# aircraft IT 2026
## MAINTENANCE – OPERATIONS

## Digital Marketing Packages Information – M&E / MRO



# The Digital Platform for Aircraft MRO IT Suppliers and Buyers

## AIRCRAFT IT MRO
WINTER 2024/25 • V13.4

**Condor Airline's journey to paperless documentation**
How critical documents were digitalized and the benefits

**DOCUMENT COMPARISON FOR SUNEXPRESS**
Identifying changes in documents better and faster

**BETTER INFORMATION AT KING AEROSPACE**
Improved efficiency and effectiveness for an MRO

**CLEARER FLEET MANAGEMENT AT AIRASIA**
Tracking defects: a modern Daily Aircraft Status Report

## AMOS
**Aircraft Maintenance & Engineering System**

aircraft IT
MAINTENANCE – OPERATIONS

**Webinar March 2025**

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SWISS Aviation Software

# Aircraft IT MRO

Formed in 2011, **Aircraft IT MRO**, is THE place for the aviation industry to explore market leading M&E / MRO 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, operators, MROs, OEMs, Leasing Companies, CAMOs, and others) with software and hardware vendors.
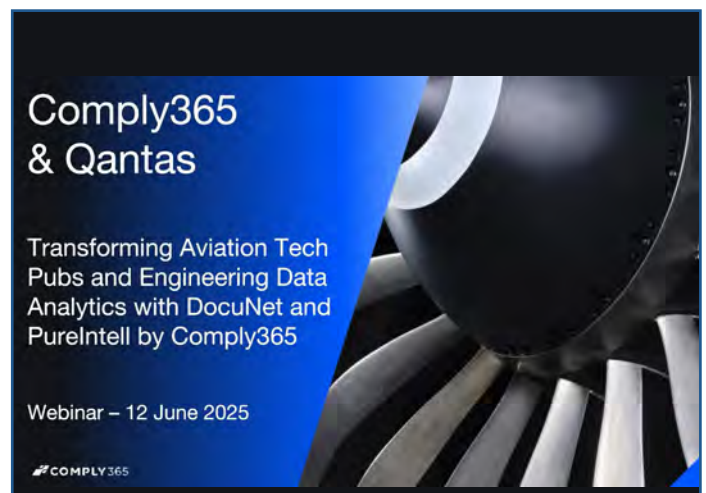
80+ of the world's leading aviation software and hardware vendors use Aircraft IT Digital Marketing Packages to promote their solutions and generate genuine sales leads worldwide.
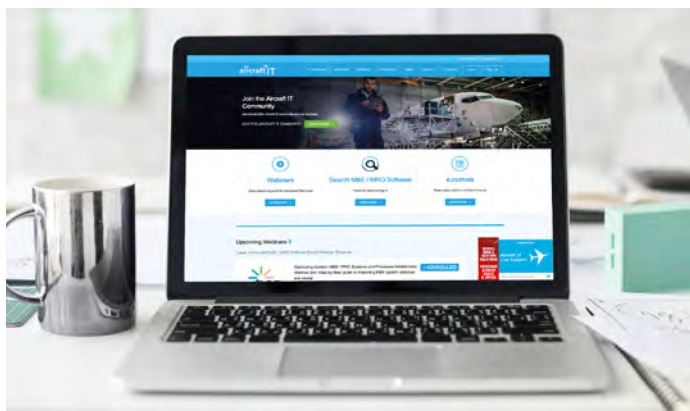
## 1. Aircraft IT MRO eJournal



