2026 INCOSE MEDIA KIT

Leverage Yourself with INCOSE

About INCOSE

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 70 chapters and over 27,000 members and associates worldwide.

For additional information about INCOSE visit www.incose.org.

INCOSE is the largest global systems engineering network!

27,000+ Committed Members

150+ Corporate Members

70+ Chapters Worldwide

50+ Working Groups

70+ Countries with Active Members

Reach a global network of systems engineers with INCOSE!

INCOSE offers a comprehensive range of advertising and sponsorship opportunities designed to enhance your marketing strategy and connect you with the most engaged and active systems engineering professionals worldwide. With over 27,000 members, 70 chapters, and 50 working groups, INCOSE has a truly global reach, with active members across more than 70 countries.

Our community is further enriched by the Corporate Advisory Board (CAB), which includes more than 150 corporate organizations from diverse industries and disciplines. This makes INCOSE an unparalleled platform for organizations seeking to engage with thought leaders, innovators, and practitioners in systems engineering.

Whether you are looking to increase brand visibility, showcase your organization's expertise, or build connections with industry leaders, INCOSE can help. We work with you to create tailored advertising and sponsorship packages designed to meet your unique goals and deliver maximum impact.

The value of sponsorship with 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 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.

# Maximize your reach with our advertising channels

INCOSE offers a diverse range of advertising channels to help you reach your target audience effectively. You can showcase your brand through our website, the INCOSE In Focus, our Members Newsletter, social media platforms, and by sponsoring webinars. Additionally, your message can reach our members via the systems engineering practitioners publication and the INCOSE community engagement platform, ensuring maximum visibility across multiple touchpoints.

In the following pages, we'll explore each advertising option in detail, helping you choose the best avenues to meet your marketing goals.
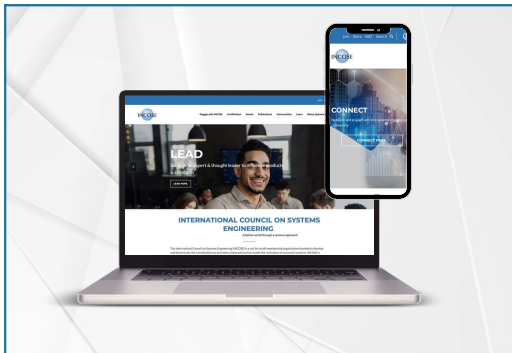
Website Ads
Starting at $1,100
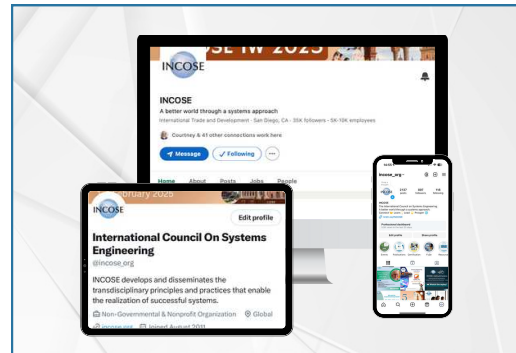
Social Media
Starting at $690

In Focus
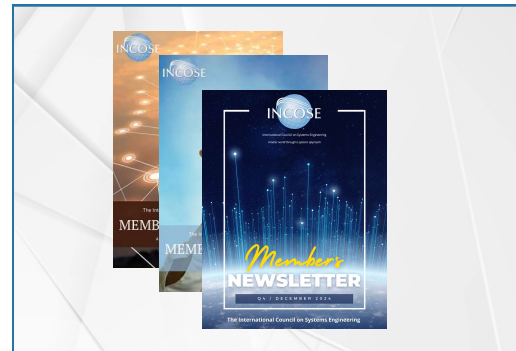Starting at $500
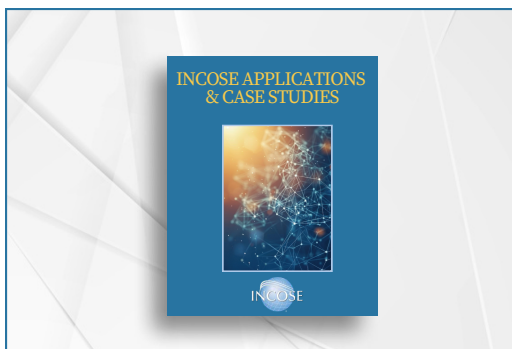

