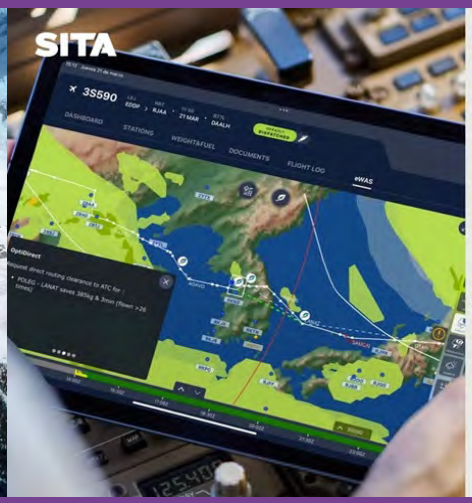
aircraft IT 2025
MAINTENANCE – OPERATIONS

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.

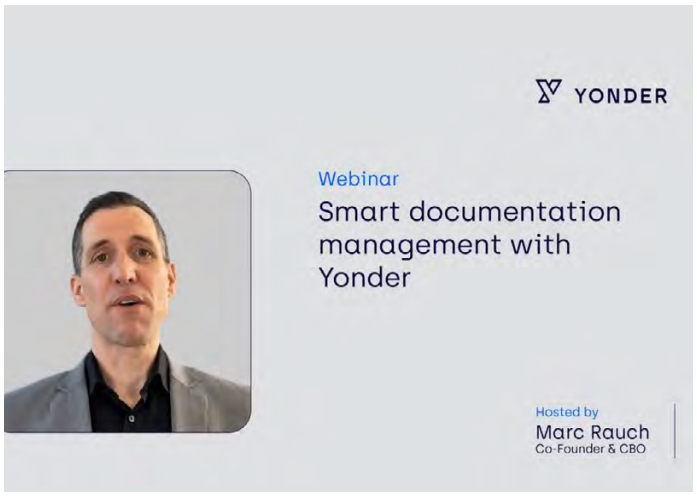
Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, aircraft operators, OEMs, and others) with software and hardware vendors.

80+ of the world's leading aviation software and hardware vendors use Aircraft IT Operations to promote their solutions and to generate genuine sales leads via our industry leading platforms:

1. Aircraft IT Operations eJournal

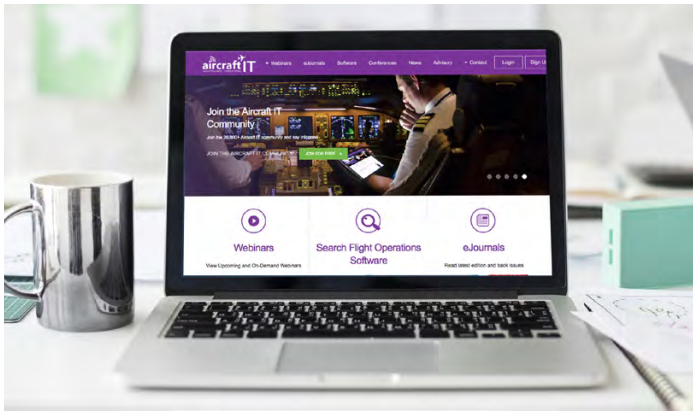
Latest edition here:
https://www.aircraftit.com/ops/ejournals/

2. Webinars



See our library of On-Demand Webinars:
https://www.aircraftit.com/ops/on-demand/

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:
https://www.aircraftit.com/ops/

