



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.

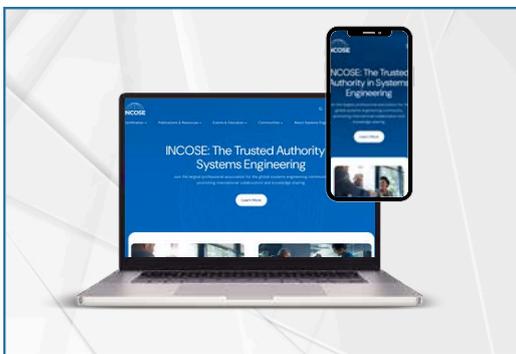
Sponsors are corporate partners, they collaborate with INCOSE leaders; sponsors do not control content.

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

Maximize your reach with our advertising channels

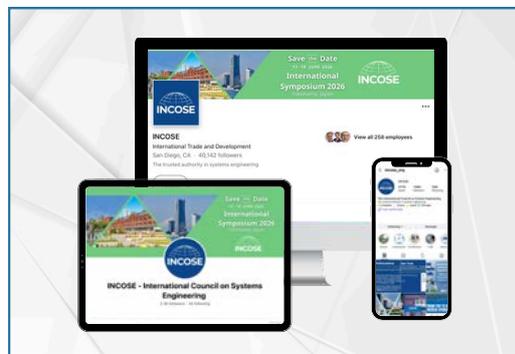
INCOSE offers a diverse range of advertising channels to help you reach your target audience effectively. You can showcase your brand through our website, the INCOSE In Focus, our Members Newsletter, social media platforms, and by sponsoring webinars. Additionally, your message can reach our members 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.