INCOSE Podcast
Starting at $2,000

Webinar Sponsor
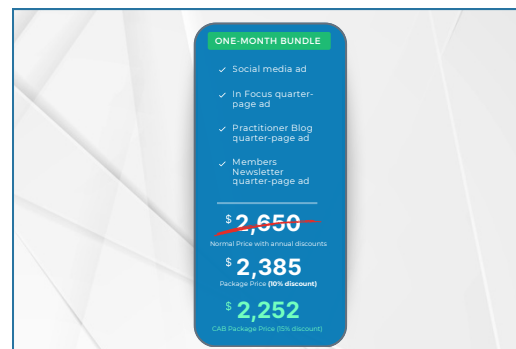Starting at $600

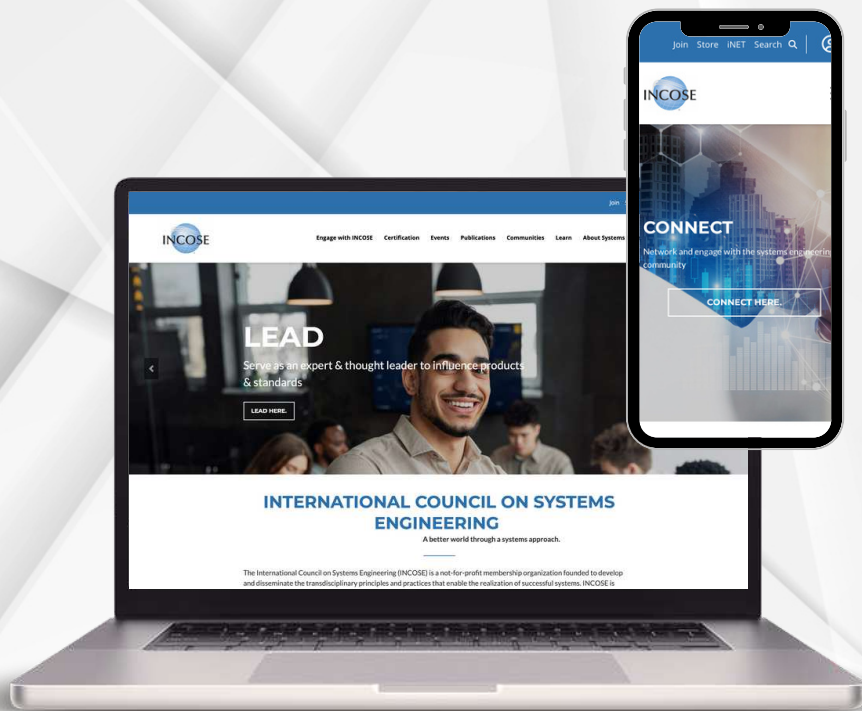## Members Newsletter
Starting at $550

Applications & Case Studies
Starting at $550

Advertising Package
Starting at $2,252

Website – incose.org

Reach a global audience of systems engineers!

INCOSE's website is a dynamic platform where members and visitors alike collaborate to advance technical expertise, share ideas, and drive progress in systems engineering. Leverage this vibrant and widely accessed resource with banner and body ads that connect your company to a global audience of professionals, innovators, and thought leaders.
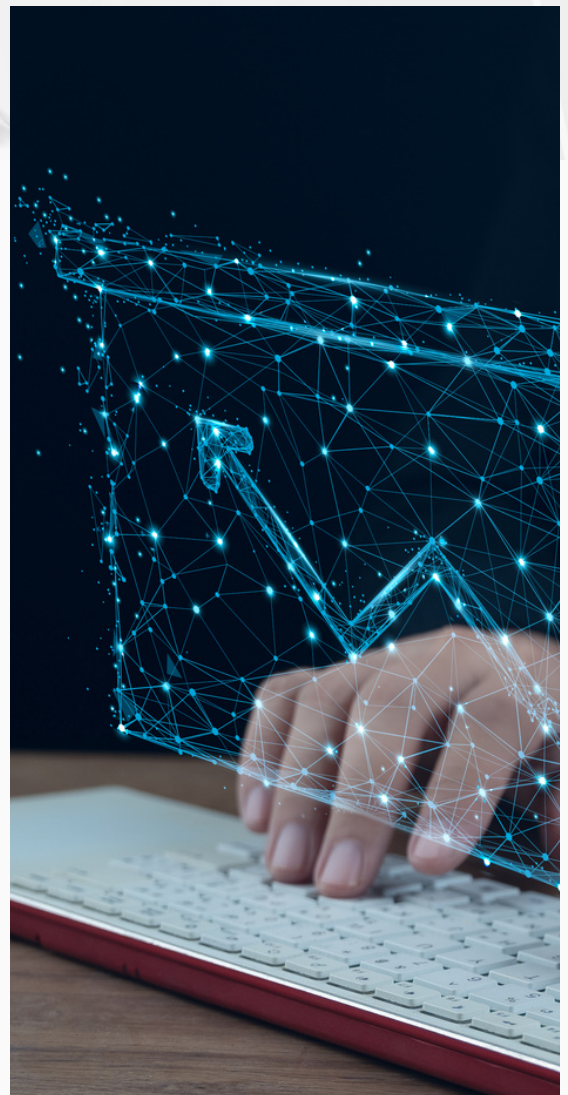
1,300,000+ views!
Yearly

