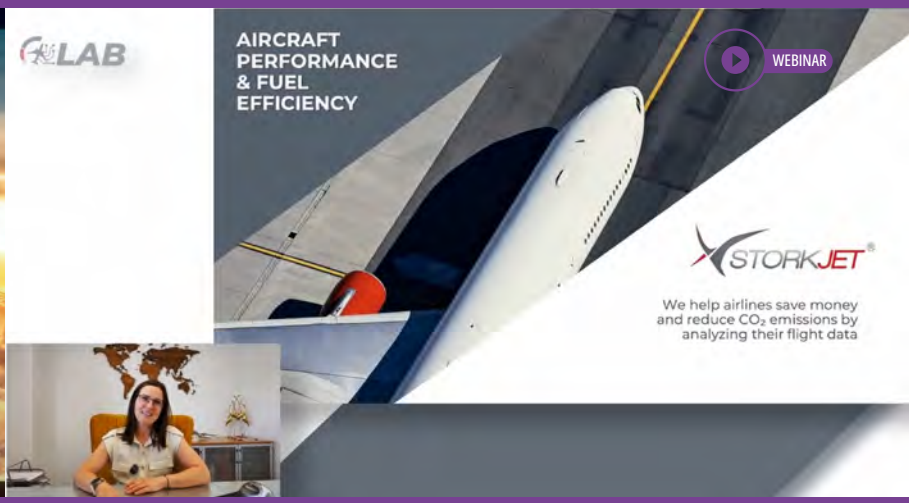
aircraft IT 2027
MAINTENANCE – OPERATIONS

Digital Marketing Packages Information – Flight Operations



The Digital Platform for Aircraft Operations IT Suppliers and Buyers





www.aircraftit.com

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.