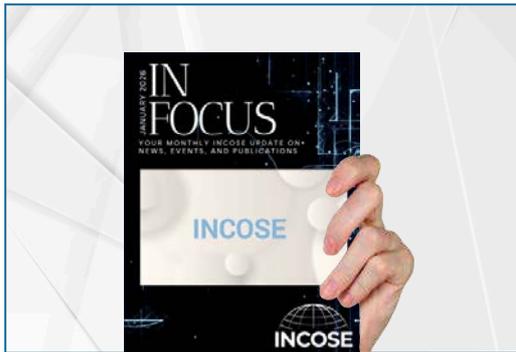
Website Ads

Starting at \$1,385



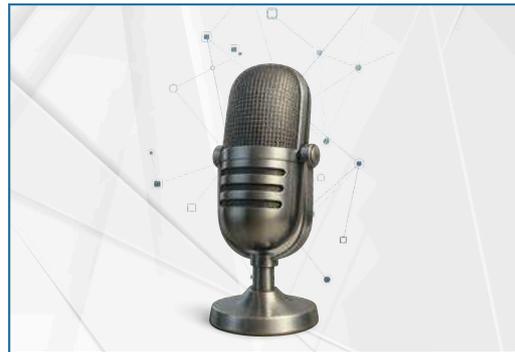
Social Media

Starting at \$690



In Focus

Starting at \$500



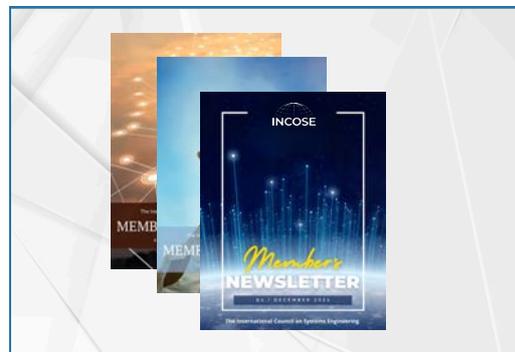
INCOSE Podcast

Starting at \$2,000



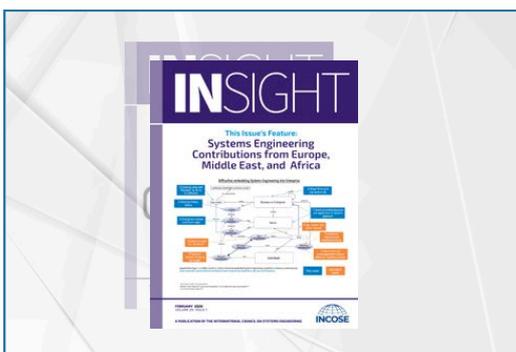
Webinar Sponsor

Starting at \$600



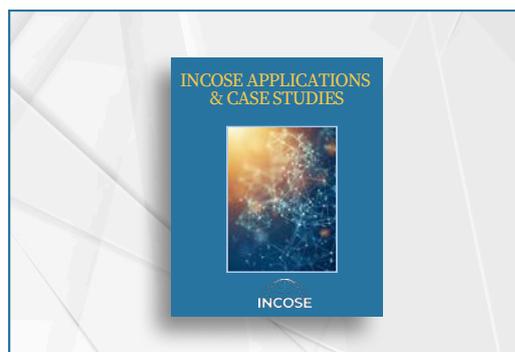
Members Newsletter

Starting at \$550



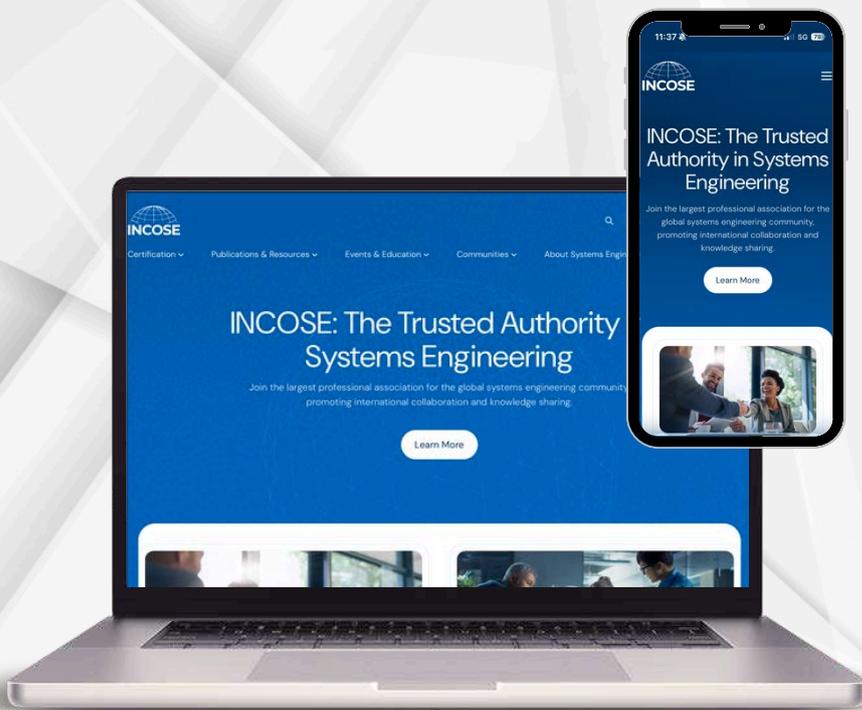
INSIGHT Magazine

Starting \$975.00



Applications & Case Studies

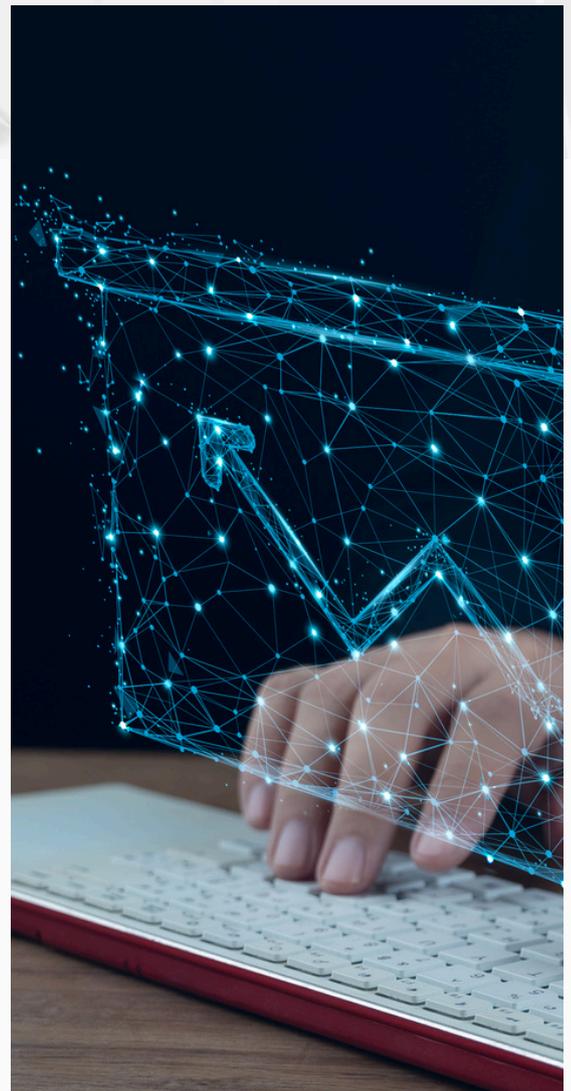
Starting at \$550



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

| Ad Type | Cost per Ad per Month |
|---------------------------------|-----------------------|
| Banner (horizontal or vertical) | \$1,890 |
| Medium advert | \$1,385 |
| Video - 30-60 seconds | \$2,000 |
| Advertorial - 300-600 words | \$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



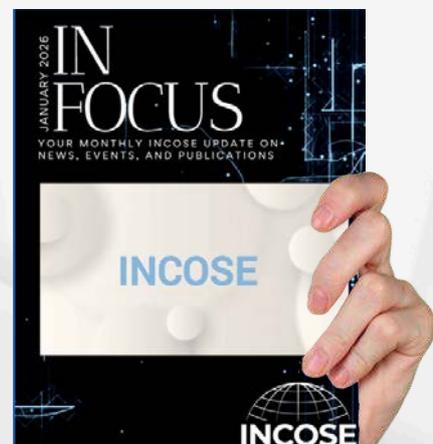
