

# MAGAZINE REPORT

Prepared by  
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and  
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(October 2002)

# Editorial Board

	Term Ending
Ken Goldberg	(12/31/2002)
Aydan Erkmen	(12/31/2002)
Brad Nelson	(12/31/2002)
Carlos Balaguer	(12/31/2003)
Antonio Bicchi	(12/31/2003)
Stefano Stramigioli	(12/31/2004)
Alex Helsinki	(12/31/2004)

Ian Walker (RAM / TRA Liaison)

Action item: Will replace three editors by December 31!

# Good news for RAM

- RAM was ranked third among “robotics” publications with impact factor 0.800 (2000)
- RAM impact factor jumped to 0.824 in 2001.

*Thank you all for your hard work!*

# Upcoming Issues

- **December 2002: Special issue on distributed robotics**
  - Including two more contributed papers
- **March 2003: Special issues on Robotics and Bioengineering for People with Disabilities**
- **June 2003: Contributed papers issue (ready)**
- **August 2003: Contributed papers issue (ready)**

# Special Issues Queue

- **Special Issue on Education - Jerry Weinberg, et al (RECEIVED - READY).**
- **Robotics issues in Europe - Norberto Pires et al (CFP June 02)**
- **Semiconductor Factory Automation -MuDer Jeng, MengChu Zhou (CFP Mar 02)**
- **Panoramic Robots - Daniilidis and Papanikolopoulos (CFP in Mar 02)**
- **Human Centered Robotics and Dependability - Giralt and Ingrand**

# Submissions of contributed papers

- **The number of submitted papers in 2002 has increased**
- **2001 has been cleared!**
- **6 papers currently under review**
- **The acceptance rate has dropped below 40% .**

# Paperless Review Cycle

- **Review form available on the web**
- **Quick review cycle by enforcing:**
  - **E-submissions**
  - **Author notification(s) by e-mail**
  - **Review collection by e-mail**
  - **Accept the “complete files” of final version papers by e-mail**

**Average review cycle: 90 days**

# Magazine ASPP

- Page Budget impact
  - 2002 ASPP budget = 248 pages
  - Current ASPP income = \$76.9 K
  - Proposed increase to 290 pages
  - Effect on ASPP income ~0
- NonMember Subs Price Impact
  - 2002 price = \$150
  - Recommended 2003 price=\$165
  - Effect on ASPP income ~+\$6.4 (\$83.3)
- ***These estimates assume other societies don't change!***



# Finding RAM ad info on

[www.ieee.org](http://www.ieee.org)

- [www.ieee.org](http://www.ieee.org) → “Publications” → “Doing Business With Us” → “Advertise in Other IEEE Magazines” (*that is, other than Spectrum*)  
=<http://www.spectrum.ieee.org/ieeemedia/select.html>  
“IEEE Media Select”, **RAM is nowhere to be found.**
- [www.ieee.org](http://www.ieee.org) → “Publications” → “Journals and Magazines” → “Doing Business with Us” =  
<http://shop.ieee.org/store/> “IEEE Store” subscription and purchasing information only, **no ad info.**

# Finding RAM ad info on [www.ieee.org](http://www.ieee.org)

- [www.ieee.org](http://www.ieee.org) → “Societies/Councils” → “Robotics and Automation” → “Publications” → “Advertising in *Robotics and Automation*”  
<http://www.ieee.org/organizations/pubs/magazines/ads.htm>
- **EUREKA!** there RAM is, at the very bottom of the list among the “others”. There is now no link to the directory <http://www.ieee.org/organizations/pubs/> or <http://www.ieee.org/organizations/pubs/magazines/> from the upper directories on the IEEE site. **I could not to access this page except from the RAS page.**

# Where did RAM go?

- IEEE is pushing their “Market Select Media”--the 7 magazines which use IEEE advertising services + 6 Computer Society publications.
- Magazines not in the program have virtually disappeared from the webpage and from IEEE magazine promotion.

# IEEE Select Market Media

**“IEEE Select Market Media, an exceptional suite of publications that reaches an unparalleled technology-savvy audience of engineers and powerful executives ... readers with purchasing power!**

**Each of IEEE Select Market Media's 15 publications [7 IEEE, 8 Computer Society “small magazines”] is precisely targeted to members of a specific IEEE Technical Society. They're experts in their fields, leaders with tremendous influence and buying authority in thousands of global technology organizations. And you can reach them all cost-effectively, especially if you take advantage of our IEEE Media AdVantage Network Discount”**

# Implication

- Magazines NOT in Select Market Media program are inferior!

