



Media Kit 2024

This document contains information about the advertising opportunities with INCOSE



Marketing Hub

INCOSE MARKETING & COMMUNICATIONS TEAM

Media Kit 2024 version 1.2 Advertising
Jan 24

Showcase your company and generate leads through INCOSE.

INCOSE offers a range of advertising and sponsorship opportunities to help boost your marketing strategy and reach the most engaged and active systems engineers globally – INCOSE has 21,000 members and CAB associates and over 130 corporate bodies in the Corporate Advisory Board.

This media kit gives you an overview of the types of opportunities available to your organization.

If you are looking for additional added value, we can help you develop a custom advertising package that offers increased brand visibility.

About the International Council on Systems Engineering

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization that promotes international collaboration in systems engineering practice, education, and research. INCOSE's mission is to "address complex societal and technical challenges by enabling, promoting and advancing systems engineering and systems approaches." Founded in 1990, INCOSE has more than 65 chapters and over 21,000 members and associates worldwide. For additional information about INCOSE visit www.incose.org.

The Value of Sponsorship for INCOSE

INCOSE would like to acknowledge the value of our corporate sponsorships as they help propel the organization's mission and vision to move forward through recognition of their contribution.

Sponsors receive recognition for their contribution to align with the values systems of INCOSE.

Sponsors receive recognition while the organization receives contributions to advance their goals and broaden their impact.

Sponsorships are brand alignment not product placement.

Sponsors are corporate partners, they collaborate with INCOSE leaders; sponsors do not control content.

INCOSE does not infer the endorsement of commercial products, services, and tools from our sponsors and advertisers.

Website – <http://www.incose.org>

Over 1.7 million Views (Dec 22 – Dec 23)

Website Monthly Averages

- Over 145,245 Page Views
- Over 27,657 Users

One of the Top 3 Viewed Pages

Type	Frequency	Price
Banner Advert – Horizontal or Vertical	Monthly	\$1,650
Banner Advert – Horizontal or Vertical	Annually	\$18,150
Medium Advert	Monthly	\$1,200
Medium Advert	Annually	\$13,200

Run of the Site

Location is selected by INCOSE

Type	Frequency	Price
Banner Advert – Horizontal or Vertical	Monthly	\$1,150
Banner Advert – Horizontal or Vertical	Annually	\$12,650
Medium Advert	Monthly	\$760
Medium Advert	Annually	\$8,360



Please contact advertise@incose.net for bookings.

INCOSE eNote

Limited Spaces Available

INCOSE eNote, is a monthly digital news bulletin which contains, important announcements, key dates, and useful data, sent out to the INCOSE Membership.

Get monthly exposure to our membership. Cost effective monthly exposure for your next big event, product, or service. Advert with URL link to your landing page.

Monthly Average (2023)

- Over 14,700 Delivered
- 3,125 Unique opens
- 860 Unique Forwards



Type	Frequency	Price
Banner Advert – Position 1 606 x 100px	Monthly	\$500
Banner Advert – Position 1 606 x 100px	Annually	\$5,500
Banner Advert – Position 2 606 x 100px	Monthly	\$375
Banner Advert – Position 2 606 x 100px	Annually	\$4,125
Body Advert – 606 x 606px	Monthly	\$220
Body Advert – 606 x 606px	Annually	\$2,420

DEADLINE- the eNote is published by the end of each month all adverts to be received by 10th.

Please contact advertise@incose.net for bookings.