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 Operations eJournal



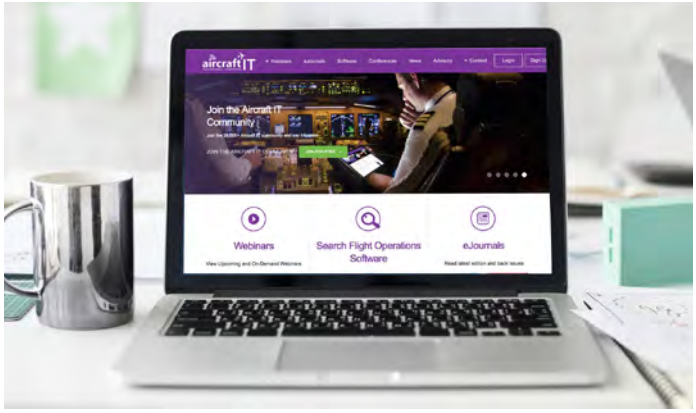
Click here to view the latest edition

2. Webinars



Click here to see our library of On-Demand Webinars

3. Aircraft IT Operations Website



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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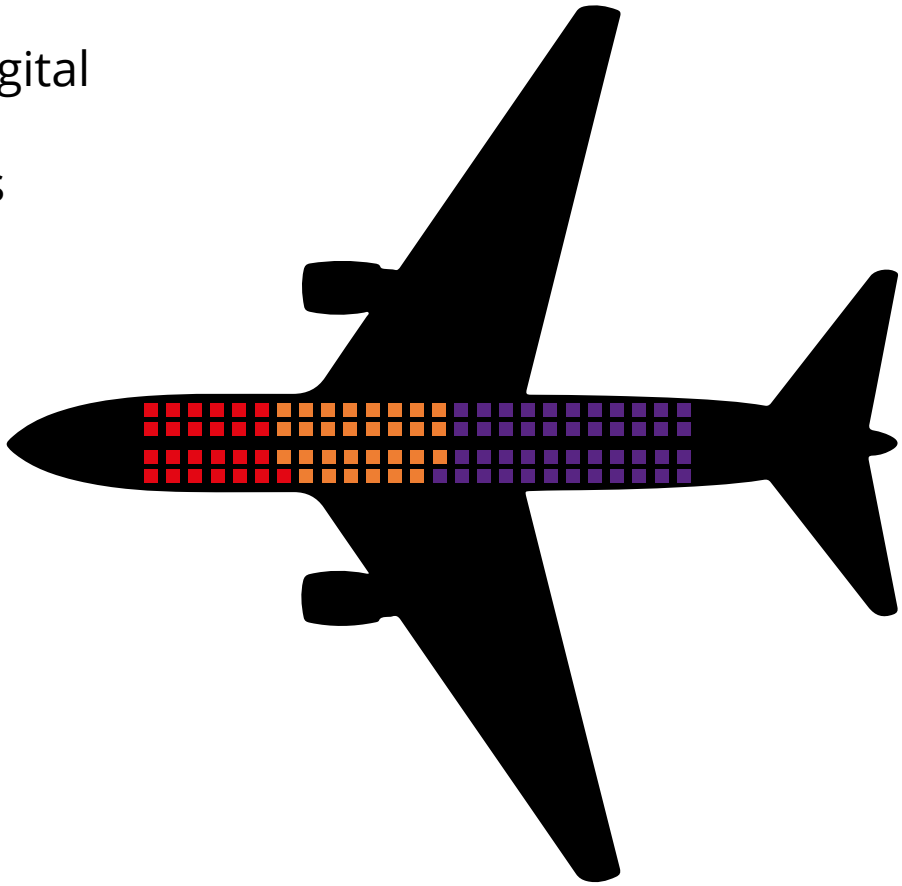
Aircraft IT Members

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



On-Demand Webinar Title: OpenAirlines – Azul Airlines AI-Powered Data-Driven Strategy to save 1.5M Liters of Fuel by optimizing ATC and Charts at Viracopos Airport Demo Webinar [SkyBreathe Analytics to track new initiatives-TMA Optimization; Custom Flight Indicators Demo] (2026)

Host: OpenAirlines

Date Recorded: 4th June 2026

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 4th June 2026) and join Azul's flight operations team as they take you inside the project showing how they used a fully data-driven approach powered by AI-Driven technology (SkyBreathe® Analytics from OpenAirlines) to audit existing ATC procedures and flight charts at Viracopos Airport in Sao Paulo, to identify inefficiencies, and to drive measurable fuel savings by optimizing approach procedures, resulting in saving of 1.5 liters of fuel. The Azul team will also walk you through how they were able to analyze the raw FDR data from over 9 million flights utilizing the new SkyBreathe® Custom Flight Indicators module and, with no coding needed, study in detail all TMA procedures, providing the team with the flexibility to dig deeper and build a stronger case for operational change. During the Webinar you will see detailed analysis of each step to improve flight paths and ATC efficiency across São Paulo operations, with STAR and SID procedure modifications, ultimately delivering a drop in average weighted fuel burn from 127 kg to 70 kg on the UTLOT procedure, 31.88 kg saved per flight on the new ENTIT1A STAR, monthly time savings of 55 hours on departures and 100 hours on arrivals, and more. Finally, you will learn how the team plan to roll out the same detailed analysis per leg and per waypoint, to identify further savings and initial TMA optimization at secondary hubs at Belo Horizonte and Rio de Janeiro.



On-Demand Webinar Title: SITA – New Flight Descent Profile Optimization Solution with Predictive ATC Instructions Demo Webinar [SITA OptiFlight Descent Optimization: ML and Digital Twin Tech; Predict ATC Instructions for Decent; Optimal Top-of-Descent; ACARS and FMS ready] (2026)

Host: SITA FOR AIRCRAFT

Date Recorded: 24th September 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

