



INCOSE

# Media Kit 2022

This document contains information about the advertising and sponsorship opportunities with INCOSE



Media Kit 2022 version 1.0  
March 2022



# Media Kit 2022



## 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 19,400 individual members and over 100 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 19,400 members and associates worldwide. For additional information about INCOSE visit [www.incose.org](http://www.incose.org).

## Website – <http://www.incose.org>

Website Monthly Averages (Feb 21- Feb 22)

- Over 117,500 Page Views
- Over 91,500 Unique Visitors

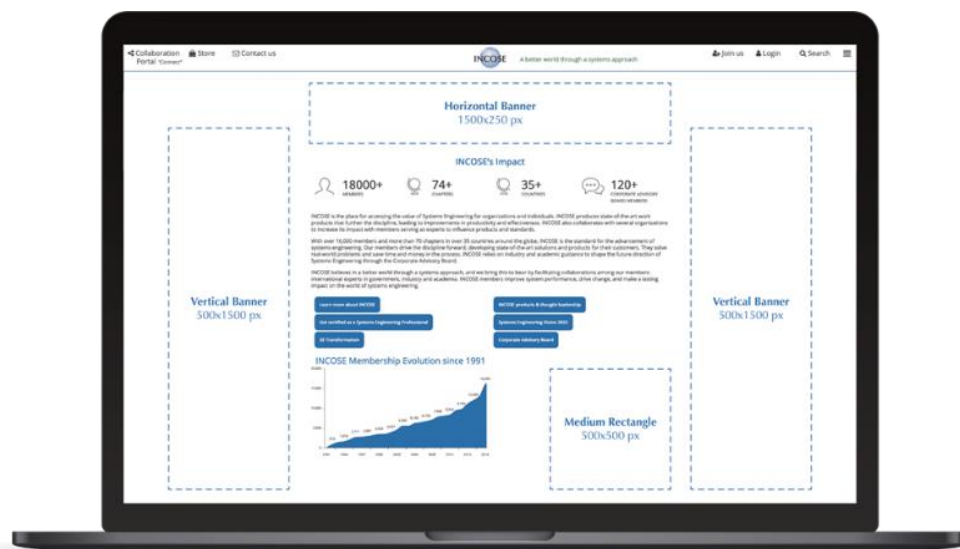
### One of the Top 3 Viewed Pages

Type	Frequency	Price
Banner Advert – Horizontal, Vertical or Rectangle	Monthly	\$1,300
Banner Advert – Horizontal, Vertical or Rectangle	Annually	\$13,000
Medium Rectangle 500 x 500px	Monthly	\$950
Medium Rectangle 500 x 500px	Annually	\$9,500

### Run of the Site

Location is selected by INCOSE

Type	Frequency	Price
Banner Advert – Horizontal, Vertical or Rectangle	Monthly	\$900
Banner Advert – Horizontal, Vertical or Rectangle	Annually	\$9,000
Medium Rectangle 500 x 500px	Monthly	\$600
Medium Rectangle 500 x 500px	Annually	\$6,000



## INCOSE eNote

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 (Q4 2021)

- Over 14,000 Delivered
- 3,794 opened
- 394 Click Throughs



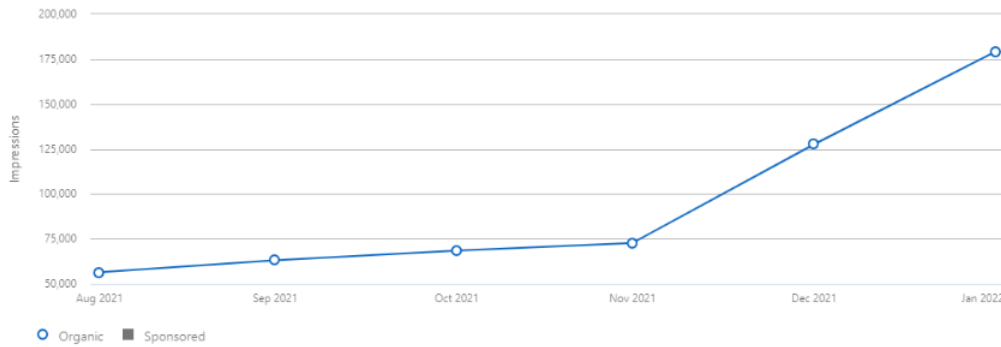
Type	Frequency	Price
Banner Advert – either top or bottom. 500 x 100px	Monthly	\$175
Banner Advert – either top or bottom. 500 x 100px	Annually	\$1,750
Body Advert – 606 x 606px	Monthly	\$150
Body Advert – 606 x 606px	Annually	\$1,500