Click here to view the latest edition

## 2. Webinars



Click here to see our library of On-Demand Webinars

## 3. Aircraft IT MRO website



Click here to view the list of 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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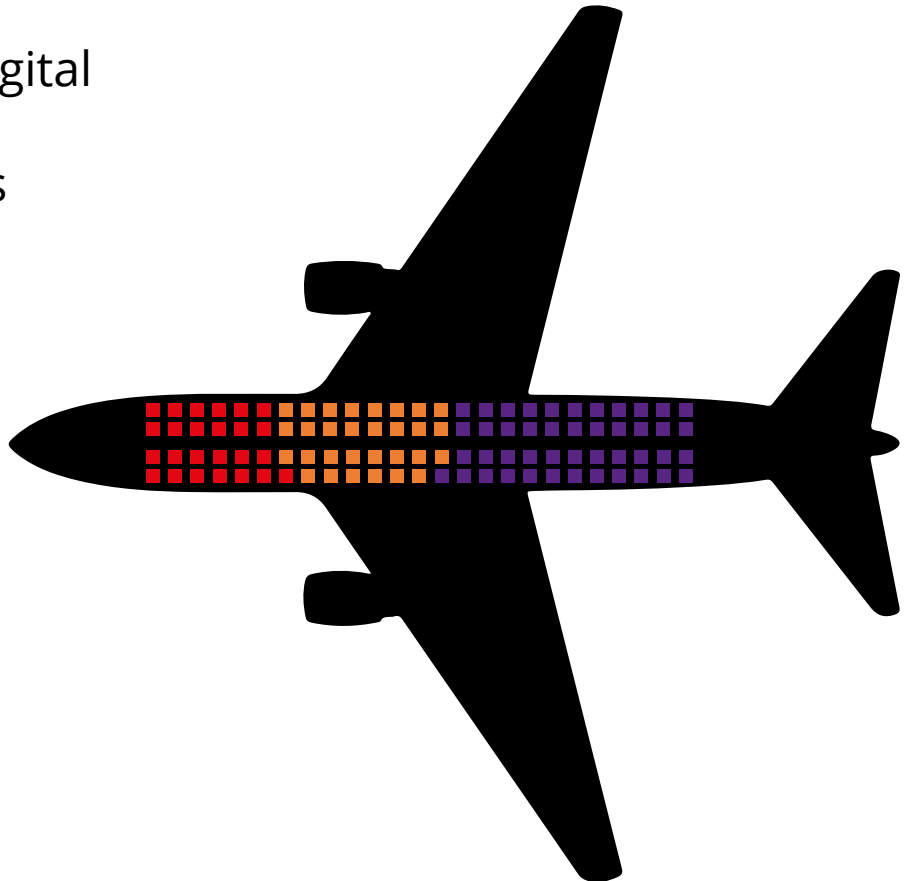
# Aircraft IT Members

Aircraft IT has **41,000+** (41,632 as of 1st October 2025) registered members including key IT and M&E / MRO contacts at nearly all airlines, operators and MROs 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%
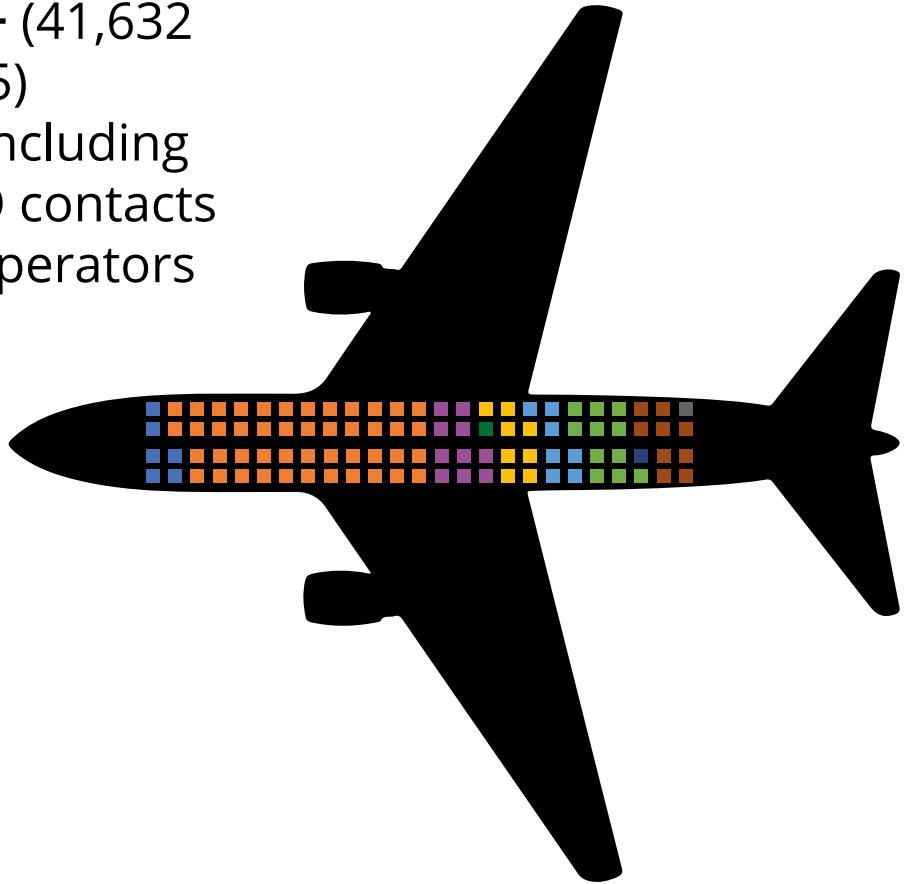
Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- ■ 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):
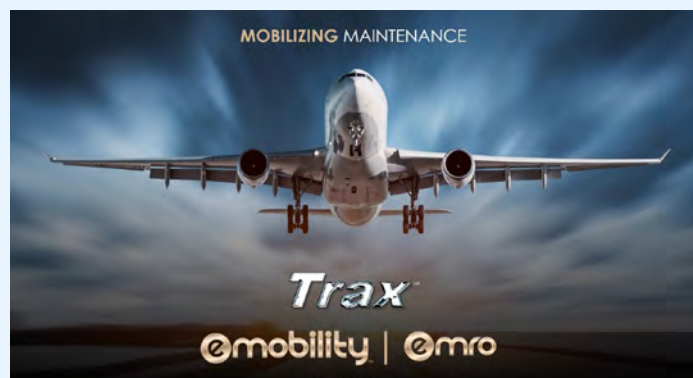




