

Digital Marketing Packages Information – Flight Operations



The Digital Platform for Aircraft Operations IT Suppliers and Buyers



Aircraft IT Webinar

Predict, achieve and report inflight fuel savings with **SITA OptiFlight®**

Aircraft Business Unit
 © SITA September 2025

Aircraft IT Operations

Formed in 2011, **Aircraft IT Operations**, is THE place for the aviation industry to explore market leading Flight Operations IT software solutions from the world's foremost software and hardware Vendors.

Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, aircraft operators, OEMs, and others) with software and hardware vendors.

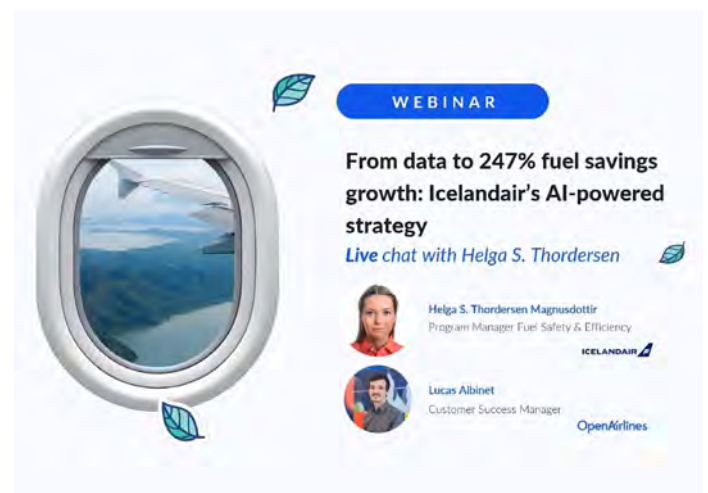
80+ of the world's leading aviation software and hardware vendors use Aircraft IT Digital Marketing Packages to promote their solutions and generate genuine sales leads worldwide.

1. Aircraft IT Operations eJournal



[Click here to view the latest edition](#)

2. Webinars



[Click here to see our library of On-Demand Webinars](#)

3. Aircraft IT Operations Website



[Click here to view the list of Flight Operations IT Vendors and Suppliers with a Digital Marketing Package via the Software Search Engine:](#)

Aircraft IT has a **98%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

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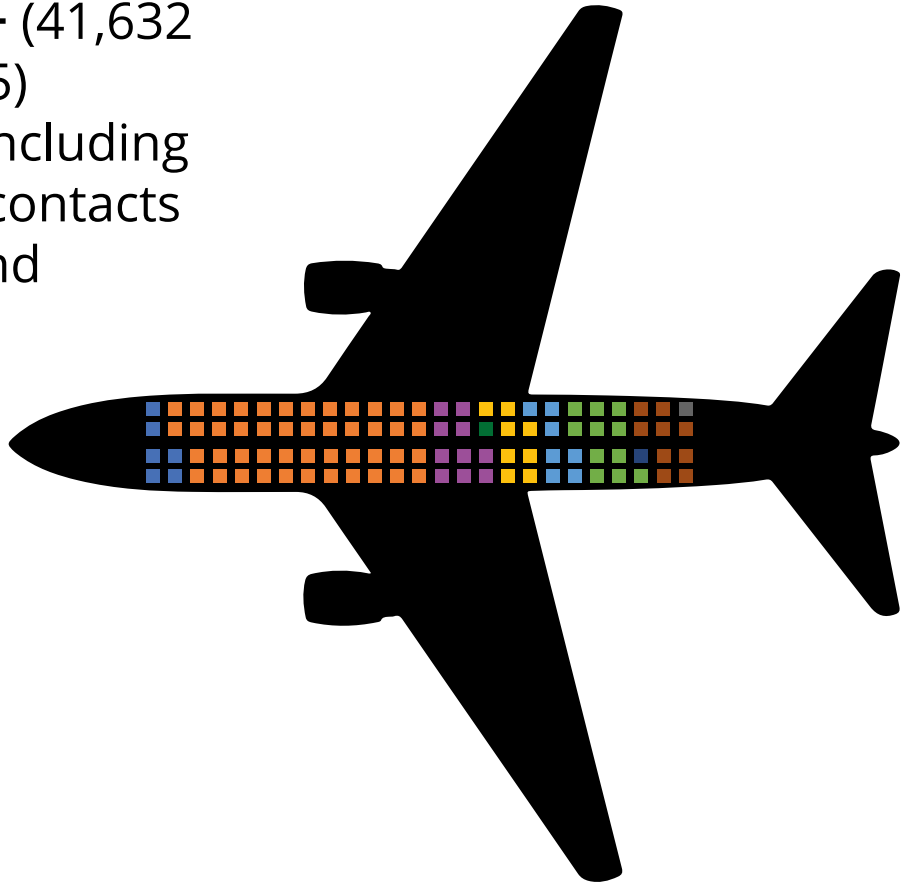
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Aircraft IT Members