## Social Media

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

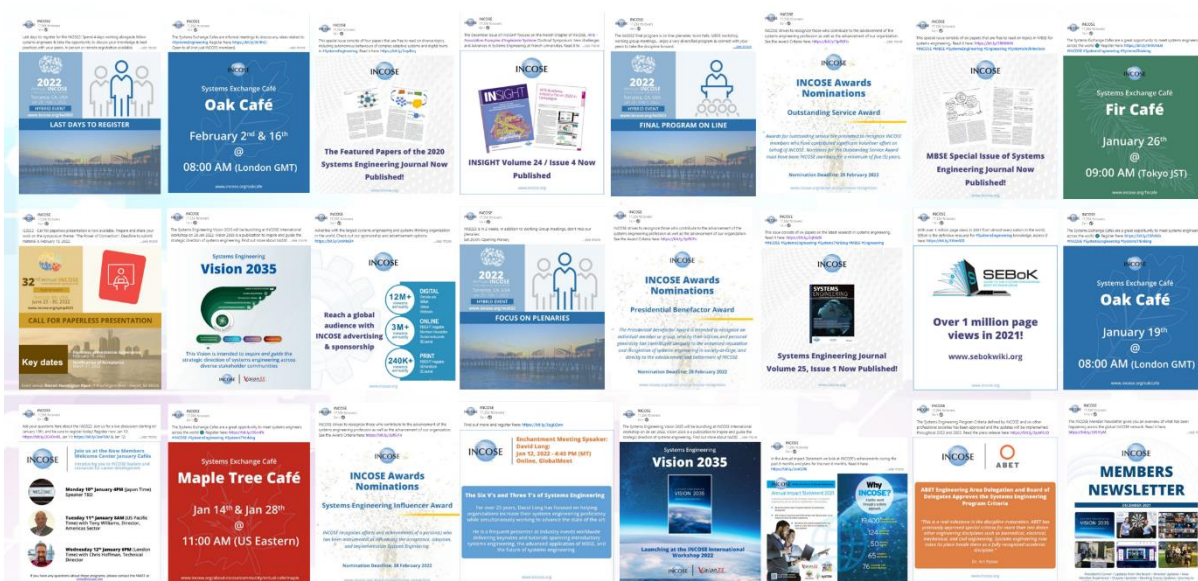
Advertising on the INCOSE social media channels allows you access to our global following via LinkedIn, Twitter, Facebook, and Instagram.

Our LinkedIn impressions are enjoying exceptional growth:



One post per month - picture or short video.

Type	Frequency	Price
Picture – 1200 x 1200px	Monthly	\$380
Picture – 1200 x 1200px	Annually	\$3,800
Video Post up to 60 Secs	Monthly	\$500
Video Post up to 60 Secs	Annually	\$5,000





# Media Kit 2022



## Webinar Sponsor

Once a month, INCOSE Technical Operations presents recognized experts in the field who discuss the "State of the Art" in Systems Engineering.

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 can be included in its Social Media advertising reaching a much wider audience.