**On-Demand Webinar Title:** TRAX Electronic Technical Logbook (ELB/ETL) Apps Demo, plus Cloud Hosting and New AI / ML Mobile Pro-Series Maintenance Apps Webinar [TRAX ELB Demo – Pilot, Cabin Crew, Maintenance Apps; Seamless CloudHosting; Partner EcoSystem; AI/ML App Developments]

**Host:** TRAX

**Date Recorded:** 10th July 2025

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 10th July 2025) and join TRAX as they walk you through how TRAX solutions and Apps are transforming airline operations via a demo of their popular Electronic Logbook (ELB/ETL) Apps (PilotLog, CabinLog, QuickTurn), an overview of the advanced fully managed TraxCloud hosted service, and a look at seamless external solution integrations via the Trax Partner Ecosystem. You will also get a first look at the next generation TRAX Pro-Series Apps being developed using the latest AI / ML technology, designed to optimize and automate stock control, maintenance event scheduling, aircraft records scanning and ingestion, and more. The Webinar begins with a TRAX expert providing a quick overview of Trax's advanced end-to-end digital maintenance solutions and Apps, as well as a review of some recent customers such as Delta and Cathay Pacific. You will then see a comprehensive demo of the powerful suite of TRAX Electronic Logbook (ELB/ETL) integrated Apps as used by airlines such as Breeze and Virgin Atlantic, to share real-time data and provide a complete digital replacement for the aircraft journey, defect, and technical paper logbooks, as well as providing advanced features such as: intuitive defect recording and rectification; real-time aircraft and fleet status dashboard for a live overview of defects and maintenance status; and more. The demo will follow the workflow of Pilots, using the PilotLog App to log defects, flight data, and notes digitally; Cabin Crew using the CabinLog App to report issues in real-time, ensuring passenger comfort and safety; and line maintenance crews using the QuickTurn App to access defects in real-time and be ready at the gate for when the aircraft arrives, minimizing aircraft downtime.
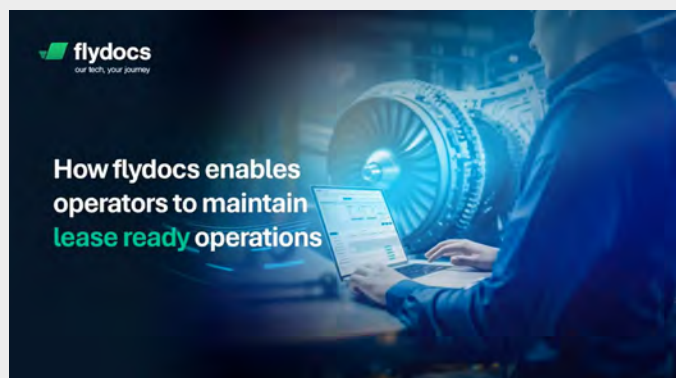
**On-Demand Webinar Title:** Digital Aircraft Lease Returns & Compliance using Advanced Digital Records and Real-Time Asset Management Solutions Demo Webinar [flydocs Systems Demos: DRM & LAM; Lease-Ready Operations; M&E System Integration; Delivery Records Binder, more]

