



Advertising Opportunities

- *Bi-Annual Award-Winning Magazine Ad Insertions*
- *Monthly Email Newsletters Ads*
- *Website Display Ads*
- *Webinar Sponsorships*
- *Social Media Ads*



Interested? Connect with wie-staff@ieee.org

About IEEE WIE

IEEE Women in Engineering (WIE) is a global network of IEEE members and volunteers dedicated to promoting women engineers and scientists and inspiring girls around the world to follow their academic interests in a career in engineering and science.



This vibrant global community of 35,000+ members (females and males) collectively uses their diverse talents to innovate for the benefit of humanity and facilitate the recruitment and retention of females in STEM.

Gender Demographics

Female	Male	Not Reported
56.86 %	30.9 %	12.17 %

IEEE Women in Engineering membership

extends beyond engineers; our members represent diverse disciplines within STEM including,

Membership Metrics

35,000+
members

1,200+
Affinity Groups/Student
Branch Affinity Groups

in 132+
Countries

4,500+
Events worldwide

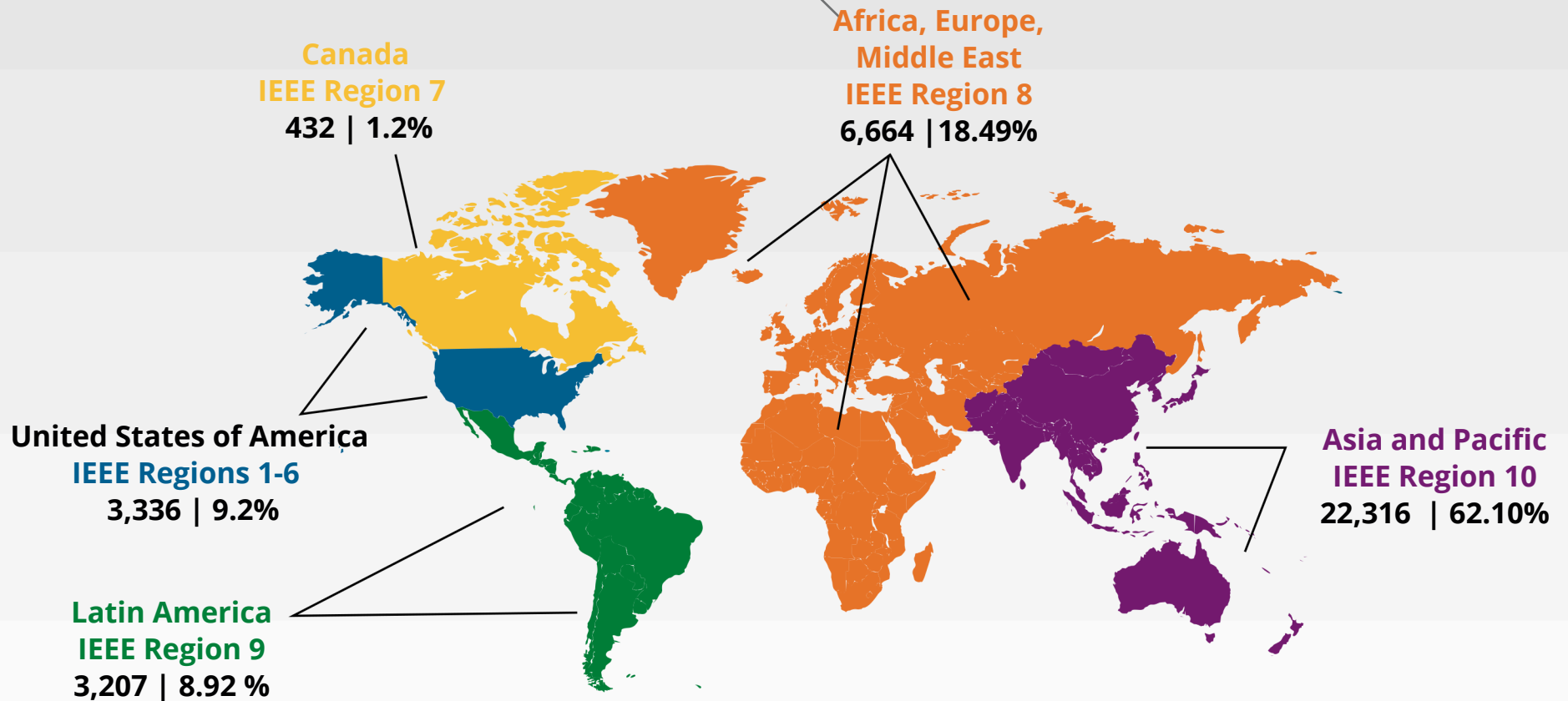


Not Just for Engineers!

- Technical Communications
- Education
- Management
- Law & Policy, & Others
- Engineering
- Computer Sciences & IT
- Mathematics
- Physical Sciences

WIE Membership by Region

As of March 2026



Our Events

2026 IEEE International Leadership Conference

Theme: Evolution: *Advancing Leadership Across Generations*

The IEEE Leadership Conference aims to bring together global technology professionals, students, and leaders to explore emerging technologies, leadership, innovation, and entrepreneurship.

Open to all, the event fosters cross-generational collaboration through mentorship and knowledge exchange, features leadership and innovation tracks, and promotes inclusive networking. Participants engage with world-class speakers to discuss how emerging technologies are shaping industries and impacting global and aging populations, empowering current and future technology leaders.

Budapest, H-1052, Hungary
