Estimated and subject to change



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