**Host:** flydocs

**Date Recorded:** 17th July 2025

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 17th July 2025) to see how flydocs enables airlines and operators worldwide to maintain lease-ready operations via demos of their industry-leading platforms: Digital Records Management (DRM), as used by more than 75 airlines, MROs, Lessors and OEMs worldwide to automate the process of maintaining and managing aircraft technical records; and Lifecycle Asset Management (LAM) to utilize the records and technical data to provide real-time visibility over lease compliance and redelivery planning, while supporting increased asset availability and optimization of shop visits. During the Webinar, the flydocs team will demo both DRM and LAM platforms showing advanced features that add value to an airline through the operations and phase-out of an aircraft, and following workflows that have successfully managed over 800 aircraft transitions. Firstly, the flydocs team will demo the DRM platform, showcasing how the cloud-based solution provides users with access to their records online 24/7, with automated digital storage for all technical documents. You will see how DRM can seamlessly integrate with many leading M&E platforms to optimize and automate daily processes (saving 75%-time savings on daily workloads), improve real-time maintenance status visibility of the fleet, and prove compliance, thanks to back-to-birth traceability. Next you will see how LAM builds upon strong records management processes and creates a source of truth that compares lease contracts with live asset data to produce real-time dashboards and visibility over asset conditions and lease compliance – both during service and at the point of lease return.

# Key Aircraft IT Digital Marketing Packages Benefits

## Aircraft IT MRO eJournal

- Take ½ page and Full Page adverts in our very popular quarterly eJournal
- Read regular airline and M&E / MRO 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 Job Card' section
- Feature in the MRO software Directory

## Example eJournals 2025

**Aircraft IT MRO Issue 64: Q2 2025**

- **CASE STUDY: Successful eTechLog implementation at TAP Air Portugal and Portugália Airlines**
  *Luís Marques, Maintenance Operations Center Manager, TAP*
  *Joana Arina, Director of Technology, Portugália*

- **CASE STUDY: Transforming repetitive defect detection at TUI Airline with Artificial Intelligence**
  *Niklas Kropp, Head of Business Development & Fleet Performance, TUI Airline*
  *Dr. Jan Philipp Graesch, Product Lead Reliability Suite, AVIATAR, Lufthansa Technik*

- **CASE STUDY: Rolls-Royce uses engine performance data to improve service**
  *Richard Swallow, Head of Data Services, Aftermarket Operations, Rolls-Royce*

- **CASE STUDY: The digitalization of MRO services at GAES**
  *Dmytro Neschetnyi, Director of IT, GAES*
  *Adeliia Platonova – Sr Manager Business Systems & Digital Solutions, GAES*
  *Ege Sumerol, Director of Operations, WINGS Software Vendor (ADT)*

- **VENDOR FLIGHT LOG: Conduce, CrossConsense, IBM Maximo, M3 Solutions**

**Aircraft IT MRO Issue 63: Q1 2025**

- **CASE STUDY: Blue Islands' new electronic log book**
  *Scott Dicken, Head of Maintenance, Blue Islands*

- **CASE STUDY: British Airways ELB/ETL history**
  *Scott Falkiner, ELB Manager – Engineering, British Airways*