3-4 October 2026



International Leadership Summits

IEEE Women in Engineering International Leadership Summits (ILS) offer regional opportunities for networking, mentorship, and collaboration. With the leadership and creativity of IEEE WIE volunteers, WIE Summits have been extremely successful and have made an outstanding impact on communities around the globe!

2026 ILS Locations

Region 4

Naperville, IL, USA – 18 September 2026

Region 8

Hammet, Tunisia – 5-6 September 2026
Berekuso, Ghana (Dates TBD)

Region 9

Panama City, Panama – 19-20 June 2026
San Salvador, El Salvador – 14 August 2026
Monterrey, Mexico (Dates TBD)

Region 10

Chengdu, China – 11 July 2026
Surat, India – 24-25 Oct 2026
Bangalore, India (Dates TBD)
Colombo, Sri Lanka (Dates TBD)

IEEE Women in Engineering Award-Winning Bi-Yearly Magazine

Multiple-award-winning magazine showcasing women's career trajectories and inspirational stories

Winner of "Apex Awards for Publication Excellence" multiple times, and Winner of "APEX Grand Award" for its 2024 December issue

Recognized with the "American Graphic Design Awards for Publication Design" by Graphic Design USA multiple times



Print and digital versions circulated to all WIE members worldwide - 55,000



Rates

Display Advertising - Full Color	Frequency 1X	Frequency 2X
Inside Front Cover - Full Page	\$ 3,000	\$ 2,800
Inside Back Cover - Full Page	\$ 2,800	\$ 2,600
Outside Back Cover - Full Page	\$ 3,500	\$ 3,250
Full Page	\$ 2,150	\$ 2,000
1/2 Page	\$ 1,185	\$ 1,000
1/4 Page	\$ 800	\$ 750
1/6Page	\$ 400	\$ 350

What You Get!

Brand Recognition:

- ~Company logo
- ~Stats shared with the company every quarter.
- ~Company logo featured in the IEEE WIE Global Network Community in IEEE Collabratec with 13,000+ members

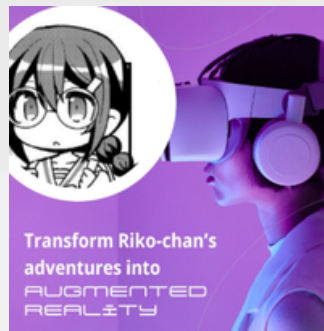
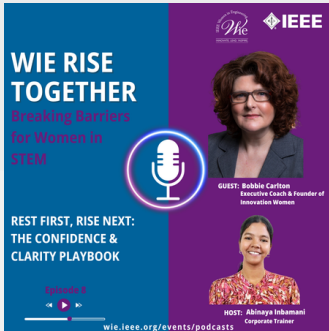
IEEE Women in Engineering Monthly Newsletter

IEEE WIE members receive the monthly WIE Exchange newsletter which contains reports on WIE and Affinity Group activities, IEEE news, and more.