Aircraft IT has a **97%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

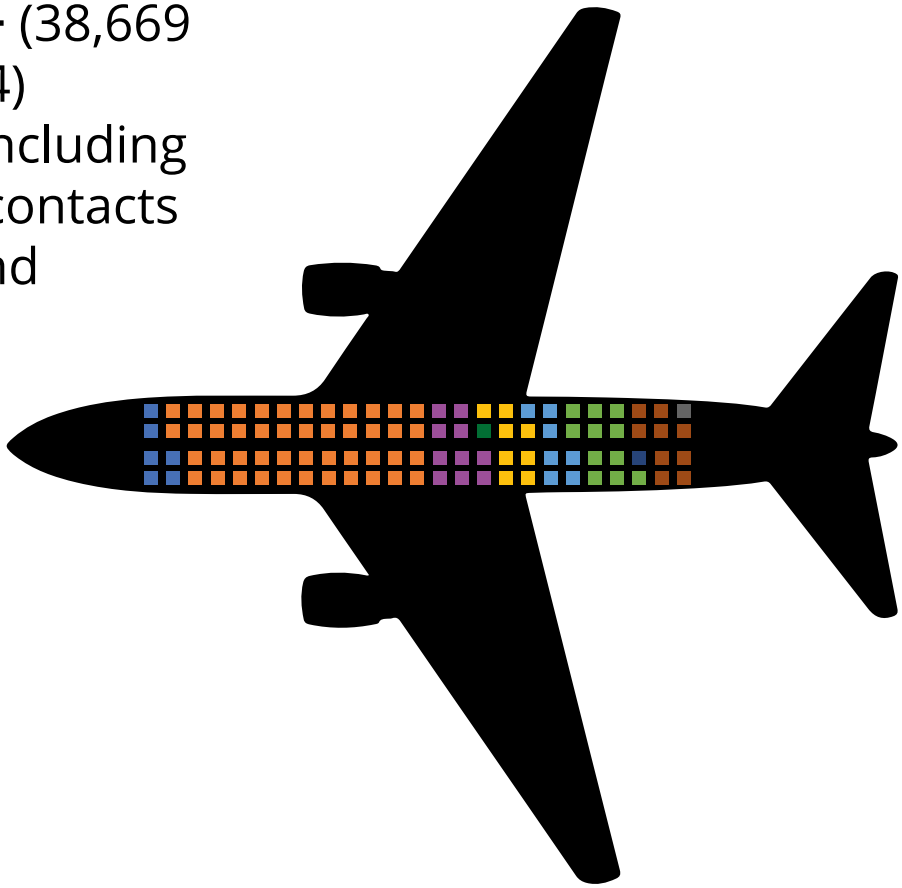
Contact details:

Ed Haskey
Director
+44 7984 907 320
ed.haskey@aircraftit.com

Scott Leslie
Chief Operating Officer
+44 7929 782 382
scott.leslie@aircraftit.com

