aircraft IT 2027
MAINTENANCE – OPERATIONS

Digital Marketing Packages Information – M&E / MRO

The Digital Platform for Aircraft MRO IT Suppliers and Buyers

www.aircraftit.com

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.

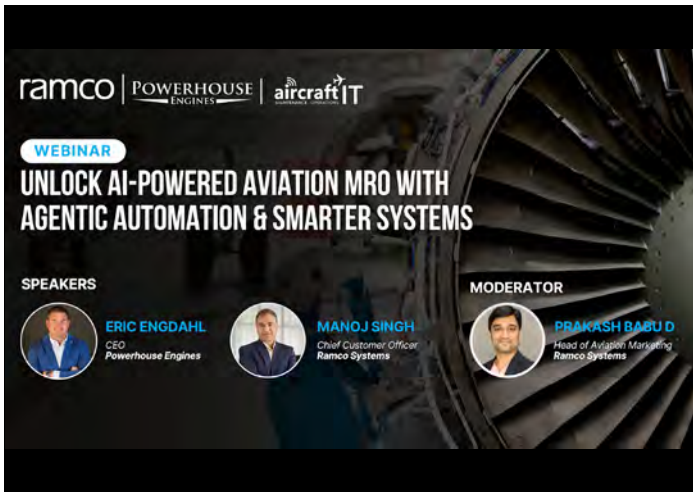
Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, operators, MROs, OEMs, Leasing Companies, CAMOs, and others) with software and hardware vendors.

85+ 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

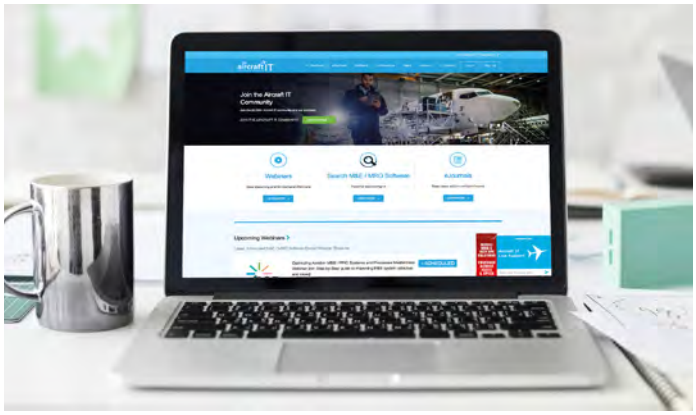
Click here to view the latest edition

2. Webinars



Click here to see our library of On-Demand Webinars

3. Aircraft IT MRO website



You can view the current list of sponsoring IT Vendors and Suppliers in the Flight Operations IT Software Search Engine on the homepage:

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

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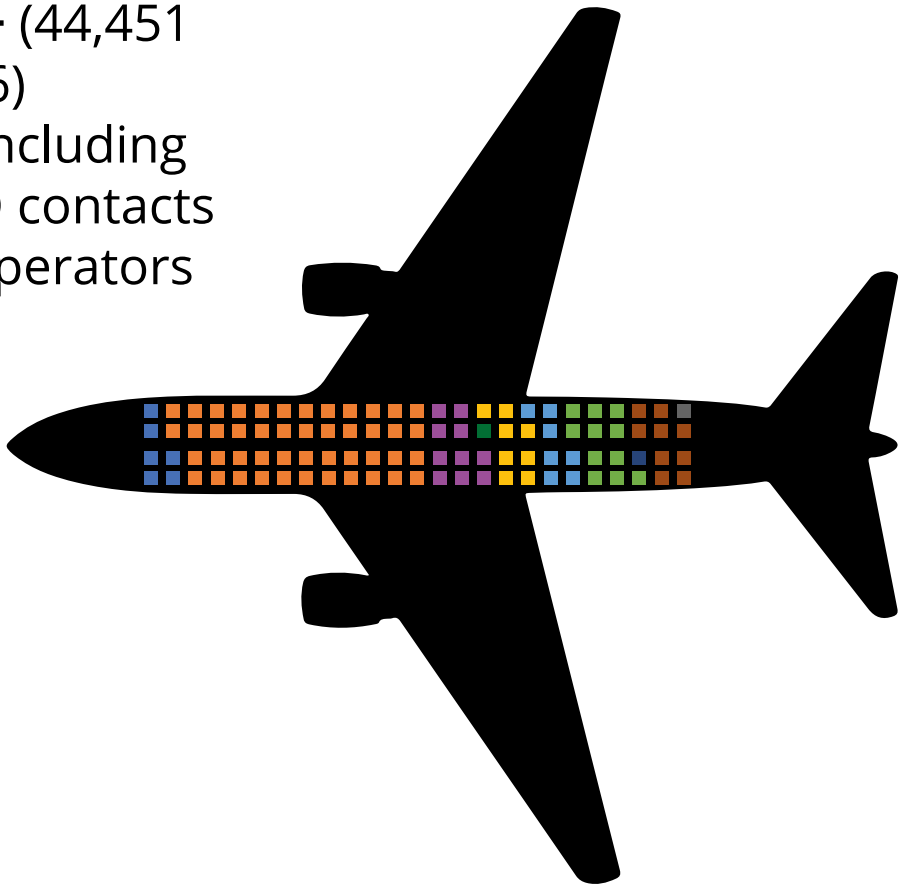
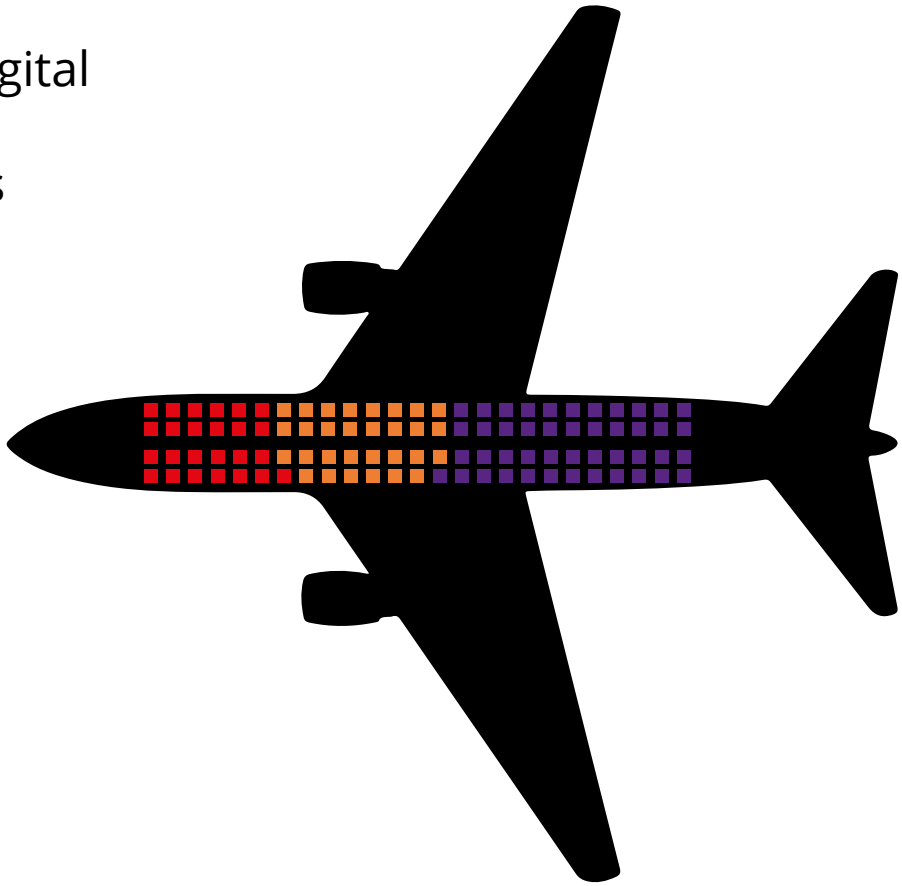
Aircraft IT Members