Digital versions circulated to all WIE members worldwide - 55,000+

Packed with announcements, opportunities, and professional development opportunities.



2026 Newsletter Calendar

The WIE Newsletter is scheduled to go out monthly on or around the second Tuesday of each month.

Publication Date	Submission Date
Tuesday, 13 January 2026	Tuesday, 30 December 2025
Tuesday, 10 February 2026	Tuesday, 27 January 2026
Tuesday, 10 March 2026	Wednesday, 25 February 2026
Tuesday, 14 April 2026	Tuesday, 31 March 2026
Tuesday, 12 May 2026	Tuesday, 28 April 2026
Tuesday, 9 June 2026	Tuesday, 26 May 2026
Tuesday, 14 July 2026	Tuesday, 30 June 2026
Tuesday, 11 August 2026	Tuesday, 28 July 2026
Tuesday, 8 September 2026	Tuesday, 25 August 2026
Tuesday, 13 October 2026	Tuesday, 29 September 2026
Tuesday, 10 November 2026	Tuesday, 27 October 2026
Tuesday, 8 December 2026	Tuesday, 24 November 2026

Rates

Placement	Price	Frequency*
Leaderboard 1	\$1,600	12x
Square 1	\$1,200	12x
Leaderboard 2	\$1,400	12x
Square 2	\$750	12x

*For bundle rates, email wie-staff@ieee.org

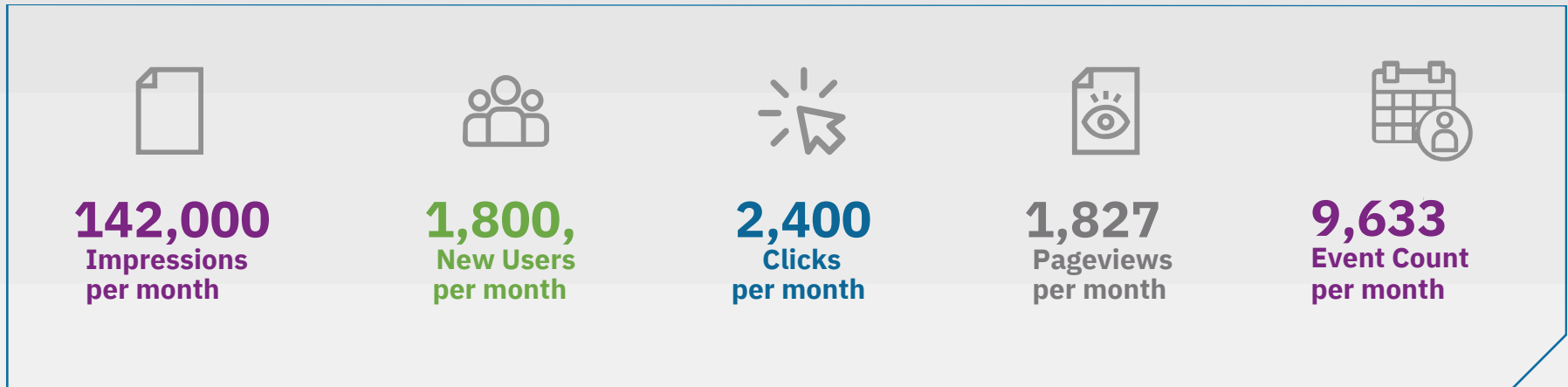
What You Get!

