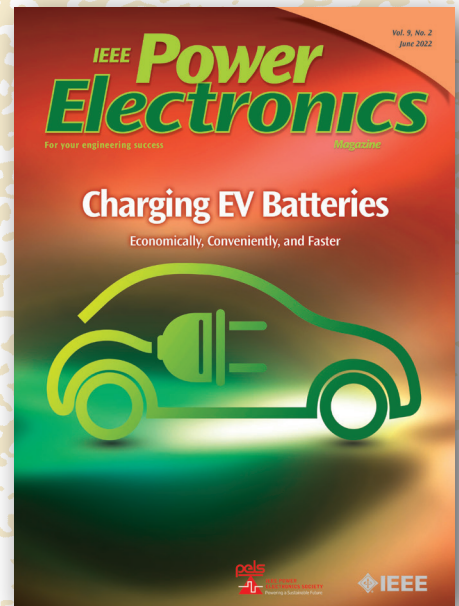


## 2025 Media Rates and Editorial Calendar

IEEE Power Electronics Magazine (MPELS) is a quarterly publication provided exclusively as a benefit for the members of the IEEE Power Electronics Society (PELS). As of September 2024, IEEE PELS has a worldwide membership approaching 15,000.

### Relevant Content Directed to a Highly Qualified Audience

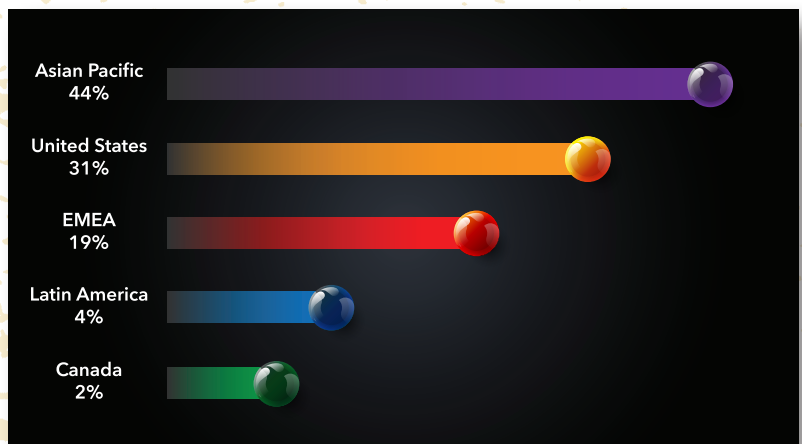
IEEE Power Electronics Magazine publishes **peer-reviewed** articles related to the power electronics industry. It covers applications addressing the effective use of electronic components, the application of control theory, and circuit design techniques. It also tracks the development of analytical tools used in efficient energy conversion, control, utilization and conditioning of electric power. Features include case studies and state-of-the-art tutorials about exciting technologies – plus industry news about events and social activities, interviews, historical articles and other contributions of particular interest to PELS members.



### IEEE Power Electronics Society Global Demographics

The Power Electronics Society (PELS) is one of the fastest-growing technical societies of the Institute of Electrical and Electronics Engineers (IEEE). For over 35 years, PELS has facilitated and guided the development and innovation in power electronics technology.

**Our Members** include distinguished industry award winners, notable practitioners and preeminent researchers. PELS membership is broadly dispersed, worldwide. It is nearly equally divided: one half by academics researching power electronics technology and methodology – the other by engineers and other industry professionals applying the latest advances to innovative power electronics products and systems.



## The Benefits of Advertising in IEEE Power Electronics Magazine (MPELS)

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

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

Issue	December 2023	February 2024	June 2024	September 2024
Number of Articles	23	25	35	20
Number of Pages	101	104	116	140

### An Excellent Vehicle for Reaching Power Electronics Influencers and Decision Makers

MPELS has proven to be a worthwhile and economical publication for companies wishing to inform academic and industry innovators. Over the past several issues, nearly three dozen companies have advertised in each issue.

Issue	Sep. 2023	Dec. 2023	Feb. 2024	June 2024	Sep. 2024
Number of Advertisers	33	34	32	35	35

### Print and Digital Versions

The MPELS print magazine has an electronic version that mirrors its printed counterpart. All online ads link to relevant company web content provided by the advertiser.