Aircraft IT Operations eJournal



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

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

Example eJournals 202



Click here to view this ejournal

Aircraft IT OPS Issue 69: Q3 2026

- **CASE STUDY: Saving fuel at Azul with custom flight analytics**
  Juliana Paes Dos Santos, Fuel Efficiency Coordinator, Azul Brazilian Airlines
- **CASE STUDY: A strong partnership for Helvetic**
  Christian Suhner, Chief Technology Officer, Helvetic Airways & Michael Anklin, CEO, WinOps
- **CASE STUDY: Atlantic Airways finds a gamechanger for documents**
  Randi Reinert, Compliance Monitoring Manager, Atlantic Airways
- **CASE STUDY: Copa Airlines builds future with integrated EFB architecture**
  Catherine Caballero, EFB Specialist and Systems Administrator, Copa Airlines
  Captain Ramon Andres Patino Duran, Flight Standards Manager, Copa Airlines
- **CASE STUDY: Time-saving digital Operational Flight Plans transform Hyperion Aviation**
  Noah Hummel, Flight Operations Officer and Electronic Flight Bag (EFB) Administrator, Hyperion Aviation
- **CASE STUDY: ZIPAIR tackles turbulence with predictive real-time data**
  Kenichi Ura, Flight Operations team, ZIPAIR
- **CASE STUDY:** *Air Atlanta crews get in the picture Various, Air Atlanta*