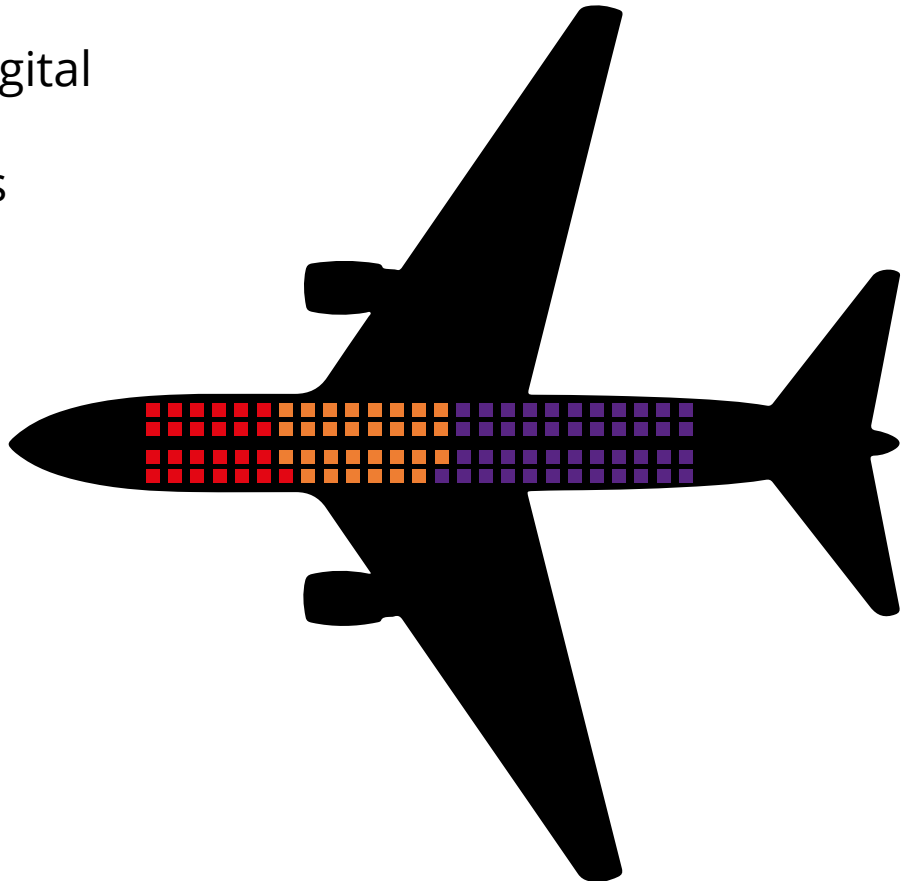
Aircraft IT has **41,000+** (41,632 as of 1st October 2025) registered members including key IT and Flight Ops contacts at nearly all airlines and operators worldwide:

- Aircraft Operator: 5%
- Airline: 44%
- Aviation Authority: 1%
- Consultant: 7%
- Independent MRO Facility: 7%
- IT Vendor: 16%
- Leasing Company: 1%
- Manufacturer (OEM): 8%
- Military: 1%
- Others: 10%



Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- The Americas: 23%
- Asia Pacific: 27%
- Europe, Middle East, Africa: 50%