Aircraft IT has **44,000+** (44,451 as of 1st October 2026) 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 2026 (now promoting On-Demand Sessions):

On-Demand Webinar Title: Trax - Future of Aviation Maintenance Software Demo, with Agentic AI, Cloud, and Full-Integration Webinar [Trax eMRO and eMobility App Demos: ETL/ELB, Line & Base Maintenance, more; Airvoyant Demo: Agentic AI Supply Chain Management; Cloud-Hosting] (2026)

Host: TRAX

Date Recorded: 9th July 2026

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 9th July 2026) and join AAR and Trax for an in-depth look at the future of aviation maintenance software, and how a fully integrated, cloud-based platform is transforming engineering, maintenance, and supply chain operations across airlines and MROs. In this session, Trax will demonstrate how their solutions deliver a single system of record (eMRO) combined with mobile-enabled workflows (eMobility) to digitize and streamline maintenance execution - from planning and engineering through to line, base, and shop operations. Attendees will see how paper-based processes are replaced with real-time, audit-ready digital workflows, improving operational visibility, compliance, and efficiency across the organization. The webinar will also highlight Trax's integrated ecosystem, including electronic technical logbook (ETL/ELB) capabilities such as PilotLog and CabinLog, as well as solutions supporting line maintenance, heavy maintenance, component repair, and materials management. These solutions work together seamlessly in the cloud to provide a complete, connected maintenance environment accessible from anywhere.

On-Demand Webinar Title: IFS - NextGen Engine MRO Software with Advanced Automation and Real-Time Data Tracking Demo On-Demand Webinar [IFS Cloud Engine MRO Demo – Maximizing Control in Engine MRO: Auto-Generated Orchestration, Auto-Repair Order Creation; more] (2026)

Host: IFS Aerospace and Defense

Date Recorded: 25th June 2026

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 24th September 2026) to explore SITA's new OptiFlight Descent Optimization solution, powered by the latest machine learning (ML) and digital twin tech, and designed to provide pilots with the most likely ATC descent instructions and to tap into the 45% of fuel savings possible during efficient descent. During the Webinar, SITA experts will introduce you to this final module in the popular SITA OptiFlight suite already used on 2,500+ aircraft globally. You will see how the solution works through three steps. Firstly, Predict and how ML models analyze ATC patterns, and live airspace context including planned runway and STAR, estimated time of arrival, month of year, cruise flight level, departure airport and arrival sector, wind conditions, and traffic intensity to compute probability for every possible waypoint combination and predict the most likely flown descent, including expected shortcuts, directs, track miles and speed instructions. Next, Optimize and how SITA OptiFlight's Digital Twin, based on the predicted route, re-computes the optimal top-of-descent position and fuel-efficient speed schedule for an idle-thrust descent with no airbrakes, and fewer level offs, respecting altitude and speed constraints. Finally, Measure that uses QAR data and the tail-specific Digital Twin after each flight to compare the applied descent against a simulated ECON profile, generating monthly verified fuel and CO2 savings.

Key Aircraft IT Digital Marketing Packages Benefits

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

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 2026

Click here to view this ejournal

Aircraft IT MRO Issue 69: Q2 2026

- **CASE STUDY: American Airlines optimizes maintenance scheduling**
  Joseph Kunnathusseril, Senior Manager – Aircraft Base Planning, American Airlines
- **CASE STUDY: Atlas Air transforms tech platform to optimize real-time data capabilities**
  Richard Steer, VP Technical Operations, Atlas Air
  Austin Wentworth, Director, Atlas Air
  Jim Buckalew, CEO, AeroATeam
- **CASE STUDY: Helvetic Airways Moves Beyond Paper Technical Logs**
  Christian Suhner, Chief Technology Officer (CTO) / Head of Flight Operations, Helvetic Airways
- **CASE STUDY: More than paperless: electronic logs delivered efficiency and integration at Air Europa**
  Francisco de Borja Mas Boned, Juan Miguel Sánchez García and Enrique García-Arcicollar, Air Europa
- **CASE STUDY: Improved change management capabilities for Infotel's Orlando©**
  Alban Biard, General Manager, Orlando© Suite for TechPubs
- **WHITE PAPER: How to capitalize on AI in aviation maintenance**
  Cameron Byrd, CEO and Founder, AIXI