Social Media

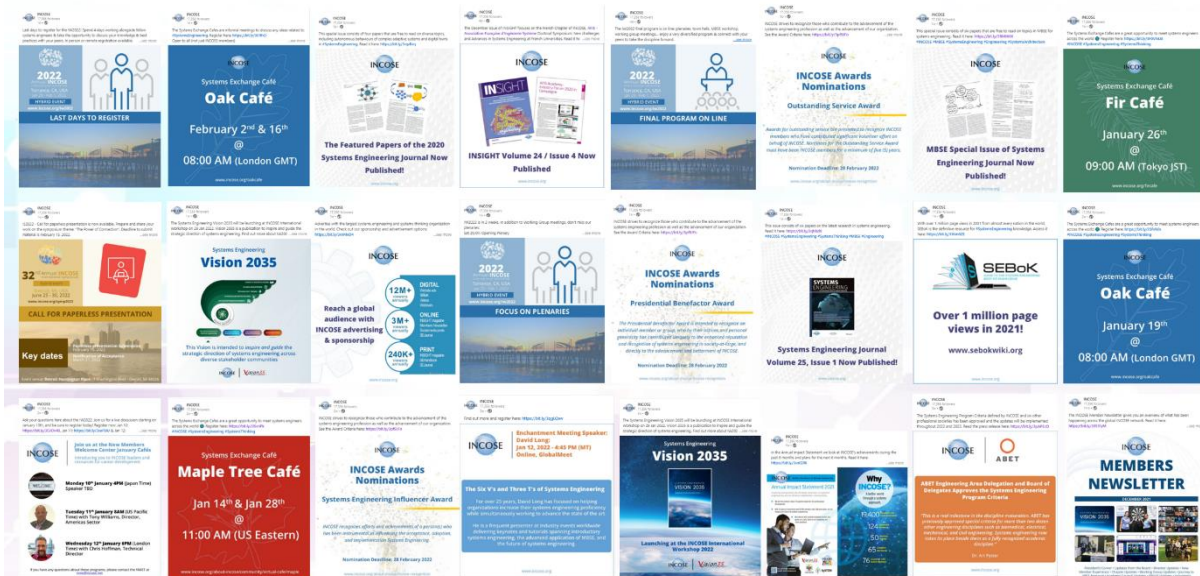
INCOSE has a growing following across a variety of social media platforms.

Advertising on the INCOSE social media channels allows you access to our global following via LinkedIn, Twitter, Facebook, and Instagram.

Our impressions are enjoying exceptional growth with LinkedIn now 29,100 followers, creating over 1.9 million impressions and 62,600 clicks (Dec 22-Dec23)

One post per month - picture or short video.

Type	Frequency	Price
Picture – 1200 x 1200px	Monthly	\$480
Picture – 1200 x 1200px	Annually	\$5,280
Video Post up to 60 Secs	Monthly	\$550
Video Post up to 60 Secs	Annually	\$6,050



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Webinar Sponsor

INCOSE Technical Operations presents recognized experts in the field who discuss the "State of the Art" in Systems Engineering. (Up to 11 each year)

These presentations occur live, via the internet and are open to anyone. The sessions last one hour and are recorded. INCOSE members can access these recordings from the Member's Only pages of the INCOSE Connect platform.

Sponsorship of the Webinars includes your company's name and logo on the invitation email that goes to all members, and your company's logo displayed and mentioned during the Webinar. It will also remain on the recording in the Webinar Library. In addition, your Company is included in the Social Media Webinar advertising campaign reaching a much wider audience.

2023	Delivered	Opened	Clicks	Forwards
Average	15,107	4,481	255	2,238

Type	Frequency	Price
Logo on Webinar, Email and Social Media	Individual Webinar	\$500
Logo on Webinar, Email and Social Media	Annually (up to 11 Webinars pa)	\$5,500

Please contact advertise@incose.net for bookings.

Members Newsletter

The INCOSE Members Newsletter is published every quarter to our diverse global membership and contains articles and news items of interest.

The Newsletter is focused on happenings of interest from across the systems community. Packed with events from around the world, news from working groups, insights on the upcoming standards, and items of interest from beyond INCOSE's borders. This quarterly newsletter adds new depth as we share the latest news in the world of systems.

