

ACM MEDIA AUDIENCE PROFILE

Demographic Profile of Active Professional ACM Members*

\$ Higher Income
(\$100K+)
36%

Employed
87%

Age
31-45 - **36%**
46-59 - **34%**

Hold Advanced Degrees
72%

6 Years **At Current Company/Organization**

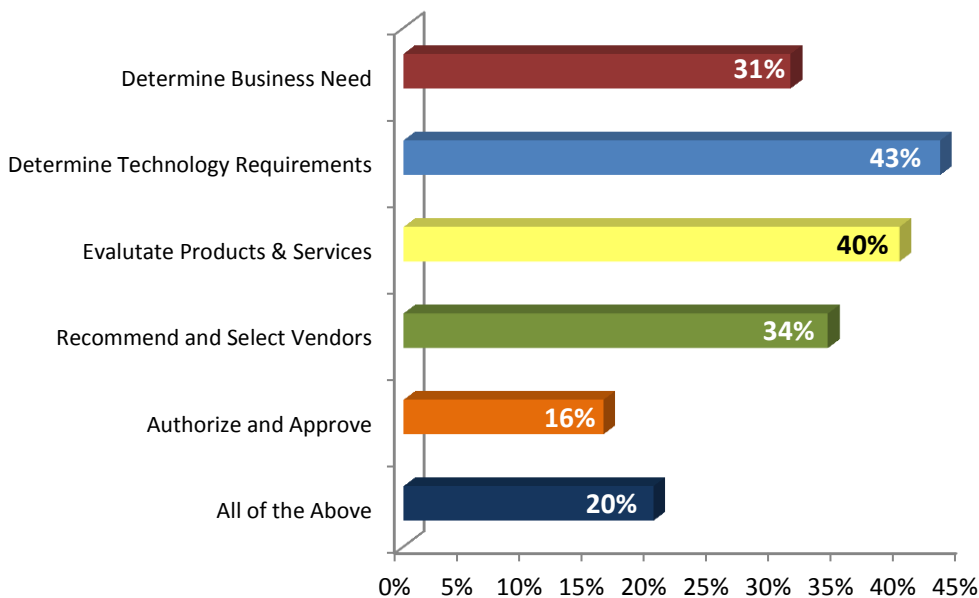
Member Dues Self-Paid
80%

LOYALTY **ACM Member for 11+ Years**
45%

Knows 5 Other ACM Members

Member of Other Professional Organizations
55%

70% of ACM Members are involved with purchasing, specifying and/or evaluating computer hardware and software products for their organization.**



About ACM Media

The Association for Computing Machinery (ACM) is the world's largest and most influential computing society, serving nearly 100,000 members at companies and research institutions in both established and emerging areas of the software, hardware, and IT industries.

The ACM Media audience includes decision makers at the highest levels and those making recommendations regarding current and future technology purchasing.

Top decision makers and developers depend on ACM's portfolio of products when researching and making their purchasing decisions. You can make your brand a part of that process that accounts for the oversight of billions of dollars in expenditures across the software, hardware, and IT industries.

For additional information, contact acmm mediasales@acm.org or call +1 212-626-0686.