# How “Select Market Media” Works

- IEEE has 16 sales offices world wide. Salespeople work strictly on commission--20% of billing.
- Sales reps attend shows, etc at their own expense, follow up contacts.
- IEEE provides sales personnel with computers w/ access continually updated advertising data bases for all pubs in their program, prepares rate cards and editorial calendars, mails flyers, etc., maintains web presence.
- Group ads for IEEE Mags in SRDS and other media pubs, pushes multi-pub ads.
- **Societies provide vendor directories, trade show info, & other contacts they make to IEEE ad dept for sales reps to follow up.**

# “Select Market Media Fees” fees

- Sales commissions 20%
- + IEEE Sales Program fee ~15%
- + IEEE Billing/Admin fee ~16% (we pay this now, except they are no longer printing our ratecards/editorial index(\$1k) = ~51% of revenue\*)

# IEEE Magazine Advertising

## IEEE Magazines Ads (last 3 issues)

Market Select Media	Member I Subs	#ads1	#ads2	
SSIT	2617	565	0	0
IM	4778	875	21	15
EMBS	7430	602	5	4
CS	9691	682	20	16
MM	12097	495	62	41
SP	18469	721	7	8
CAP	20307	1252	24	30
<b>Independent</b>				
CD	na	~7000	~6	~6
RAS	5972	829	7	6
EI	na	na	na	na
IA	~11500	na	11	7



# IEEE Magazine Department

CAP Computer Applications in Power(PE)

CS Control Systems Magazine

EMB Engin. in Med. & Biol. Sciences

IM Instrumentation and Measurement

MM Microwave Magazine (MTT-S)

SP Signal Processing

TS Technology and Society (SSIT)

CD Circuits and Devices (LEO, ED, CD) (

RAS Robotics and Automation

EI Electrical Insulation (DEI)

IA Industry Applications

# Computer Society Magazines

- Computer
- Computing in Science & Engineering
- IEEE Design & Test of Computers
- IT Professional
- IEEE Internet Computing
- IEEE Software

# RAS Advertising 2000-2\*

<b>Actual RAS ad revenue</b>	<b>Sales</b>	<b>Fee</b>	<b>Net Revenue</b>
<b>2000 fees = 12% of net</b>	45.3	5.436	39.864
<b>2001 fees = 12% of net</b>	35.8	4.296	31.504
<b>2002 fees = ~16% of net</b>	30	4.8	25.2
<b>If under IEEE program</b>	<b>Sales</b>	<b>Fees</b>	
<b>2000 (Fees =47%)</b>	45.3	21.291	24.009
<b>2001 (Fees =47%)</b>	35.8	18.258	17.542
<b>2002 (est. fees =50%)</b>	30	15.3	14.7

# How the IEEE computes rates

If 
$$p(x, y) = \left. \frac{\partial z}{\partial x} \right|_{(x, y)} \quad \text{and} \quad q(x, y) = \left. \frac{\partial z}{\partial y} \right|_{(x, y)}$$

and

$$\langle \psi_1, \psi_2 \rangle = \sum_{x=1}^m \sum_{y=1}^n (p_1(x, y)p_2(x, y) + q_1(x, y)q_2(x, y))$$

So to minimize impact on IEEE corporate,

$$\min H = \iint \{ (E(x, y) - R(p(x, y), q(x, y)))^2 + \lambda S(x, y) \} dx dy$$

therefore

$$\begin{aligned} \psi &= \sum_{j=1}^k \langle \psi, \bar{\psi}_j \rangle \bar{\psi}_j \\ &= \sum_{j=1}^k \langle \psi, \bar{\psi}_j \rangle O(\hat{z}_j) \\ &= O\left( \sum_{j=1}^k \langle \psi, \bar{\psi}_j \rangle \hat{z}_j \right) \end{aligned}$$

# Other Editors' Views

- **Magazines in IEEE Ad Program**

- Bob True, *Microwave Mag*--old society, new magazine. Good experience in 3 years. Editors have provided contacts etc.
- Phil Emerle *Engineering in Medicine and Biology* Not particularly happy. Has good classified section. Plans to provide IEEE w/ list of vendor contacts in future. IEEE says EMB has--little color, long highly technical articles--turns off advertisers.
- Kim Fowler, *Instrumentation and Measurement*, considering bundling w/ "Sensors" a commercial controlled circulation magazine. ***Intriguing idea or dangerous move?***
- Unnamed Editor: ***Are we in the IEEE ad program?***

- **Magazines outside IEEE Ad Program**

- Andrew Smith *Industry Applications* started w/ IEEE. Was "losing money on every page." Now has 2 commissioned salespeople who target US only
- *Electrical Insulation* (couldn't reach EIC) contracts w/ professional ad agency to handle sales.
- Ron Waynant (EIC)/Marcia Patchan (EA). *Circuits and Devices*. Left IEEE program when sales went down. Society "Executive Assistant" handles ad sales along w/ other responsibilities.

# The Issues

- 1. Would the IEEE ad program pay off w/ increased sales to >\$60-80K?
- 2. Is absence from the IEEE ad program going to hurt the Society because of exclusion from IEEE media print and web marketing efforts and other exposure?

# What should we do?

- Contract with IEEE for 1-2 years as a trial? *OR*
- Continue as we have?\* *OR*
- Intensify our effort & Increase time and effort on advertising and marketing?

# Web Advertising Update

- EMC, IAS has joined Spectrum on-line, Computer and Communications Societies with ads.
- IEEE magazine advertising is now (*due to our prompting??*) pushing web advertising.



# Web Advertising 2

- Possibility! To encourage print advertisers, offer free rotating web advertising on main page w/ full page ads
- Position available: free listing for all, print advertisers get logo button link on main page.

# New Web activities

- Archives of RAS awards almost complete
- Redesign is under way
- New alias for web URL:  
[www.ieee.org/ras](http://www.ieee.org/ras)