- Brand Recognition:**
- ~Company logo hyperlinked.
- ~Stats shared with the company upon request.
- ~Company logo featured on social media

Website Display Ads

IEEE Women in Engineering Website www.wie.ieee.org

Our website provides an interactive platform for STEM enthusiasts worldwide to discover a myriad of STEM-related activities, contests, and events. Reach the largest global concentration of women and men in STEM!



Reach an engaged and involved global audience



Rates	3 Months	6 Months	1 Year
Top Navigation Banner	NA	\$7,000	\$10,000
Leaderboard Ad 728 x 90 pixels	\$1,500	\$2,500	\$4,500
Rectangle 1 - 300 x 250 pixels	\$1,000	\$1,500	\$2,800
Rectangle 2 - 300 x 250 pixels	\$500	\$1,000	\$1,800

IEEE Women in Engineering Newsletters (IEEE WIE Exchange)



Our Monthly Newsletters update our global membership on upcoming events, contests, membership benefits, and provide a roundup of IEEE WIE activities from around the world.

Circulation:

55,000+ involved and engaged members worldwide
~Higher Grade Members - 10,423
~Graduate Student Members -3,979
~Student Members - 44,055
Open Rate - An average of 22%

“IEEE WIE has provided me with numerous opportunities and helped me in expanding my network. Being a recipient of the Honorable Mention for the IEEE WIE Inspiring Student Member of the Year Award, I can very well say that WIE provides opportunities to everyone and anyone working for the mission of women empowerment. I highly encourage my colleagues to become a part of this wonderful family.”

Aryan

IEEE REM Scholar-2022
Active Volunteer & Brand Ambassador at IEEE



IEEE Women in Engineering Webinar Advertising

Professional Development Webinars: Dynamic and well-attended, featuring speakers from both industry and academia, and catering to professionals at all stages of their careers



Sponsor logo included in webinar promotions.
Sponsor introduced at the beginning and at the end of the webinar.

Rate per webinar:

\$1000 for 60 seconds
\$500 for 30 seconds
\$250 for 15 seconds

Co-Branded webinars

\$1000 per webinar.
Email for bundle pricing for a series (3 or more).

Social Media Sponsored Posts

IEEE Women in Engineering maintains an active presence on major social media channels.



Facebook
127,261
Followers



LinkedIn
35,750
Followers



Twitter
4,704
Followers



YouTube
1,300
Subscribers



Instagram
8,137
Followers



11,328
Members

Social Media Posts	1	2	3
Rates	\$ 500	\$ 700	\$ 1,000

“ Love the energy here! Great to connect with other women engineers. Great to connect with talent too! ”



“ It’s my first time at ILC and I’m here to meet new people. I’m from Guatemala and I’m excited to meet all these women engineers from all over the world ”



Karen Hernandez
University

Lara Galileo

Additional Opportunities

Contact WIE-STAFF@IEEE.ORG if you have questions or would like a custom-created package built specifically to meet your goals.

Specific Award Sponsorship
- For example, The IEEE WIE Technology and Leadership Award is sponsored by Walmart Global Tech.



Advertising and Sponsorship Requirements and Specifications

Email Newsletter

728x90 px, 250kb size limit
300x250 px, 250kb size limit

Website

728x90 px, 250kb size limit
300x250 px, 250kb size limit

Social Media

Facebook
- Image Size: 1200x630 pixels
- Headline: 5 words or less
- Text: 19 words or less

Twitter

- Image Size: 1600x900 pixels
- Text: 260 characters or less

Instagram

- Image Size: at least 1080 pixels wide and aspect ratio between 1.91:1 and 4:5
- Text: 20 Words or less.

LinkedIn

- Image Size: 1200x627 pixels
- Headline: 220 characters or less
- Text: 25 Words or less.

Webinars

15 Second Video
- 1920x2080 or 1280x720
- Max file size of 50MB

30 Second Video

- 1920x2080 or 1280x720
- Max file size of 100MB

60 Second Video

- 1920x2080 or 1280x720

Maximum file size of 200MB