- **CASE STUDY: A digital solution at Lynden Air Cargo**
  *Ethan Bradford, Vice President Technical Operations, Lynden Air Cargo*
  *Jim Buckalew, CEO, AeroATeam*

- **CASE STUDY: Electronic records at Spirit Airlines**
  *Dan Cottrell, Senior Manager Fleet Asset Management, Spirit Airlines*
  *Stephen Morrison, Sr. Manager of Aircraft Records and Records Compliance, Spirit Airlines*

- **VENDOR FLIGHT LOG: Veryon, MRX Systems, and Asia Digital Engineering**

**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
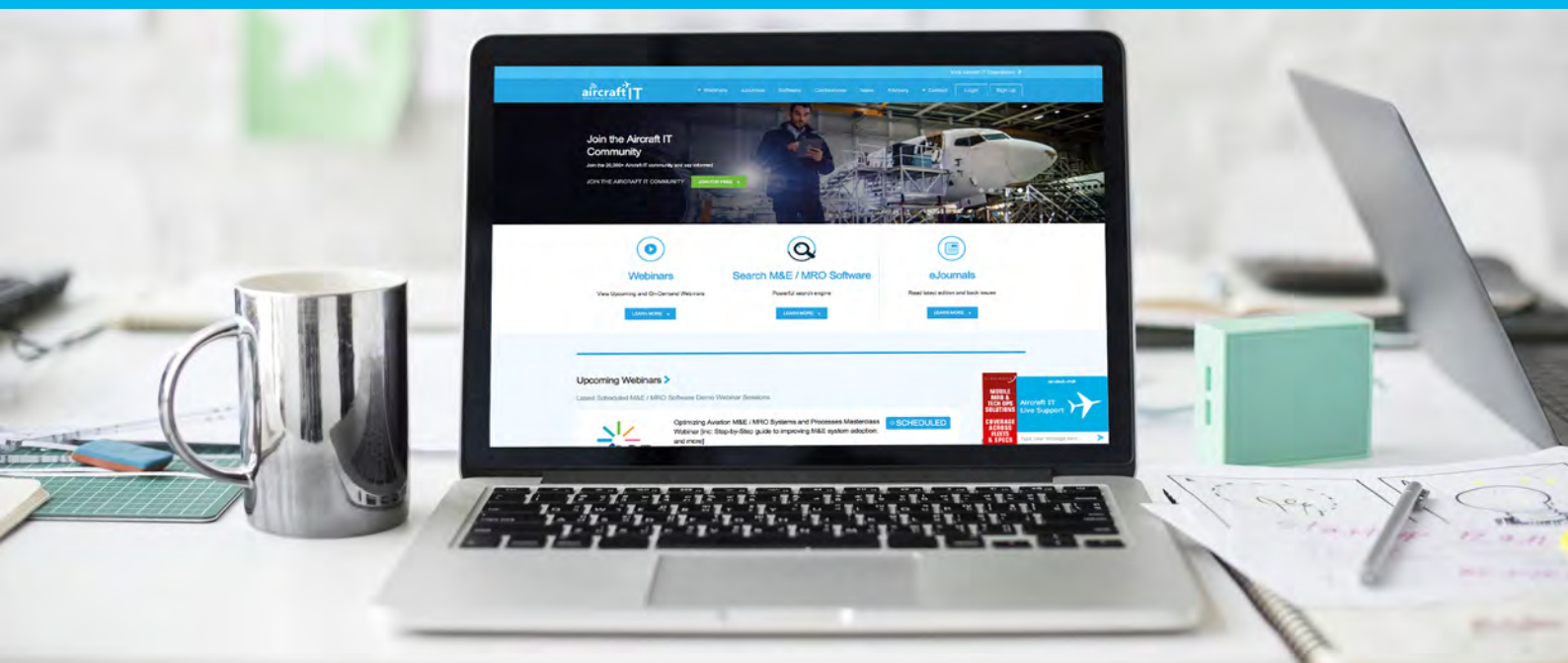


## Aircraft IT Website

- Full Company and product listing in the M&E / MRO 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 Job Card' 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 MRO eJournals during the year | | ✓ | ✓ |
| Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT MRO 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

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

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