MAKE AN IMPACT
Your Global Connection to the Biomedical Engineering Community
## 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:

<table>
<thead>
<tr>
<th>Area</th>
<th>Biosensors</th>
<th>Biomedical Signal Processing</th>
<th>Biomedical Imaging &amp; Image Processing</th>
<th>Biomedical Engineering</th>
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<td>Health Informatics</td>
<td>Health Informatics</td>
<td>Biomechanics</td>
<td>Biorobotics</td>
<td>Cardiopulmonary Systems Engineering</td>
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<td>Diagnostic &amp; Therapeutic Systems</td>
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<td>Telemedicine</td>
<td>Neural Engineering</td>
<td>Rehabilitation Engineering</td>
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<td>Wearable &amp; Implantable Technologies</td>
<td>Wearable &amp; Implantable Technologies</td>
<td>Biomedical Engineering in Education, Industry &amp; Society</td>
<td>Micro- &amp; Nanotechnologies</td>
<td>Tissue Engineering &amp; Regenerative Medicine</td>
</tr>
</tbody>
</table>
Where is EMBS?

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

- 52% Work in Academic Institutions
  - 15% of those members are in medical curricula
- 46% Work in Industry
  - 12% work specifically in the medical industry
- 2% Work in Government

EMBS MEMBERS BY DEGREE PROGRAM

- 87% Hold Engineering Degrees
- 13% 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

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>LEAD STORIES</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>Body Sensor Networks</td>
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<tr>
<td>FEBRUARY</td>
<td>Xprize Tricorder Prize</td>
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<tr>
<td>MARCH</td>
<td>Synthetic Biology</td>
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<tr>
<td>APRIL</td>
<td>Standards for Consumer Healthcare Devices</td>
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<tr>
<td>MAY</td>
<td>Technologies for ParaOlympians</td>
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<tr>
<td>JUNE</td>
<td>Home Healthcare Technologies, Systems &amp; Implementation</td>
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<tr>
<td>JULY</td>
<td>Rehabilitation Engineering</td>
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<tr>
<td>AUGUST</td>
<td>Ethics in BME</td>
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<tr>
<td>SEPTEMBER</td>
<td>Microbiome Engineering: Challenges &amp; Applications</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Trends in Single Cell Analytics &amp; Applications</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Rural Healthcare Challenges &amp; Solutions</td>
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<tr>
<td>DECEMBER</td>
<td>BME in Forensics</td>
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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.
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.

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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.

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IEEE PULSE Magazine Digital Advertising Pricing Tiers

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<tr>
<td>All publications, journals &amp; papers (including IEEE PULSE)</td>
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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

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