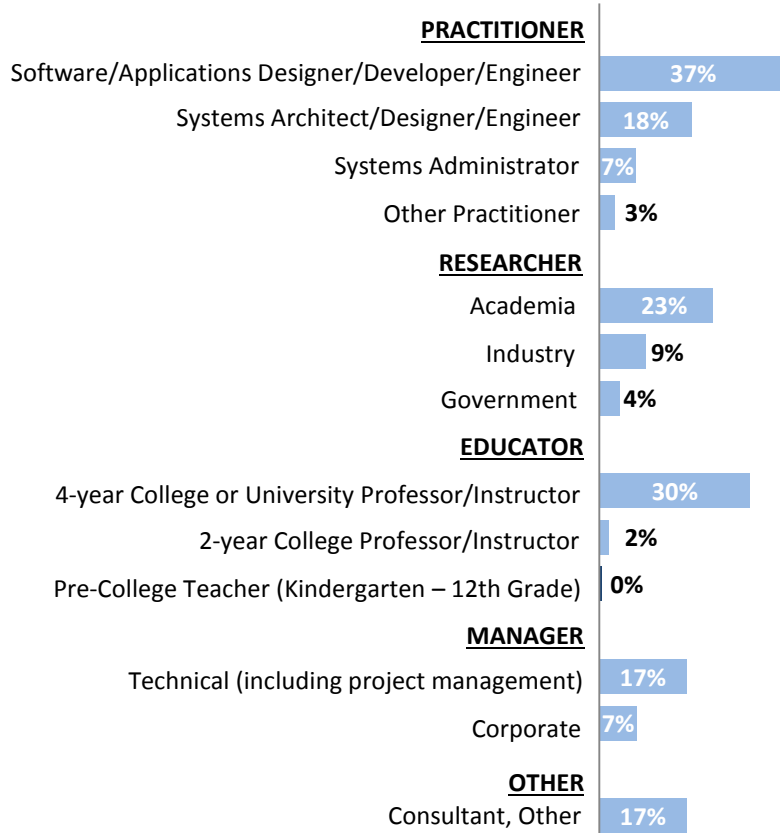


* 2017 ACM Membership Research - Clarion Research
** 2016 Communication of the ACM Readership Survey

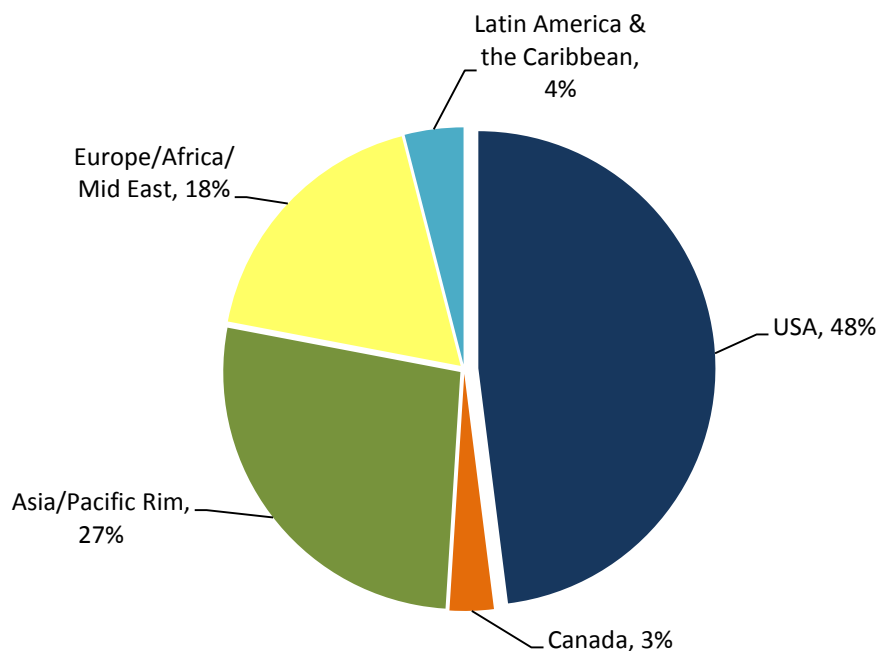
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Job Responsibilities of Active Professional ACM Members *

(Based on multiple job responsibilities selected.)



Geographic Profile of Active Professional Members *



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 ** 2016 Communication of the ACM Readership Survey
 *** November 2017 Membership Data

ACM Publications are the Most Important Member Benefit **

- 72% read at least 3 out of 4 issues of Communications of the ACM
- 43% spend over an hour reading each issue
- 67% read at least ½ or more editorial content

Primary Technical Interest ***

(Multiple areas can be selected)

- 49% - Computer Applications
- 45% - Computer Systems Organization
- 59% - Computing Methodologies
- 48% - Computing Milieux
- 48% - Data
- 26% - Hardware
- 52% - Information Systems
- 35% - Mathematics of Computing
- 63% - Software
- 32% - Theory of Computation