56,000+ users
Monthly

123,000+ page views
Monthly

Website Advertising Options

One of the Top 3 Viewed Pages

Ad Type	Cost per Ad per Month
Banner (horizontal or vertical)	$1,890
Medium advert	$1,385
Video – 30-60 seconds	$2,000

Limit: 3 ads per page, 2 ads per company

Website – non "Top 3" page

Ad Type	Cost per Ad per Month
Banner (horizontal or vertical)	$1,500
Medium advert	$1,100
Video – 30-60 seconds	$1,700
Advertorial – 300-600 words on news updates page	$3,500

Limit: 3 ads per page, 2 ads per company

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, X, Facebook, and Instagram. Our impressions are enjoying exceptional growth with LinkedIn now 38,000 followers, creating over 3.8 million impressions and 87,000 clicks.

38,000 LinkedIn followers

3,800,000+ LinkedIn impressions

87,000+ LinkedIn clicks

Step into the spotlight with INCOSE's latest advertising opportunities!

Reach thousands of the world's most ambitious systems engineers with INCOSE's advertising options. Choose a 30- or 60-second **video ad** to tell your story in motion, driving 3X more engagement than static content, showcasing your brand, products, or services, and inspiring action.

Note: All video content must be supplied by the advertiser in .mp4 format.

For a more narrative approach, our **300-600 word advertorials** offer value-driven content that informs and inspires while subtly promoting your brand, product, or service. Unlike traditional ads, advertorials position your message as an insightful story, fostering deeper connection and trust with INCOSE's community of systems engineers, thought leaders, and decision-makers.

Social Media

Ad Type	Cost per Ad per Month
Picture (1200x1200px)	$690
Second picture post within a month	$1,100
Video – 30-60 seconds	$2,100
Advertorial (300-600 words)	$3,500

Limit: 8 posts per month, 2 posts per company
All adverts to be received by the 25th of the previous month.

Where will you be seen?

Linkedin   X   Instagram   Facebook   YouTube

In Focus

"In Focus" is our monthly newsletter that provides the latest updates on INCOSE news, events, and publications. By advertising with us, you will gain access to a targeted email list of over 18,000 recipients, along with additional exposure through our website and social media channels, reaching over 38,000 individuals.

All adverts to be received by the 25th of the previous month.
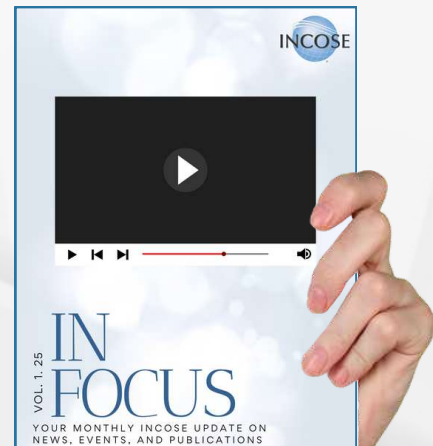
18,500+ Subscribers

6,600+ Email Opens
average per month

Benefits of advertising in In Focus include:

- Exposure through social media, email, and the website
- Image caption options (up to 50 words, similar to social media posts)
- Public accessibility (formerly restricted to members and a specific target group, now available to everyone)
- Video: Ability to showcase ads in video format
- Significantly broader reach than static ads

Ad Type	Cost per Ad per Month
Full page	**$790**
Half page (horizontal or vertical)	**$640**
Quarter page (horizontal, vertical, or square)	**$500**
Email banner	**$550**
Video – 30-60 seconds	**$1,700**
Advertorial (300-600 words)	**$3,500**

Limit: 10 ads per publication, 2 ads per email, 1 ad per company.
300 dpi, send digital/interactive PDF for links to remain clickable.
Sizing Guide on Page 15.

INCOSE Podcast

Reach Systems Engineering enthusiasts through INCOSE's new monthly podcast!

This series features insightful, in-depth discussions with leading experts on the most critical and current topics in the field, ensuring a highly engaged audience for your brand.

Sponsorship is limited to one exclusive partner per episode, guaranteeing your company maximum focus and impact.

