

## 2022 MEDIA KIT



The simplest way to  
grow your business

**b2b-aero.com**  
THE SIMPLEST WAY TO GROW YOUR BUSINESS

## 2021 FACTS & FIGURES

<b>1</b>	Portal
<b>161</b>	Countries
<b>1,610</b>	AOG Desks
<b>25,542</b>	Specialties
<b>36,525</b>	Facilities
<b>46,555</b>	Professionals
<b>5,637,120</b>	Capability PNs
<b>15,073,214</b>	Inventory PNs

**b2b-aero** is the only provider of online tools and services for the aviation industry, exclusively focused on the Maintenance, Repair and Overhaul market. Since its launch in May of 2000, b2b-aero.com has grown to be the industry's largest repair capability database and benchmark for repair order management, monitoring, tracking and status reporting. Nowadays, **b2b-aero** offers a low cost electronic interaction and an efficient connectivity between MRO customers and suppliers, regardless of their existing IT infrastructure or IT system capabilities, being the service provider that can handle current and future supply chain challenges between EDI/EDI and EDI/non EDI trading partners.





# MyAero

PROFESSIONAL AVIATION NETWORK

## 2021 QUICK FACTS & FIGURES

<b>2,975</b>	News
<b>2,705</b>	Registrations
<b>17,930</b>	Profile searches
<b>16,006</b>	Profile views
<b>16,830</b>	Facility searches
<b>46,555</b>	Professionals



**MyAero** is the only professional aviation network, homepage for b2b-aero.com logged-in users. Access the largest directory in the industry, join a community of more than 40,000 professionals, find new suppliers or customers the easiest way, stay up-to-date thanks to trustworthy AviTrader news feed, benefit from our powerful management tools and sell or buy aviation parts on our marketplace, all of it available on **MyAero**.

## ADVERTISING SPACES



### SIDEBAR BANNER

Fixed banner/logo 120x73 px

**2,999 USD/year**

Fixed advertising placement on all MyAero pages (except Chatrooms), b2b-aero.com homepage by default. Increase your brand or company awareness and attract new customers or trading partners.



### HEADER BANNER

Left/Right rotating banner 225x180 px

**1,999 USD/year**

Middle fixed banner 550x225 px

**3,999 USD/year**

Largest advertising spaces available b2b-aero.com, located on MyAero homepage. Banner rotation every 5 seconds or page reload.

# MRO-Tracker

REPAIR ORDER MANAGEMENT SOLUTION

## 2021 QUICK FACTS & FIGURES

<b>2,823</b>	MRO Suppliers
<b>4,234</b>	MRO Customers
<b>37,638</b>	Professional users
<b>23,093</b>	Data connections
<b>1,600,000</b>	Reports sent
<b>30,000,000</b>	Transactions processed



**MRO-Tracker** is the most trusted aviation industry repair order management software, available both online or fully integrated thanks to the EDI technology. With **MRO-Tracker** you can optimize your productivity, time and cost-efficiency by tracking the repair status of your components and parts as they go through the repair process at your supplier facility.

MRO suppliers, mainly repair centers, can either use our software to provide automatically delivered customized repair status reports to their MRO customers such as airlines, third party maintenance, asset management and supply chain companies, or provide them real-time data through EDI technology (computer-to-computer), eliminating manual and time-consuming efforts associated with the repair order management, tracking and reporting process run by customer service representatives.

# Inventory

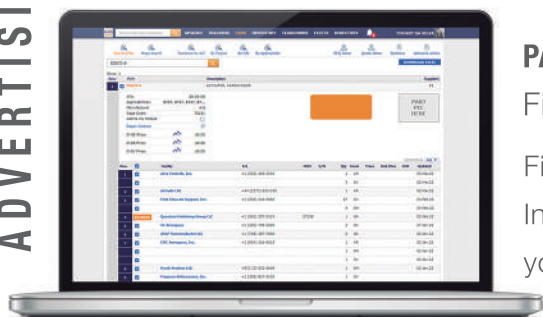
ONLINE SPARE PARTS MARKETPLACE

## FACTS & FIGURES

2021	486	Suppliers
FACTS	141,819	RFQs
	57,248	Quotes
	15,073,214	P/Ns
	127,614,865,724	Parts

Launched in summer 2014, **Inventory** is an online spare parts marketplace where professionals connect to sell and buy aviation related materials. We work hard to grow our database and offer our customers a safe place to source/sell their parts, increase their brand awareness and find new trading partners.