Key Aircraft IT Digital Marketing Packages Benefits

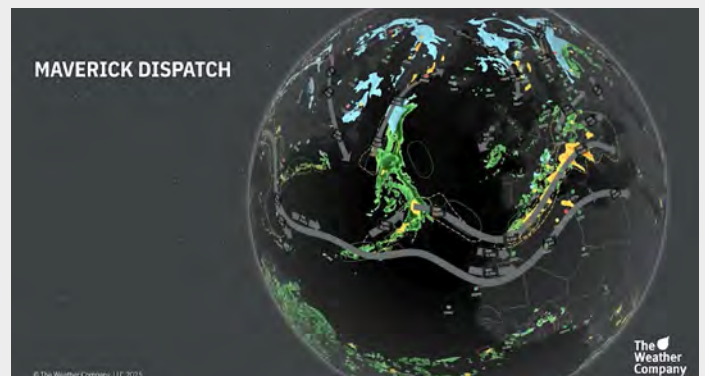
Webinars

- Webinar sessions are marketed to the Aircraft IT Membership Database
- One of our very popular Webinar sessions are included in each Gold and Silver Package
- Demo your software during 2 sessions in 1 day
- Tailor the audience to your exact requirements: our security settings ensure no competitors
- Full Aircraft IT support leading up to and during your Webinar
- Take away a highly-targeted list of sales leads post-Webinar
- Continue to receive sign-ups and sales leads post-Webinar with an On-Demand version

[Click here to view upcoming Webinars](#)

[Click here to view On-Demand Webinar Library](#)

Example Webinars 2025 (now promoting On-Demand Sessions):



On-Demand Webinar Title: Icelandair AI-Powered Data-Driven Fuel Efficiency Strategy For 247% Fuel Savings Growth Demo Webinar [SkyBreathe Analytics to track new initiatives – APU, Zero Fuel Weight, Alternate Fuel Planning; MyFuelCoach App Demo for Pilot Engagement; more]

Host: Openairlines

Date Recorded: 5th June 2025

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 5th June 2025) and discover how Icelandair has adopted an AI-powered data-driven strategy to build on a solid foundation of fuel efficiency and drive a further 247% fuel savings during the past 12 months. During the Webinar you will see how Icelandair shifted from setting fuel efficiency foundations to a fully data-driven approach using cutting-edge AI-Powered technology (SkyBreathe® from OpenAirlines) to uncover new savings opportunities such as optimizing alternate fuel planning, delayed APU start, improving zero fuel weight for better calculations, tracking APU on-ground, maximizing engagement on single engine taxi out, and more. You will also learn how to establish a Flight Product Team within Icelandair, to drive fuel initiatives and operational improvement, crucially strengthened collaboration throughout the airline. Helga Thordersen, Program Manager Fuel Efficiency at Icelandair will walk you through the key processes and showcase how the airline leverages SkyBreathe® Analytics to track progress, gain actionable insights, and turn operational data into measurable performance improvements.

On-Demand Webinar Title: NextGen Flight Tracking Solution for Dispatch with AI-Driven Workflows and Integrated Weather Intelligence Demo Webinar [Maverick Dispatch Demo: SaaS & Cloud-Based, Intelligent Alerts, AI-Powered Predictive Models, Real-Time IROP Management, more]

Host: The Weather Company

Date Recorded: 8th May 2025

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 8th May 2025) and explore the future of aviation dispatch technology with a demo of the new next-gen SaaS Flight Tracking solution: Maverick Dispatch, from The Weather Company (formerly known as WSI), the all-in-one tool that transforms how dispatchers interact with critical weather and real-time flight data. During the Webinar you will see how this flight-following solution—developed through extensive collaboration with global airlines – integrates advanced weather intelligence, AI-driven analytics, and intuitive design to help dispatch teams maintain operational efficiency while reducing cognitive load, alert fatigue, and system fragmentation. The Maverick Dispatch demo follows a typical flight with product experts highlighting some features such as interactive mapping with advanced weather visualization powered by the Global High-Resolution Atmospheric Forecasting System (GRAF) for unparalleled accuracy, and how dispatchers can toggle between critical aviation overlays including SUAs, TFRs, restricted airspaces, and more; intelligent alerts with the alert dashboard consolidating critical information in a single view, highlighting what matters most so that dispatchers can quickly respond to situations; AI-powered advanced models integrated directly into the dispatchers workflows, such as terminal airspace convective risk (TrACR), airport arrival rate (AAR) and departure (ADR) predictions, wind and temperature trend analyses for enhanced flight planning.