Print Circulation 8,000 +

Digital Circulation 12,000 +

### Display Advertising Placement Rates (\$US)<sup>1</sup>

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

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

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

### Exclusive IEEE Power Electronics Society Advertising Opportunities

MPELS advertisers have the exclusive opportunity to place tile and banner ads on the popular IEEE PELS website and in the PELS 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 Power Electronics Society website, [ieeepels.org](http://ieeepels.org), rotate among active advertisers. Typical impressions - 25,000/month  
Email newsletter distribution is over 24,000 per month. All digital advertising rates at net (non-agency-commissionable)

Kathy Naraghi, Director, Global Ad Sales

E-mail: [kathy.naraghi@IEEE.org](mailto:kathy.naraghi@IEEE.org)

+1.619.985.8823

## Display Advertising Closing Dates

2025 Issues	Publication Date <sup>2</sup>	Insertion Order Deadline	Ad Media Deadline	Bonus Distribution
#1 -Spring	2/24/2025	1/13/2025	1/16/2025	APEC 2025, PCIM EU
#2- Summer	6/26/2025	5/16/2025	5/20/2025	
#3 - Fall	9/30/2025	8/20/2025	8/22/2025	ECCE NA, ECCE EU
#4 - Winter	12/30/2025	11/14/2025	11/18/2025	

<sup>2</sup> Estimated and subject to change

## Specifications Magazine Advertising - Inches (mm)

**Bleed**  
8 <sup>7</sup>/<sub>8</sub> x 11 (206 x 279)  
**Trim**  
7 <sup>7</sup>/<sub>8</sub> x 10 <sup>3</sup>/<sub>4</sub> (200 x 273)  
**Live Area**  
7 <sup>1</sup>/<sub>2</sub> x 10 <sup>3</sup>/<sub>4</sub> (191 x 260)

Full Page (Bleed)

Full Page  
7 x 10  
(178 x 254)

2/3 Page  
4 <sup>5</sup>/<sub>8</sub> x 10  
(118 x 254)

1/2 Page Horizontal  
7 x 4 <sup>7</sup>/<sub>8</sub>  
(178 x 124)

1/2 Page Vertical  
3 <sup>3</sup>/<sub>8</sub> x 10  
(86 x 254)

1/3 Page Square  
4 <sup>5</sup>/<sub>8</sub> x 4 <sup>7</sup>/<sub>8</sub>  
(118 x 124)

1/3 Page Vertical  
2 <sup>1</sup>/<sub>8</sub>  
x  
10  
54  
x  
254

1/3 Page Horizontal  
7 x 3 <sup>1</sup>/<sub>4</sub>  
(178 x 83)

1/4 Page  
3 <sup>3</sup>/<sub>8</sub>  
x  
4 <sup>7</sup>/<sub>8</sub>  
86  
x  
124

### 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.)*

## 2025 Editorial Calendar

2025 Issues	Publication Date	Issue Focus (Theme)	Manuscript Submittal Deadline <sup>1</sup>
#1 -Spring	2/24/2025	GaN-Based Bi-Directional Switches	October 1, 2024
#2- Summer	6/26/2025	Converters for High-Voltage Applications	February 1, 2025
#3 - Fall	9/30/2025	Solid-State Circuit Protection for LV/MV Applications	April 1, 2025
#4 - Winter	12/30/2025	AI, Digital Twins/Tools in Power Electronics	August 1, 2025

<sup>1</sup> All articles appearing in MPELS must undergo a rigorous peer-review process. The lead times quoted here allow for the entire process starting with article conditional acceptance, peer-review of the manuscript and subsequent edits by the author before final approval.

## MPELS Quarterly Columns and Features

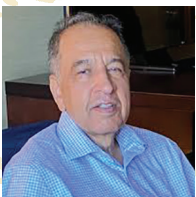
President's Message  
Patent Reviews  
Industry Pulse  
PSMA Corner

Entrepreneur  
Expert View  
Women in Engineering  
Empower a Billion Lives

Diversity, Equity and Inclusion  
South American Power Electronics  
Students & Young Professionals  
White Hot (Bob White)

## 2025 Editorial Calendar Notes

- APEC will mark its 40th Anniversary in 2025. The March issue will include special recognition of this milestone.
- IEEE FEPPCON (Future of Electronic Power Processing and Conversion) coverage will be reported in the June issue.
- All other articles and features will be announced 60 days prior to the publication date.



### Thank you, Ashok

Ashok Bindra has served as Editor-in-Chief of MPELS since its inception in 2014. Under his leadership and commitment to excellence, our magazine has grown in prominence and reputation. With the torch now passed to Alix Paultre, we salute and offer our unending thanks to Ashok and wish him well in his retirement.

## MPELS Contacts



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