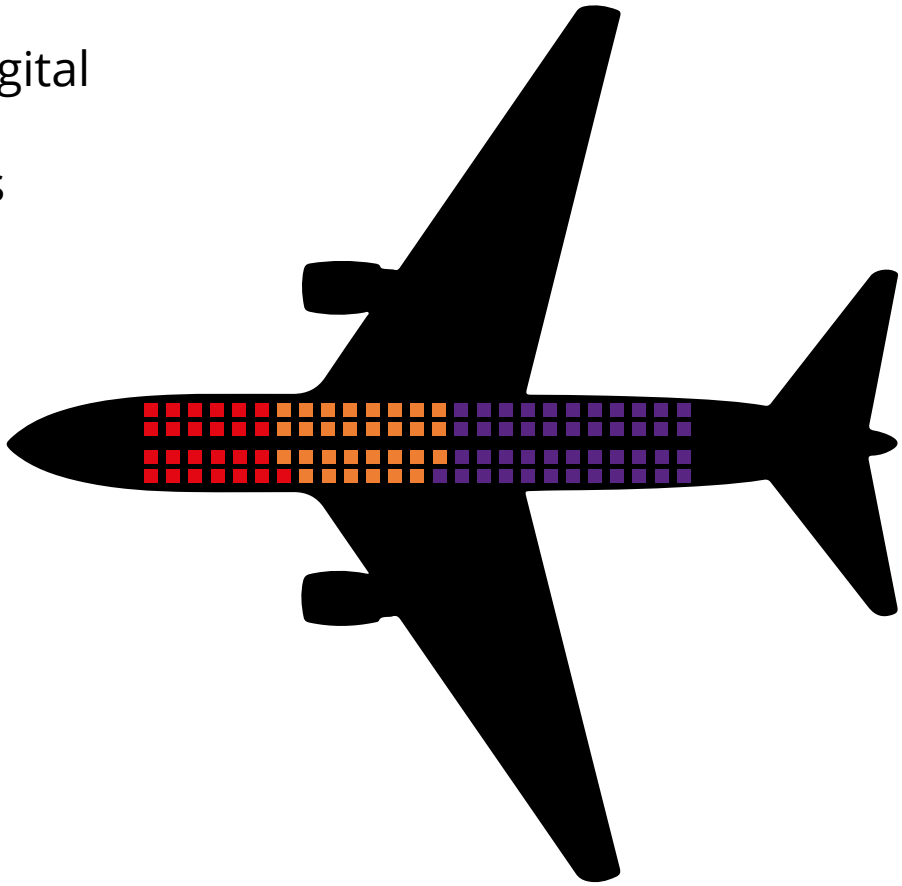
Aircraft IT Members

Aircraft IT has **38,000+** (38,669 as of 1st October 2024) 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

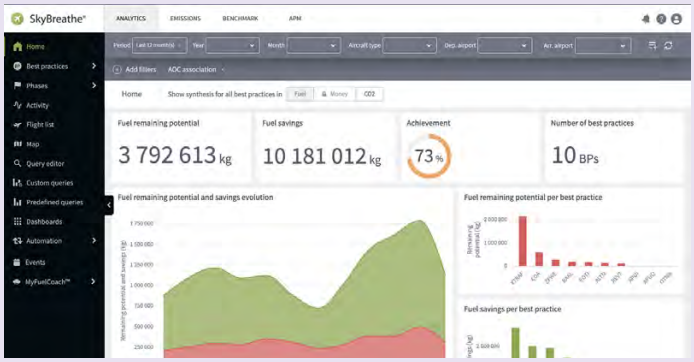
Webinars

- Webinar sessions are marketed to the Aircraft IT Membership Database
- Sponsors can book one of our very popular Webinar sessions
- 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
https://www.aircraftit.com/ops/upcoming/

Click here to view On-Demand Webinar Library
https://www.aircraftit.com/ops/on-demand/

Example Webinars 2024 (now promoting On-Demand Sessions):



On-Demand Webinar Title: How NextGen Artificial Intelligence Boosts Airlines' Fuel Efficiency Demo On-Demand Webinar [Net Zero 2050; SkyBreathe® Analytics Demo: New Smart AI Assistant SkyBreathe® Advisor, with Simulator & Smart Insight, SkyBreathe®]

Host: Openairlines

Date Recorded: 13th June 2024

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 13th June 2024) to discover, via a first look and demo of SkyBreathe® Advisor and its four new AI powered fuel efficiency features from industry leaders OpenAirlines, how Artificial Intelligence's (AI) capacity to analyze extensive data volumes and identify patterns, is taking airline fuel efficiency to the next level. During the Webinar, OpenAirlines experts will showcase how SkyBreathe® Advisor with its four main features provides a revolutionary AI assistant that reveals potential fuel saving areas to airlines through analyzing the industry's largest anonymized data set of 67+ airlines, and over a decade of historical flight data. Firstly, you will see the Smart Insight feature that analyzes the airline's operations and compares them with industry trends to offer insights, predictions, or recommendations for where the airline can progress on fuel saving. Next, you will see SkyBreathe® Benchmark, where an airline can anonymously compare its performance with other airlines on similar operations (aircraft, routes, airports, etc.), to identify areas for improvement and increase fuel savings, as well as monitor fuel efficiency trends. Next, you will see Simulator which is an advanced simulation tool that lets analysts test the impact of a fuel efficiency action to make complex decisions confidently.