Key Aircraft IT Digital Marketing Packages Benefits



Aircraft IT Operations eJournal

Take ½ page and Full Page adverts in our very popular quarterly eJournal

- Read regular airline and Flight Operations IT Case Studies
- Have us produce and publish a Case Study from one of your customers
- Publish a company white paper or blog post article
- Feature in the news section of the eJournal
- Be a featured vendor in the 'Vendor Flight Log' section
- Feature in the Flight Operations software Directory

[Click here to view the latest edition \(scroll to the bottom of the page for back issues\)](#)

Example eJournals 2025



[Click here to view this eJournal](#)



[Click here to view this eJournal](#)

Aircraft IT OPS Issue 64: Q2 2025

- **CASE STUDY: Japan Airlines gets new turbulence mitigation solution**
Hide Ametani, B787 First officer, Japan Airlines
Hagay Makov, VP Business Development, SkyPath
- **CASE STUDY: Better Weather for British Airways' Pilots and Dispatchers**
Alex Lane, Senior First Officer, British Airways
- **CASE STUDY: Discover Airlines transforms Flight Operations with advanced eSIM connectivity**
Jonas Becker, EFB Administrator, Discover Airlines
- **CASE STUDY: Air Caraïbes and French bee step up to the latest flight planning**
Justinien Lelion, OCC Flight Ops Engineer, Air Caraïbes
- **CASE STUDY: Cathay Pacific opts for digital fueling solution**
Captain James Toye, Head of Line Operations, Cathay Pacific
Robin Weissgerber, Product Strategist, Information Design
- **WHITE PAPER: : Beyond the Checklist**
Klaus Olsen, EFB Admin Services, CEO/EFB Administrator
- **VENDOR FLIGHT LOG: Thales Green Ops, eTT Aviation, EFB Admin Services, Beams, APIJet, AVTECH**

Aircraft IT OPS Issue 63: Q1 2025

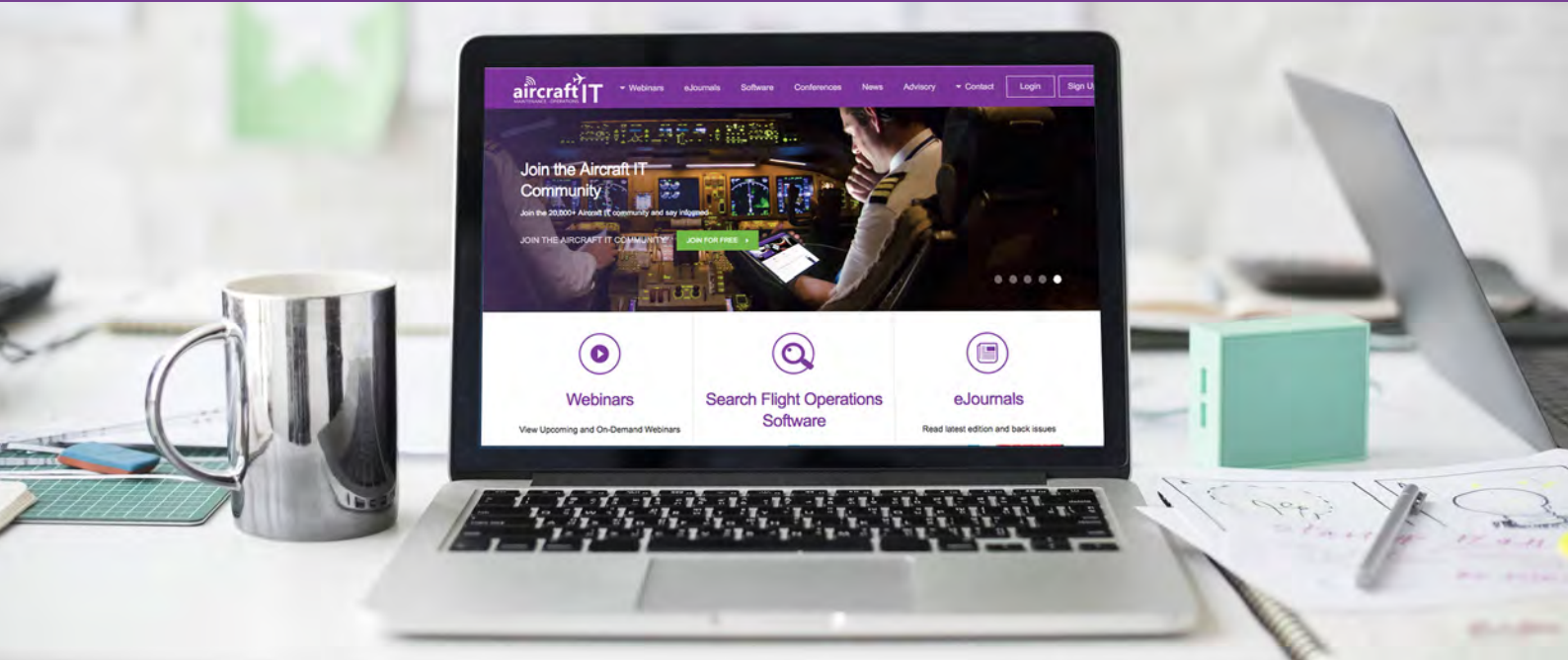
- **CASE STUDY: Fuel efficiency at Virgin Atlantic**
Jason Read, Manager Flight Operations Engineering & Efficiency, Virgin Atlantic
- **CASE STUDY: Southwest Airlines' flight planning**
Jennifer Paine, Managing Director within Southwest Airlines' Technology Department
- **CASE STUDY: A new EFB and OS for SunExpress**
Orhun Sezzgin, EFB Specialist, SunExpress
- **CASE STUDY: AI for efficiency at Flair Airlines**
Flair Airlines (various)
- **CASE STUDY: Cathay builds and EFF for pilots**
Captain James Toye, Head of Line Operations, Cathay
- **VENDOR FLIGHT LOG: ASQS, LogiPad by DextraData, SkyConseil, Signol**