YouTube



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 16.



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 recognition on the event webpages 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.

| | Delivered | Opened | Clicks | Forwards |
|----------------|---------------|--------------|------------|--------------|
| Average | 18,500 | 6,500 | 850 | 3,300 |

| Type | Cost per Webinar |
|---|------------------|
| Logo and "Supported by" recognition on event webpages 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.

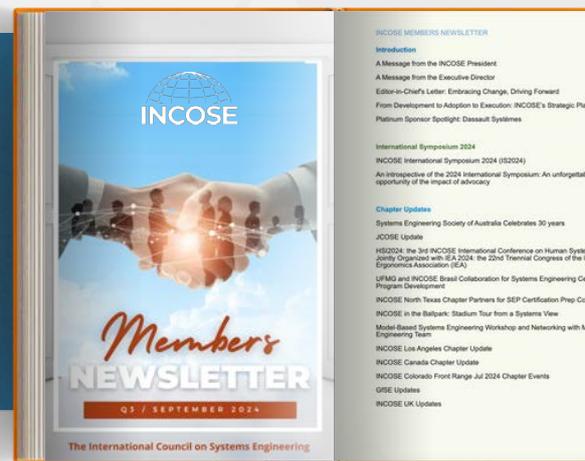


18,500+ Subscribers



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 16.**



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.



11,200+
Delivered



7,200+
Opens



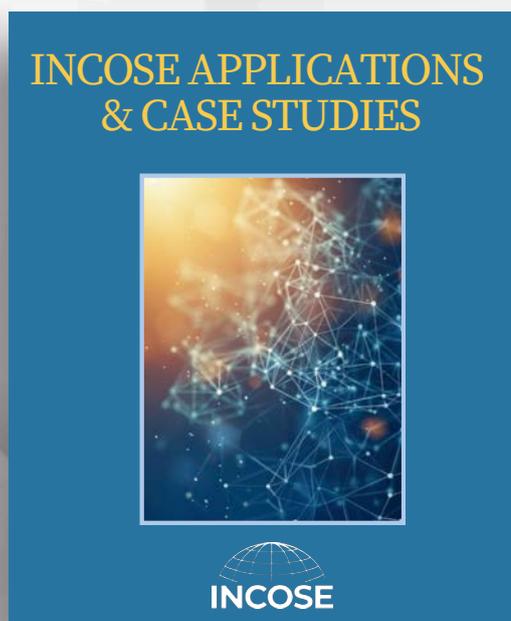
750+
Clicks

INSIGHT Magazine 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 |

NEW

INCOSE Applications & Case Studies



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