



THE BENT

THE BENT of Tau Beta Pi is the official publication of The Tau Beta Pi Association—the engineering honor society and the world’s largest engineering organization. Tau Beta Pi has been a dynamic integral part of the engineering profession for 125 years.

Circulation 87,000

Distribution:

Members of Tau Beta Pi, therefore ranked in the upper 20% of their graduating classes scholastically, including junior and senior engineering students in collegiate chapters at 236 top colleges and universities. Active audience composition: approximately 65% professional (3+ years experience), 19% recent graduate (1-3 years experience), and 16% student. Women comprise 17% of the audience and more than 15,000 paid subscribers.

Calendar

- **2011 Winter Edition Editorial**—Focus on national Convention and National Engineers Week. Report on the Convention, and introduce the Outstanding Tau Beta Pi chapter project award winners. Featured authors write on national technological & engineering-education issues.
- **2011 Spring Edition Editorial**—(Careers) Focus on careers, leadership, and professionalism. Introduce 20 alumni elected to National Academy of Engineering. Featured authors write and advise on various career issues including personal development, leadership, and personal growth.
- **2011 Summer Edition Editorial**— (Scholastic achievers) Focus on service and scholarship. Introduce 30 new Tau Beta Pi Fellows and 150 new Scholars. Featured authors write on national engineering & technology topics. Introduce one new chapter.
- **2011 Fall Edition Editorial**—(Collegiate members) Convention preview issue. Focus on leadership, collegiate members, and promoting a spirit of liberal culture. Select Tau Beta Pi members present ideas on leadership and other issues for students. Introduce Tau Beta Pi Laureates, Distinguished Alumni, McDonald Mentor, and National Outstanding Advisor. Report on the Tau Beta Pi “Greater Interest in Government” civic and public-service chapter award winners. Featured authors write on various subjects.

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