Quarterly Average stats for 2023

- 15,278 Delivered.
- 5,983 Opened.
- 1,596 Unique Forwards
- 1,385 Clicks



Members Newsletter	Per Issue	Annual
Two Page	\$2,640	\$9,240
One Page	\$1,400	\$4,900
Half Page	\$990	\$3,465
Quarter Page	\$660	\$2,300
Eighth Page	\$330	\$1,155
Sixteenth Page	\$165	\$580

300 dpi, send digital/interactive PDF for links to remain clickable.

Sizing Guide on Page 13

DEADLINE- the Members Newsletter is published in March, June, September, and December all adverts to be received by 11th of previous month.

Please contact advertise@incose.net for bookings.

INSIGHT Magazine

INSIGHT is the magazine of the International Council on Systems Engineering. It features theme sections dedicated to providing informative articles on the state of the art and practice in systems engineering.

It also contains status and information about INCOSE's technical work programs, and events, editorials, book reviews, trends, and how-to-do articles that are pertinent to the many aspects of a systems engineer's job.

INSIGHT is increasing to six issues in 2024 in both hardcopy and electronic format.

SPECIAL OFFER for early 2024– 6 Issues for the price of 4 at a B/W price

Advertising Options

INSIGHT Advertising	Per Issue	Annual
Full Page - 4/C rate	\$1,720	\$6,880
Full Page B/W	\$1,720	\$6,880
Cover inside 2 - 4/C rate	\$2,000	\$8,000
Back inside Cover 3 - 4/C rate	\$2,000	\$8,000
Back Cover 4 - 4/C rate	\$2,500	\$10,000
Half-page Horizontal & Vertical - 4/C rate	\$1,200	\$4,800
Half-page Horizontal & Vertical B/W	\$1,200	\$4,800
Quarter-page Horizontal	\$975	\$3,900

Vector-PDF ads (vector text; vector line-art; 300dpi photos

Sizing Guide on Page 14

DEADLINE - INSIGHT is published in Feb, April, June, Aug, Oct, and Dec all adverts to be received by 11th of previous month.

Sponsorship

There is also the opportunity to sponsor INSIGHT.

Sponsors will have their company logo on the front cover, and inside the magazine. In addition, they will be recognised as the sponsor in the Editors comments at the front of the magazine.

Annual	\$10,600
Per Issue	\$2,650



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Bundle Packages

Let INCOSE help you with your marketing strategy by helping you select a range of advertising and sponsorship packages creating a bespoke bundle to meet your needs.

Securing a bundle will also ensure you qualify for a discount. The discounts vary depending on the value of the bundle.

To discuss the best option for your organization and its objectives, contact marcom@incose.net

Corporate Advisory Board members will get a 15% discount on certain bundle package purchases.

Here are some suggested bundles.

Annual Media Bundles 2024		Admin	Exec	CEO
Website Advert (1 of top 3 pages)	annual		medium	banner
Social Media (1 post per month)	annual	✓	✓	✓
eNote body advert (1 per month)	annual	✓	✓	✓
INSIGHT 6 issues for price of 4	annual	quarter	half page	full
Members Newsletter (4 issues)	annual	quarter	half page	full
Normal Price with annual discounts		\$ 13,900	\$ 29,165	\$ 37,630
Package Price (less 5%)		\$ 13,205	\$ 27,707	\$ 35,749
CAB Package Price less 15%		\$ 11,815	\$ 24,790	\$ 31,986

Newsletter and INSIGHT Sizing Guides.

Advertising Size (inches)	Width	Height
Full Page – with bleed	8.75	11.25
Trim Size	8.5	11.0
Full Page – no bleed	7.0	9.5
Half Page – Vertical	3.375	9.5
Half Page - Horizontal	7.0	4.625
Qtr. Page - Square	3.375	4.625
Additional options	Width	Height
Newsletter Only		
Qtr. Page - Vertical	1.65	10.0
Qtr. Page - Horizontal	7.5	2.3
Eighth Page – Vertical	1.65	4.85
Eighth Page - Horizontal	3.6	2.3
Sixteenth Page	1.65	2.3