On-Demand Webinar Title: Real-Time Flight Path Optimizer with Turbulence and Contrail Avoidance, plus Optimized Speeds Demo Webinar [ClearPath Demo for Pilot Data for Efficiency; 5% Fuel/ C02 Savings; Norwegian, Volaris Case Studies; Fuel Efficiency Dashboard]

Host: AVTECH

Date Recorded: 2nd May 2024

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 2nd May 2024) to see the latest advances in real-time cockpit flight efficiency, with a demo and overview or ClearPath, the real-time flight path optimizer and turbulence avoidance tool from AVTECH, as trusted by airlines worldwide to empower their flight crews and drive sustainability. As you will see, ClearPath, delivered as a service, is easy to deploy on any fleet, requiring no additional investments by using existing aircraft datalink technology (ACARS, FMC, Cockpit Printer, EFB, etc.), and can reduce fuel consumption, lower CO_2 emissions, and improve overall flight efficiency by up to 5% for each flight from day one. During the Webinar, the AVTECH team will walk you through the tool using a typical flight, showing how the real-time flight profile data is delivered to the flight deck via an EFB device, or simply via the cockpit computer, providing pilots with the information they need to optimize in-flight step climb/descent for the greatest efficiency gains, based on the airline's selected cost index, actual performance data, and the current weather and atmospheric conditions. You will also see the next-gen turbulence avoidance feature that informs pilots about hazardous turbulence along the flight path and suggests the most cost-effective way to avoid it, ensuring a safe and smooth journey for aircraft and passengers. The Webinar will also showcase three new ClearPath features; a speed optimizer that saves additional fuel and time by flying a more optimal speed profile; a new dashboard monitoring tool that enables fuel efficiency managers to monitor and validate results; and a contrail modelling and avoidance feature (utilizing a high-resolution humidity forecast) through changing flight levels.

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)
https://www.aircraftit.com/ops/ejournals/

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 2024

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v13.2

Aircraft IT OPS Issue 60: Summer 2024

- **CASE STUDY: Informed fuel reductions at Volaris**
  Luis Fernandez San Miguel,Fuel Efficiency Manager, Volaris
  Marco Antonio Charles, OCC, Applications and Fuel Snr Manage, Volaris
- **CASE STUDY: Digital documentation at K-Mile**
  Pattaraporn Jantarasamee, Head of Quality, K-Mile
- **CASE STUDY: EFB management at Air Astana**
  Piotr Surowiecki, Manager Operations Support, Air Astana
- **How IT Works: Applying AI to improve the OCC**
  Laszlo Kovacs, Senior Product Owner – AI & Data Analytics, Lufthansa Systems
- **How IT Works: Communication for Crew Planning**
  Laura Blank, Product Manager,OffBlock
- **How IT Works: Integrated Aviation Operations Hub**
  Jon Davis, Founder and CEO, SkyNet Aviation
  Paul Chevalier, General Manager, SkyNet Aviation
- **How IT Works: an EFB solution for performance**
  Brandon Gatica, Global EFB Consulting Manager, ASAP