2021	Delivered	Opened	Clicks	Forwards
Average	14,214	3,974	263	1,210

Type	Frequency	Price
Email and Logo on Webinar	Monthly	\$265
Email and Logo on Webinar	Annually (approx. 12 Webinars pa)	\$2,650
Additional Social Media exposure	Monthly	\$135
Additional Social Media exposure	Annually (approx. 12 Webinars pa)	\$1,350

## Members Newsletter

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

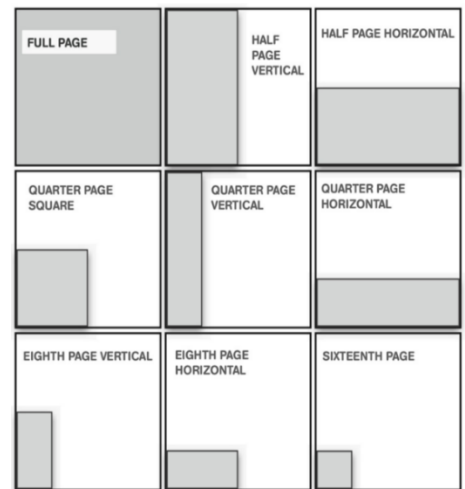
The Newsletter is focused on happenings of interest from across the systems community. Packed with events from around the world, news from working groups, insights on the upcoming standards, and items of interest from beyond INCOSE's borders. This quarterly newsletter adds new depth as we share the latest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



### Quarterly Average stats for 2021

- 14,332 delivered
- 4,159 opened
- 577 clicks

Advertising Size (inches)	Width	Height
Full Page – with bleed	8.5	11.0
Full Page – no bleed	7.5	10.0
Half Page – Vertical	3.6	10.0
Half Page - Horizontal	7.5	4.85
Qtr. Page - Square	3.6	4.85
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



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

<b>2 pages</b>	Annual (4 issues)	\$7,350
<b>2 pages</b>	Per Issue	\$2,100
<b>1 page</b>	Annual (4 issues)	\$3,850
<b>1 page</b>	Per Issue	\$1,100
<b>1/2 page</b>	Annual (4 issues)	\$2,780
<b>1/2 page</b>	Per Issue	\$795
<b>1/4 page</b>	Annual (4 issues)	\$1,855
<b>1/4 page</b>	Per Issue	\$530
<b>1/8 page</b>	Annual (4 issues)	\$928
<b>1/8 page</b>	Per Issue	\$265
<b>1/16 page</b>	Annual (4 issues)	\$472
<b>1/16 page</b>	Per Issue	\$135

## INSIGHT Magazine

INSIGHT is the magazine of the International Council on Systems Engineering. It is published four times per year. INSIGHT 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 published four times a year in both hardcopy and electronic format.

## Advertising Options

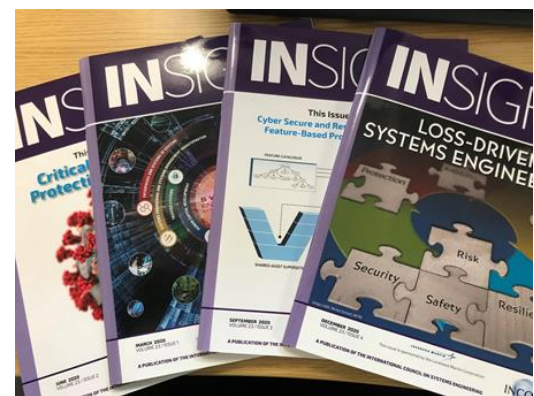
Printing Advertising	Price
Full Page - 4/C rate	\$2,700
Full Page B/W	\$1,500
Cover inside 2 - 4/C rate	\$3,200
Back inside Cover 3 - 4/C rate	\$2,800
Back Cover 4 - 4/C rate	\$3,500
Half -page island - 4/C rate	\$2,300
Half-page Island B/W	\$1,250
Half-page Horizontal & Vertical - 4/C rate	\$2,100
Half-page Horizontal & Vertical B/W	\$1,050
Quarter-page Horizontal	\$1,700

## 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





## INCOSE Products Sponsor

INCOSE has a range of products which organisations can sponsor. These products are developed by our working groups, chapters and special initiatives teams

They are made available to via our online store to systems engineers across the global. Members can download the products for free and others can purchase them.

Sponsorship runs for 1 calendar year from the point of payment.

Your organization's logo will feature on every electronic copy during that period.