Your comprehensive package includes up to a 30-second dedicated audio ad spot within the episode, amplified by prominent logo placement and recognition across every associated promotional channel, including INCOSE's social media, In Focus publication, and the INCOSE website.

All audio ad spots to be received by the 25th of the previous month in .mp3 format.

Sponsorship Option	Cost
1 Episode	**$2,000**
2 Episodes	**$3,500**

Please contact advertise@incose.net for bookings.

INCOSE Webinar Series

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 Library.

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.

2024	Delivered	Opened	Clicks	Forwards
Average	18,494	6,481	850	3,238

Type	Cost per Webinar
Logo and "Supported by" recognition on registration page, email invite, and social media post. **List of registrants who have opted into receiving communication from our sponsors.**	**$600**

Limit: 3 sponsors per webinar

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 INCOSE's global reach. This quarterly newsletter adds new depth as we share the latest news in the world of systems.

18,500+ Subscribers

7,000+ Opened
Quarterly average stats for 2025

| Ad Type	Cost per Ad per Month
Two-page spread	$2,900
Full page	$1,550
Half page (horizontal or vertical)	$1,090
Quarter page (horizontal, vertical, or square)	$730
Email banner	$550
Video – 30-60 seconds	$1,700
Advertorial (300-600 words)	$3,500

Limit: 25 ads per publication, 2 ads per email, 2 ads per company
Deadline: the Members Newsletter is published in March, June, September, and December all adverts to be received by 11th of previous month.
300 dpi, send digital/interactive PDF for links to remain clickable. Sizing Guide on Page 15.

INCOSE Applications & Case Studies

INCOSE APPLICATIONS & CASE STUDIES
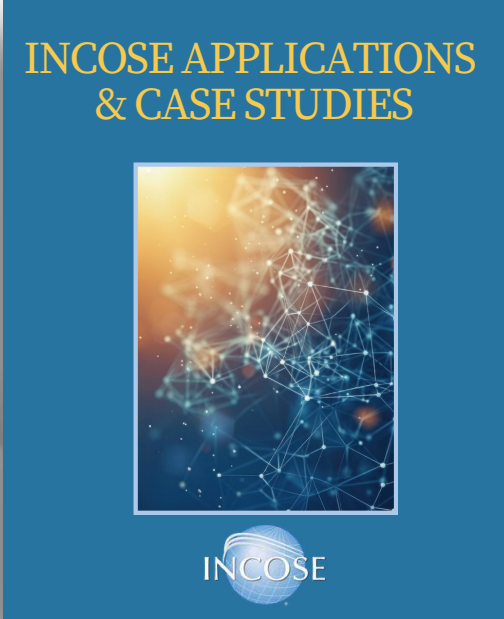
INCOSE

Secure a premium position directly behind the cover of INCOSE's new bi-monthly Applications & Case Studies publication series, a high-visibility platform that will replace the esteemed INSIGHT magazine.

Each issue is a focused, single-article release delivering cutting-edge, state-of-the-art content on systems engineering practice, ensuring that your advertisement receives unparalleled attention from a dedicated, global audience of systems engineering professionals, decision-makers, and innovators actively seeking the best tools, services, and knowledge to advance their critical projects.

Ad Type	Cost per Ad per Month
Full page inside cover	$1,550
Half page inside cover (horizontal)	$1,090
Quarter page inside cover (square)	$730
Email banner	$550

Limit: depends on ad-size purchased – there is room for one full page of ads per article release.

Please contact advertise@incose.net for bookings.

Advertising Package

ONE-MONTH BUNDLE

✓ Social media ad

✓ In Focus quarter-page ad

✓ Applications and Case Studies Publication quarter-page ad

✓ Members Newsletter quarter-page ad

$ ~~2,650~~
Normal Price with annual discounts

$ 2,385
Package Price **(10% discount)**

$ 2,252
CAB Package Price (15% discount)

Please contact advertise@incose.net for bookings.

Advertising Sizes

Members Newsletter, In Focus, and INCOSE Applications & Case Studies Advertising Sizes (inches)

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 - Newsletter & In Focus	**Width**	**Height**
Qtr. Page - Vertical	1.65	10.0
Qtr. Page - Horizontal	7.5	2.3
Additional Option - In Focus only	**Width**	**Height**
Email Banner	6.25	1.042

Social Media and Website Advertising Sizes (pixels)

Social Media (pixels)	Width	Height
Social Media Advertisement	1200	1200
Website (pixels)	**Width**	**Height**
Website Banner - Horizontal	1500	1000

INCOSE

LEVERAGE
YOURSELF
WITH INCOSE

advertise@incose.net