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

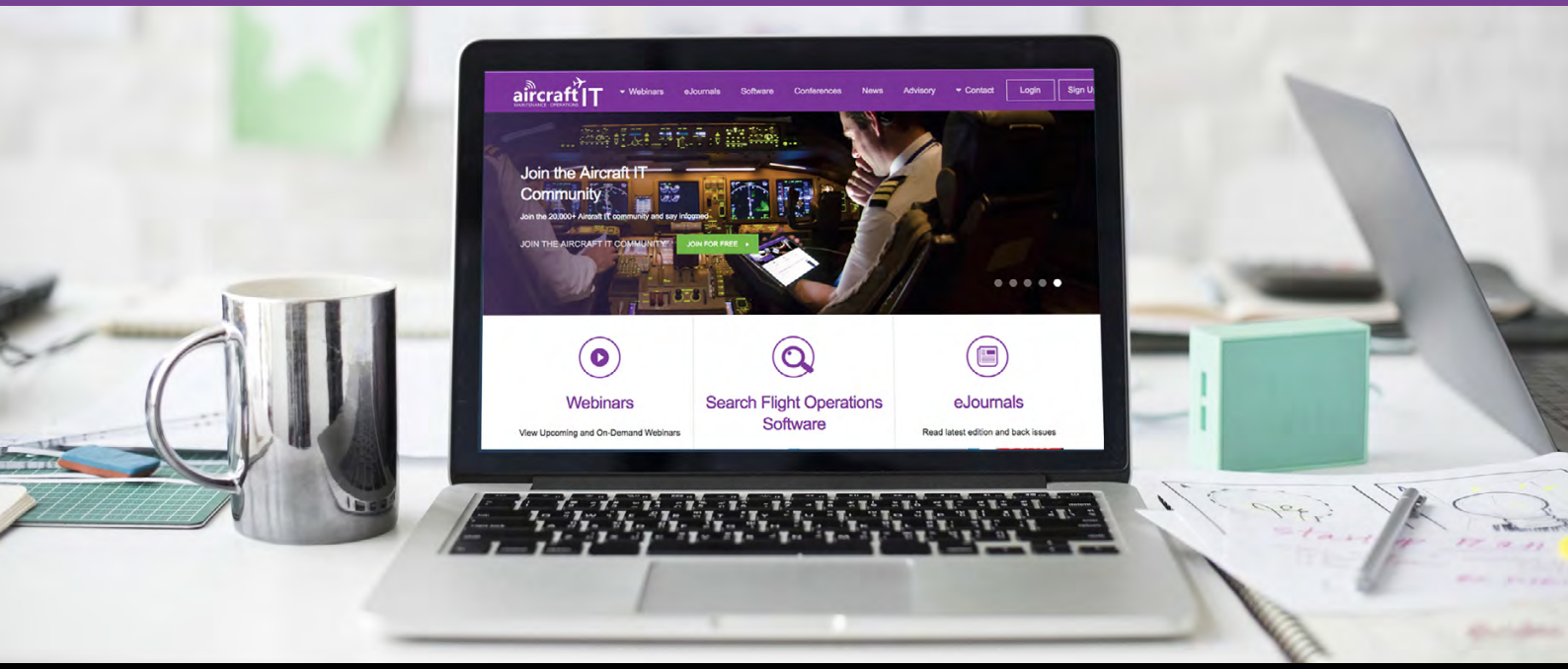
iPad App Downloads: The Aircraft IT App has 6000+ users

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v13.1

Aircraft IT OPS Issue 59: Spring 2024

- **CASE STUDY: Sky Airline finds more efficient way to plan flights and save fuel costs**
  Yonathan Perelmuter, Chief Technical Pilot, Sky Airline
- **CASE STUDY: Jekta gets the latest in digital documentation**
  George Alafinov, CEO and co-Founder of Jekta
  Marc Rauch, co-Founder and CBO of Yonder
- **CASE STUDY: The Blueprint of a Digital Fueling Process**
  Christian Mietz, Emissions Monitoring & Fuel-IT at Deutsche Lufthansa AG
  Claudio Corfú, First Officer Boeing 777 with SWISS International Airlines
- **CASE STUDY: Introducing and integrating a new performance solution at Air Nostrum**
  Juan Diaz, Head of Flight Support, Air Nostrum
- **CASE STUDY: Real-time flight path optimization at Volaris**
  Luis Fernandez San Miguel, Fuel Efficiency Manager, Volaris
  David Rytter, CEO, AVTECH
- **CASE STUDY: Viva Aerobus gets to grips with digitally powered fuel efficiency**
  Nancy Madrigal, Head of Fuel Conservation – VIVA AEROBUS
- **WHITE PAPER: One communications platform for all purposes**
  Trent McCabe – Sales Manager and SME, Smart4Aviation
- **VENDOR FLIGHT LOG: Lufthansa Systems**

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 $ 10,495.00**	**US $ 7,495.00**	**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 sponsorship 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.

Contact details:

Ed Haskey
Director
+44 7984 907 320
ed.haskey@aircraftit.com

Scott Leslie
Chief Operating Officer
+44 7929 782 382
scott.leslie@aircraftit.com

AviationNextGen Ltd.
52 The Meadway
Shoreham-by-Sea
West Sussex
BN43 5RP
UK

https://www.linkedin.com/company/aircraft-it/

https://x.com/AircraftIT