Digital Version: 15,000+ views and downloads per month

PDF Version: In addition to the Digital Version, the PDF version is downloaded and shared on social media platforms and forwarded around the industry which is impossible to track so actual readership is likely to be significantly higher

iPad App Downloads: The Aircraft IT App has 6000+ users

Key Aircraft IT Digital Marketing Packages Benefits



Aircraft IT Website

- Full Company and product listing in the Flight Operations Software Search Engine
- 1 Banner advert on all pages at the Aircraft IT website except Webinar pages (average 2 clicks per day)
- All your news published in our online news section
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff

The Aircraft IT website by numbers:

Monthly average statistics



Page Views: **50,000+**



Visits: **35,000+**



Unique Visitors: **20,000+**

Annual Digital Marketing Packages

Silver and Gold packages are limited due to a limited number of Webinar slots. Contact us to find out what is available. Bespoke eJournal advertising packages also available upon request

Item	Gold	Silver	Bronze
Full Company and product listing at the Aircraft IT website and in the directory at the back of each eJournal	✓	✓	✓
One banner advert on all pages at the Aircraft IT website except Webinar pages	✓	✓	✓
All news items published on the Aircraft IT website and in the Aircraft IT eJournal. Additionally announced via Aircraft IT social media platforms	✓	✓	✓
Receive relevant RFIs / RPFs via the Aircraft IT website or from direct correspondence with Aircraft IT staff	✓	✓	✓
The opportunity to be the featured IT Vendor in the 'Vendor Flight Log' feature in the eJournal	✓	✓	✓
One customer case studies published in the eJournal. The case study is produced by us using conference presentations or telephone interviews *		✓	✓
Two customer case studies published in the eJournal. The case studies are produced by us using conference presentations or telephone interviews	✓		
Three half page adverts - spread throughout the 4 Aircraft IT Operations eJournals during the year		✓	✓
Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT Operations eJournals during the year	✓		
One Webinar day each year (2 sessions during the day)	✓	✓	
All Past Webinars available at the Aircraft IT website for users to sign-up for and view in an ON-Demand format	✓	✓	
Cost:	US \$ 10,695.00	US \$ 7,695.00	US \$ 2,995.00

* Additional case studies can be purchased at US \$ 2,500.00 each

aircraft IT

MAINTENANCE – OPERATIONS



Contact us to book your Digital Marketing Package or for a demo and a tour of Aircraft IT Operations to show you how you will benefit from a sponsorship and the genuine sales leads you will receive.

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