Click here to view this ejournal

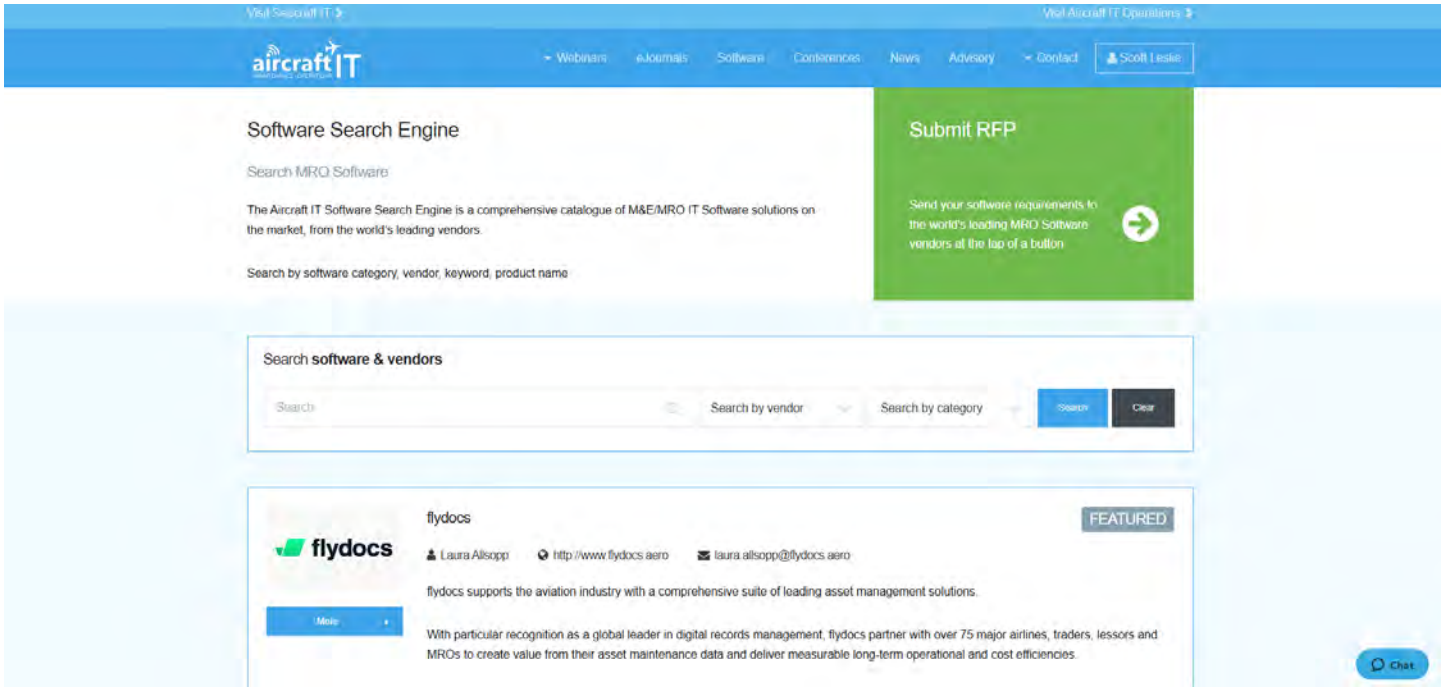
Aircraft IT MRO Issue 67: Q1 2026

- **CASE STUDY: Lufthansa Airlines MRO planning**
  Stefan Guigas, Senior Project Manager Technical Fleet Management, Lufthansa Airlines
  Nathan Niebergall, AMOS Sales Director – Americas, Swiss Aviation Software
- **CASE STUDY: SMS upgrade puts JSX in control**
  Hayes Hodges, Manager Safety Management Systems, JSX
- **CASE STUDY: Spirit Airlines maintenance control**
  Randy Knowles, Director of Maintenance & Director of Maintenance Control, Spirit Airlines
  Jason Ramnath, Senior Manager Maintenance Control, Spirit Airlines
- **CASE STUDY: ADE pursues lower maintenance costs**
  Roben Ekananta Manullang, Material Manager Component Warehouse and Services (CWS) Department, ADE
- **CASE STUDY: Mexicana MRO gets real-time data**
  Alder Pineda, Marketing Director, Mexicana MRO Services
- **ARTICLE: Seacraft IT takes to the oceans**
  Ed Haskey, Director, Aircraft IT and Seacraft IT