Click here to view this ejournal

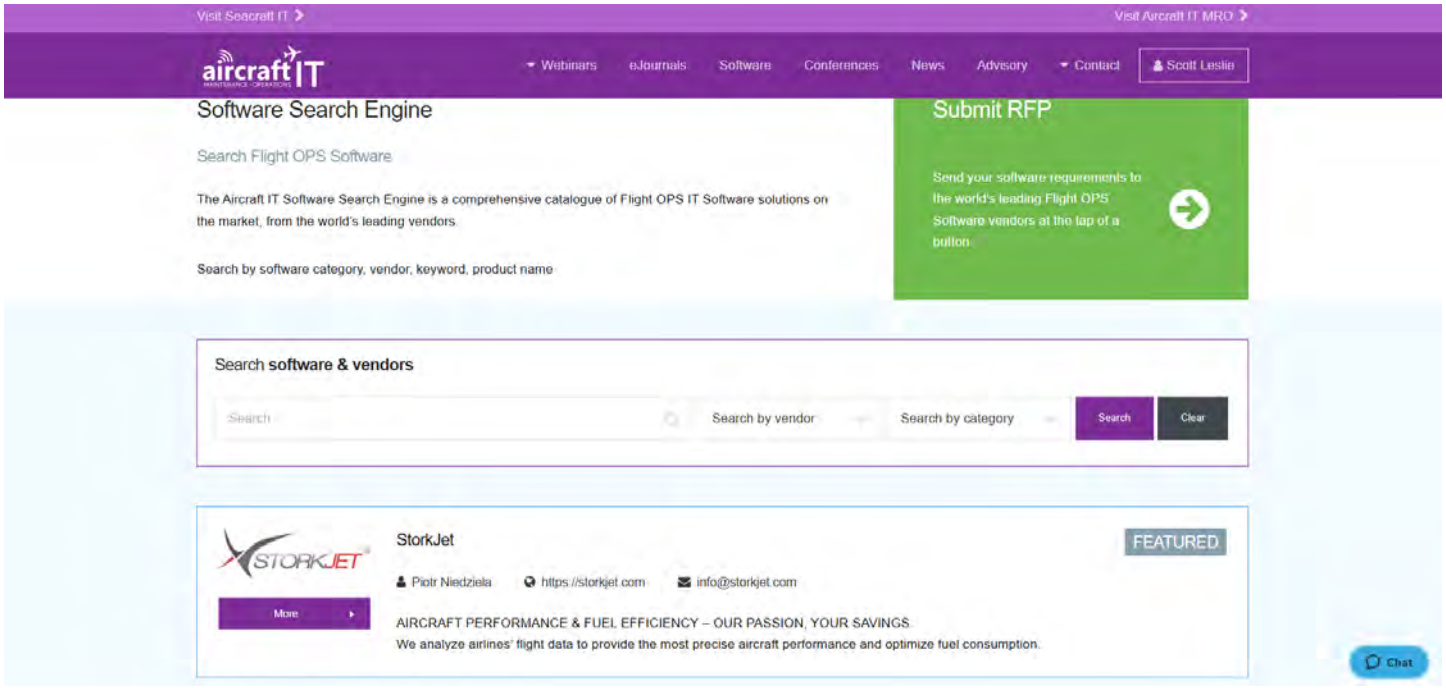
Aircraft IT OPS Issue 68: Q2 2026

- **CASE STUDY: ITA Airways adopts AI for more agile dispatch workflows**
  Andrea Pergola, Technical Flight Dispatcher & Flight Dispatcher Instructor, ITA Airways
- **CASE STUDY: Corsair cuts fuel consumption by optimizing flight trajectories**
  Nicolas Moraes, Airbus A330 Line Captain, Instructor and Examiner, Corsair
- **CASE STUDY: Smart move: Smartwings boosts operational efficiency with transition to eTechLog8**
  Pavel Hovorka, Avionics Engineer and ETL Administrator Smartwings
- **CASE STUDY: Azul models inflight fuel savings**
  Caio Garcia, Senior Manager – Fuel Efficiency Azul Linhas Aéreas
- **CASE STUDY: Wizz Air gained better performance with a new solution**
  Jaime Romero Waldhorn, Fuel Efficiency Manager Wizz Air
- **CASE STUDY: Porter Airlines Transforms Operations for growth**
  Brent Card, Vice President Flight Operations, Porter Airlines

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

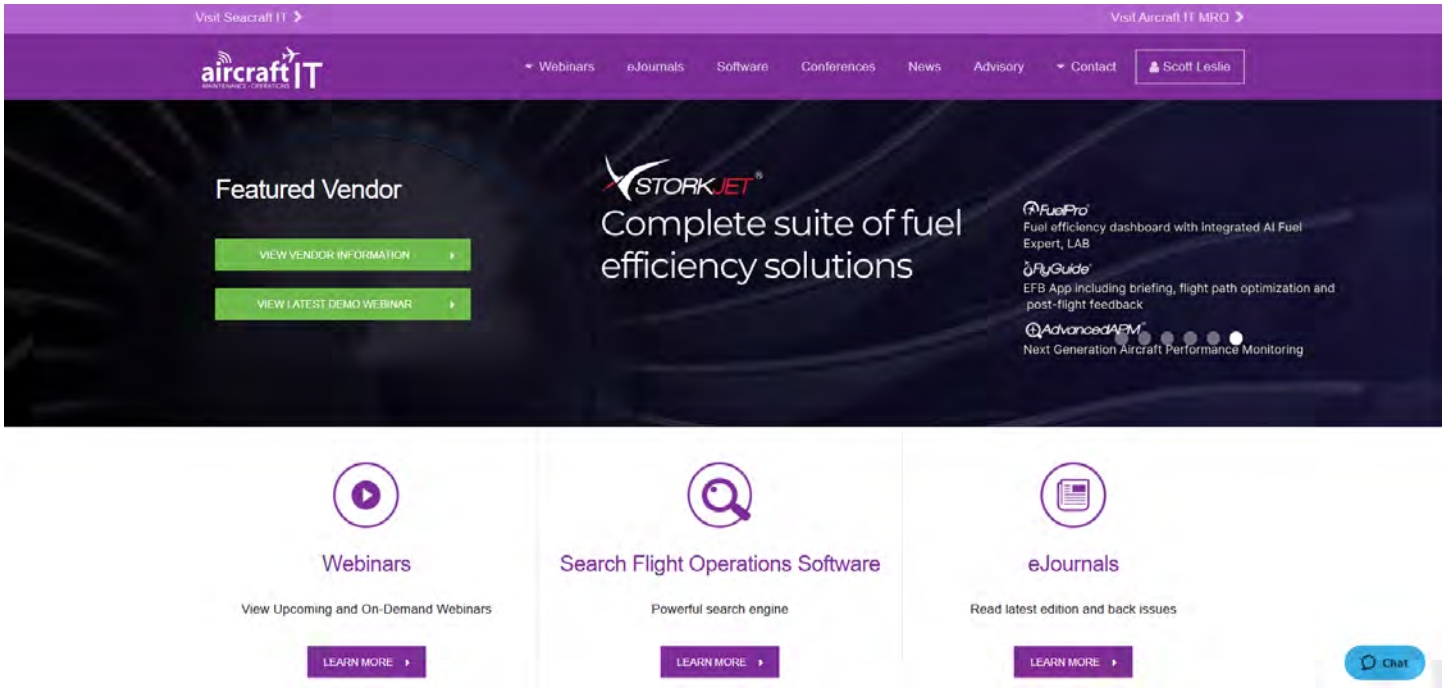


We are delighted to announce the addition of a new feature to our Gold Digital Marketing Package for 2027: 'Featured Vendor'