The price of sponsorship varies depending on which product is being sponsored.

For more information about the products available for sponsorship now and in the near future please contact [advertise@incose.net](mailto:advertise@incose.net).



## 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 [advertise@incose.net](mailto:advertise@incose.net)

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



## SEBoK Sponsor

Guide to the Systems Engineering Body of Knowledge (SEBoK), is an online resource that provides a guide to the key knowledge sources and references of systems engineering organized and explained to assist a wide variety of individuals. It is a living product, accepting community input continuously, with regular refreshes and updates. The SEBoK is not a compendium but instead references existing literature and much of the content has restricted intellectual property rights.

The SEBoK, maintained by INCOSE, Stevens and the IEEE Systems Council, is the definitive resource for systems engineering knowledge. In 2021, SEBoK reached over 1 million page views from every nation in the world (except North Korea).

Annual sponsorship of the SEBoK – Logo with link to landing site or company video. Link to sponsorship package details. [SEBoK Sponsors - SEBoK \(sebokwiki.org\)](https://www.sebokwiki.org)

Type	Price
Global	\$5,000
Corporate	\$2,000
University/Non-Profit	\$1,000

## Systems Engineering Journal Sponsor

Systems Engineering is an international scholarly journal and a primary source of multidisciplinary information for the systems engineering and management of products and services, and processes of all types.

Sponsorship of the SE Journal Print and Online Magazine 6 issues pa.

The Journal is published six times a year by Wiley: January, March, May, July, September, and November.

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

## Event Sponsorship

### International Symposium



INCOSE's Annual International Symposium (IS) is the largest worldwide annual gathering of people who do systems engineering for four days of presentations, case studies, workshops, tutorials, and panel discussions. The program attracts an international mix of professionals at all levels, and includes practitioners in government and industry, as well as educators and researchers. The benefits of attending the

Symposium include the opportunity to share ideas, network, build competency, pursue certification, contribute to the advancement of the profession through collaboration on tools, processes, and methodologies, learn about new offerings in training and education, and forge new partnerships.

INCOSE offers a variety of options for sponsoring and exhibiting at IS 2022. Your presence as a sponsor for this event will identify your organization as a supporter of and leader in the profession of systems engineering.

The next International Symposium (IS) will take place in **June 2022 in Detroit** and will be a hybrid event.

Sponsorship Level	Price
Platinum	\$30,000
Gold	\$20,000
Silver	\$10,000
Bronze	\$2,500
Academic	\$1,250

For more information, please visit

<https://www.incose.org/symp2022/sponsors/sponsorship-program>

**IS2023** will take place in Honolulu on 15 - 20 July 2023

## International Workshop



INCOSE's International Workshop is the event of the year for systems engineers to contribute to the state of the art. Unlike INCOSE's annual International Symposium and other conferences, there are no paper, panel or tutorial presentations. Instead, attendees spend 4 days working alongside fellow systems engineers who are there to make a difference. Systems Engineers at all levels and from all backgrounds are encouraged to engage in working sessions and contribute their knowledge and experience to take the discipline forward.

The next International Workshop (IW) will take place in January 2023 for more information please contact [workshop@incose.net](mailto:workshop@incose.net)

## Regional Event Sponsorship

Sponsor a regional event such as the Western States regional conference, or the Asia Oceania SE Conference.

Sponsorship \$2,600

Contact us for details and packages available.

## Coming Soon.....

Exciting times at INCOSE, we have many new initiatives and opportunities happening throughout 2022.

Launching soon -

### Professional Development Portal

The purpose of the PDP is to assist individuals to develop their career in systems engineering, or to extend their knowledge in systems engineering.

This is initially through self-assessment tools, product and course recommendations. More information will be available in 2022 at the launch of the PDP.

Organisation Level	Price
Large Organization	\$3,000
Medium Organization	\$2,000
Small Organization	\$1,000

## In development

- Podcast
- Advertorials
- Business Card Advertisements

Contact us at [advertise@incose.net](mailto:advertise@incose.net) if you would like to be the first to know about the new advertising opportunities.