



Advertising Opportunities



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



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 30,000+ members (males and females), collectively use their diverse talents to innovate for the benefit of humanity and facilitate the recruitment and retention of females in STEM.

Gender Demographics

Female
56.86 %

Male
30.9 %

**Not
Reported**
12.17 %



Membership Metrics

34,000+
members

1,100+
Affinity Groups/Student
Branch Affinity Groups

in 125+
Countries

4,000+
Events worldwide

IEEE Women in Engineering membership

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

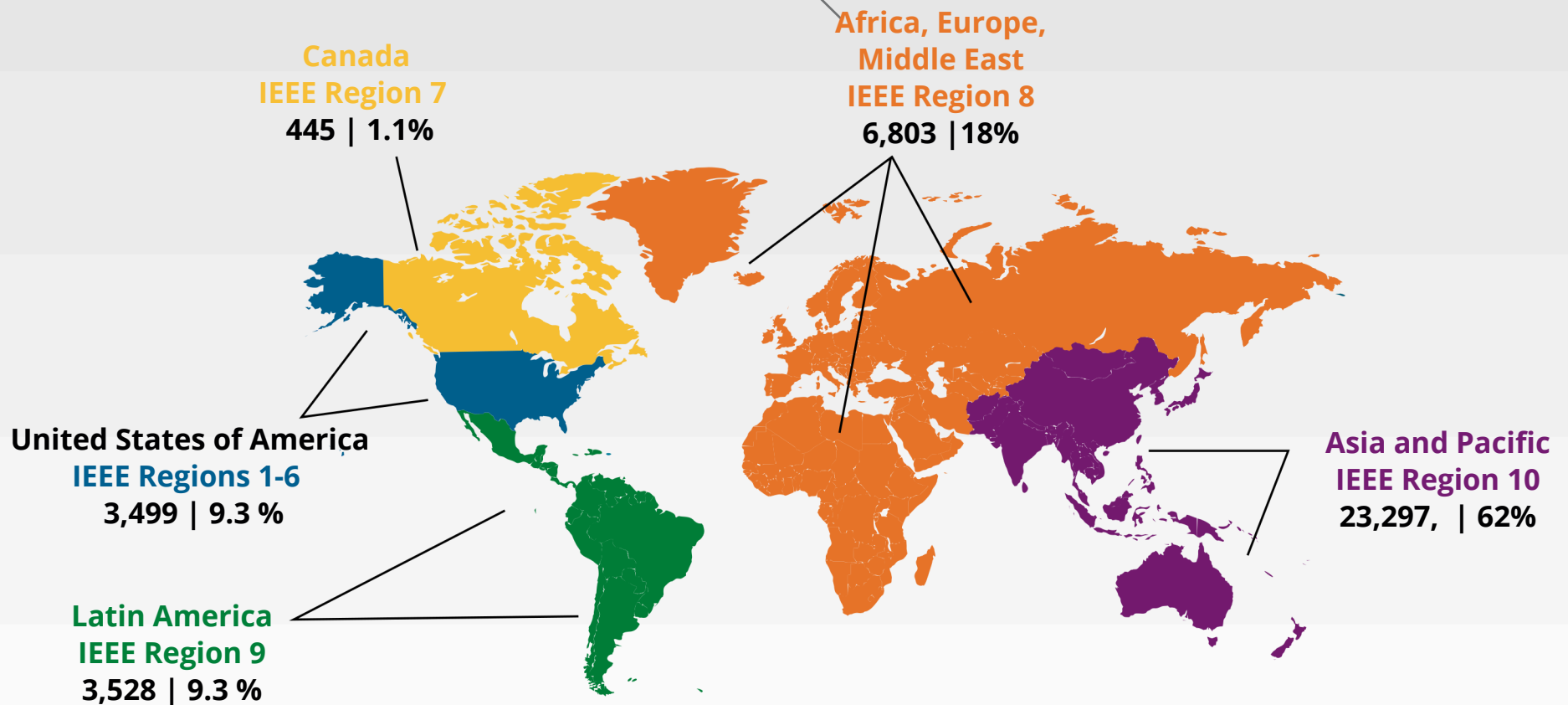


Not Just for Engineers!