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

Featured Vendor - New to Gold Package for 2027

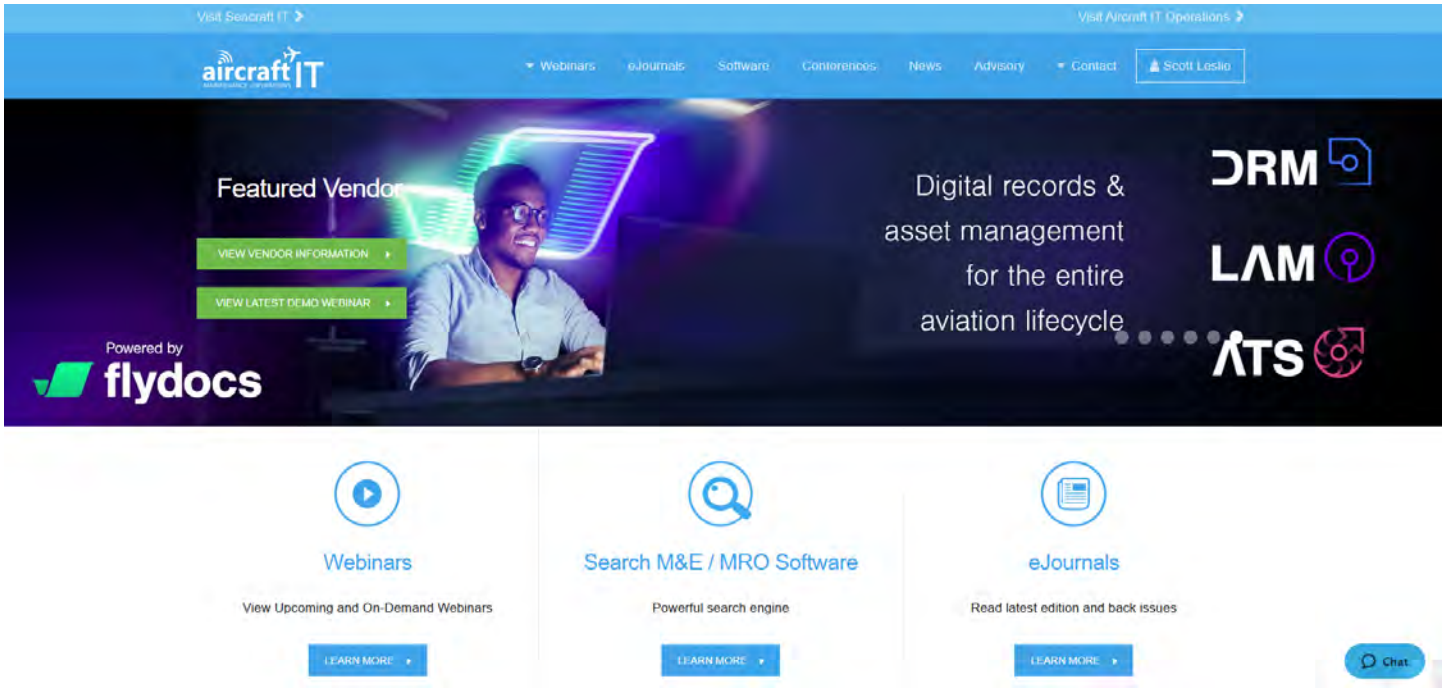


We are delighted to announce the addition of a new feature to our Gold Digital Marketing Package for 2027: 'Featured Vendor'