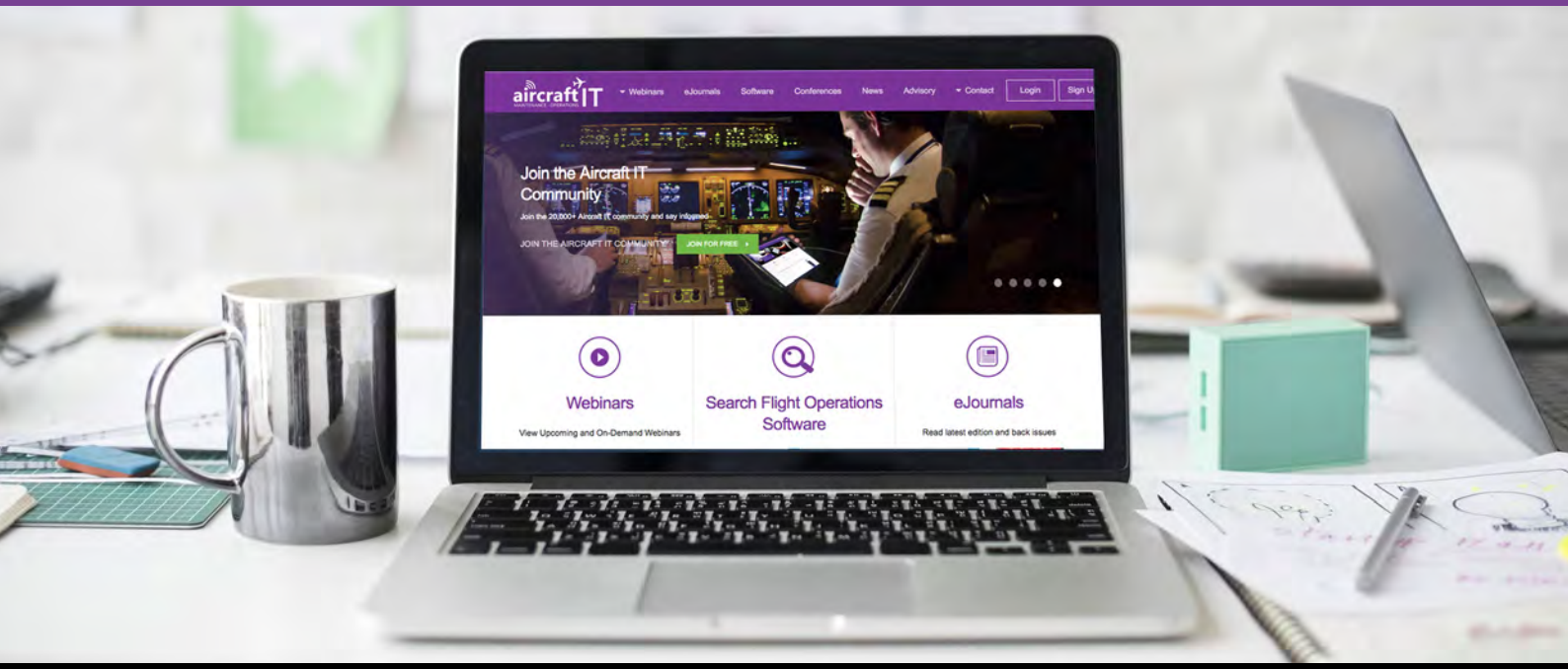
As 'Featured Vendor' you will be assigned one calendar month from the year where you have an advert banner running on the homepage of the Aircraft IT platform.

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 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:	**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 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	✓	✓	
'Featured Vendor' banner on Aircraft IT OPS 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

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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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