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

WIE Membership by Region

As of August 2024



Our Events



International Leadership Conference

IEEE Women in Engineering International Leadership Conference (IEEE WIE ILC) provides professional women in technology, whether in industry, academia, or government, the opportunity to create communities that fuel innovation, facilitate knowledge sharing and provide support through highly interactive sessions designed to foster discussion and collaboration. IEEE WIE ILC focuses on providing leading-edge professional development for mid to senior-level women.

The 10th IEEE WIE International Leadership Conference
San Jose, California, USA
15-16 May 2025

Please reach out to wie-staff@ieee.org with your sponsorship interest.



International Leadership Summits

IEEE Women in Engineering International Leadership Summits (ILS) provide regional opportunities to foster 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!

2024 ILS Locations

Region 6

Richland, Washington, USA – 1-2 August

Region 7

Calgary, Canada – 2-4 May

Region 8

Dubai, UAE – 25 April

Cairo, Egypt – 21-22 September

Region 9

Guatemala City, Guatemala – 7 May

Region 10

Islamabad, Pakistan – 11 – 13 October

Chennai, India – 3 – 5 October

Delhi/NCR, India – 10 – 11 August

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"
 "Recognized with the 2023 American Graphic Design Awards for Publication Design by Graphic Design USA"

Print and digital versions circulated to all WIE members worldwide - 49,000



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

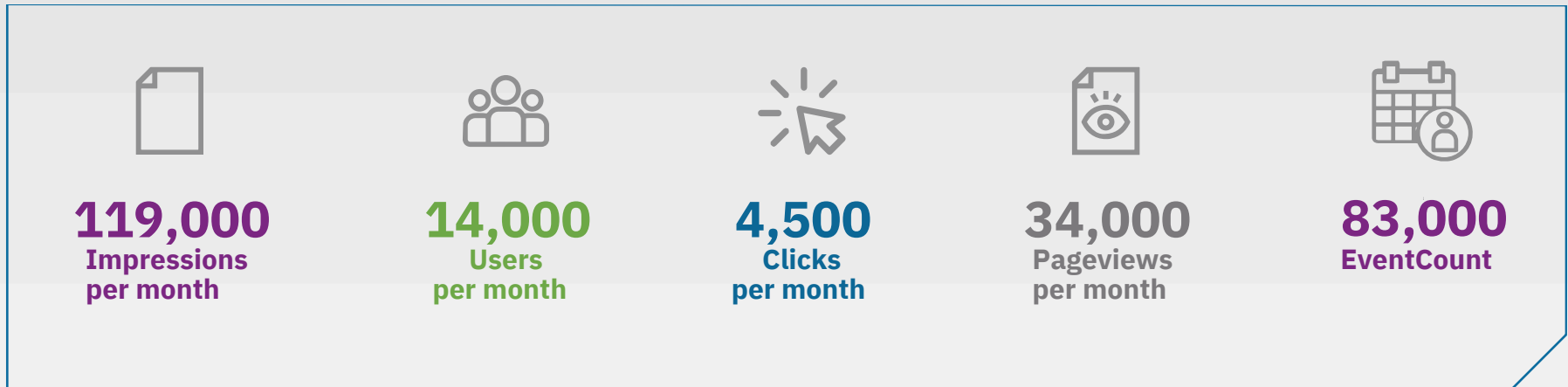
What You Get!

- 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 12,000+ members

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	\$3,200
Rectangle 2 - 300 x 600 pixels	\$500	\$1,000	\$2,500

IEEE Women in Engineering Newsletters (IEEE WIE Exchange)



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

Circulation:

49,000 involved and engaged members worldwide
~Higher Grade Members - 9,042
~Student Members - 39,970
Open Rate - 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
128,790
Followers



LinkedIn
19,516
Followers



Twitter
4,436
Followers



YouTube
1,100
Subscribers



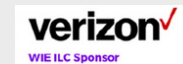
Instagram
5,341
Followers



13,148
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 International Women in Leadership and Technology 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
300x600 px, 300kb 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