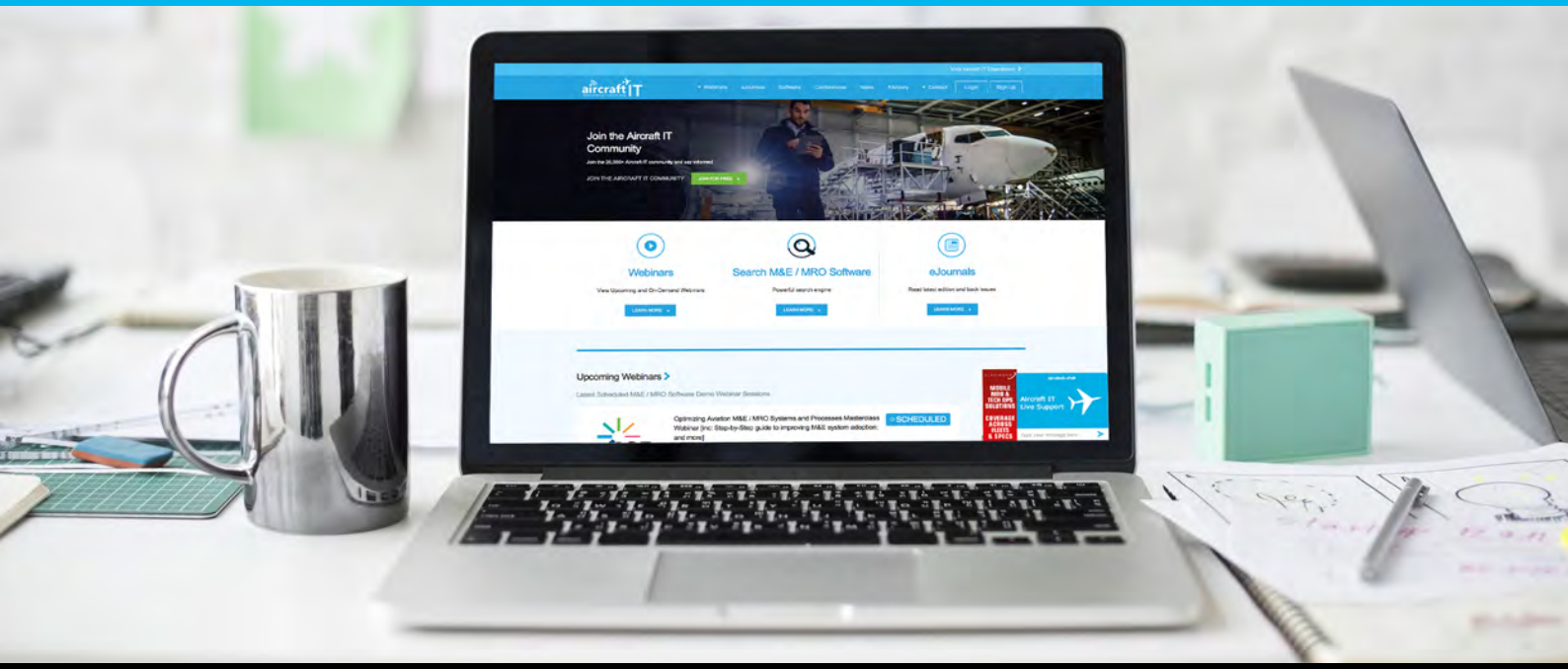
As 'Featured Vendor' you will be assigned one calendar month from the year where you have an advert banner running on the homepage of the Aircraft IT platform.

You will also have prominent and fixed placement at the top of the Software Search Engine for the same month.

Please see below and above for an example of how this will look on the platform.



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:	**52,000+**
Visits:	**120,000+**
Unique Visitors:	**23,000+**

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	✓	✓	
'Featured Vendor' banner on Aircraft IT M&E / MRO website homepage for a whole month and to be placed top of the software directory for same month	✓		
Cost:	**US $ 10,795.00**	**US $ 7,795.00**	**US $ 2,995.00**

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

aircraft IT
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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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