## ADVERTISING SPACES

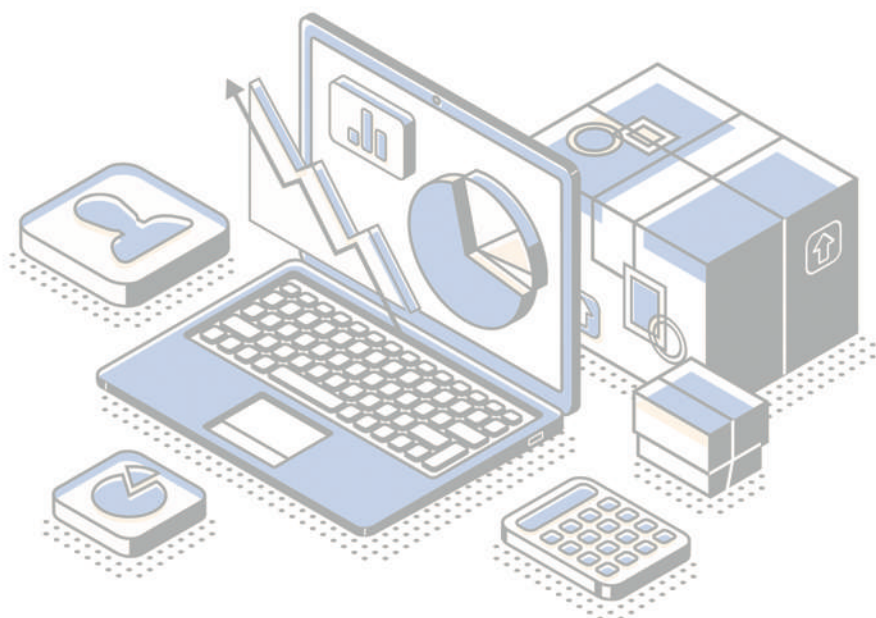


### PART-BY-PART ADVERTISING

Fixed banner/logo 100x80 px

**0.50 USD/part/year**

Fixed targeted advertising space for a specific part number on Inventory search results webpages. Display your company logo next to your parts for sale and receive qualified business leads.



# Capabilities

ONLINE REPAIR MARKETPLACE

## 2021 FACTS & FIGURES

1,203	Suppliers
221,899	RFQs
121,231	Quotes
5,637,120	Capabilities

Launched in July 2016, **Capabilities** is our capability database offering accurate repair data such as part number and description, ATA Chapter, aircraft applicability, suppliers' overhaul/repair/test prices and TAT. The best tool to source or promote your capabilities.

## ADVERTISING SPACES

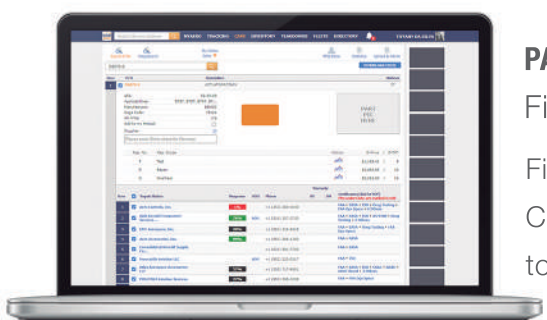


### SIDEBAR BANNER

Fixed banner/logo 120x73 px

**2,999 USD/year**

Fixed advertising placement on all Capabilities webpages (marketplace search engine main page and results pages). Increase your brand or company awareness and attract new customers or trading partners.



### PART-BY-PART ADVERTISING

Fixed banner/logo 100x80 px

**0.50 USD/part/year**

Fixed targeted advertising space for a specific part number on Capabilities search results webpages. Display your company logo next to your parts for sale and receive qualified business leads.

# F l e e t s

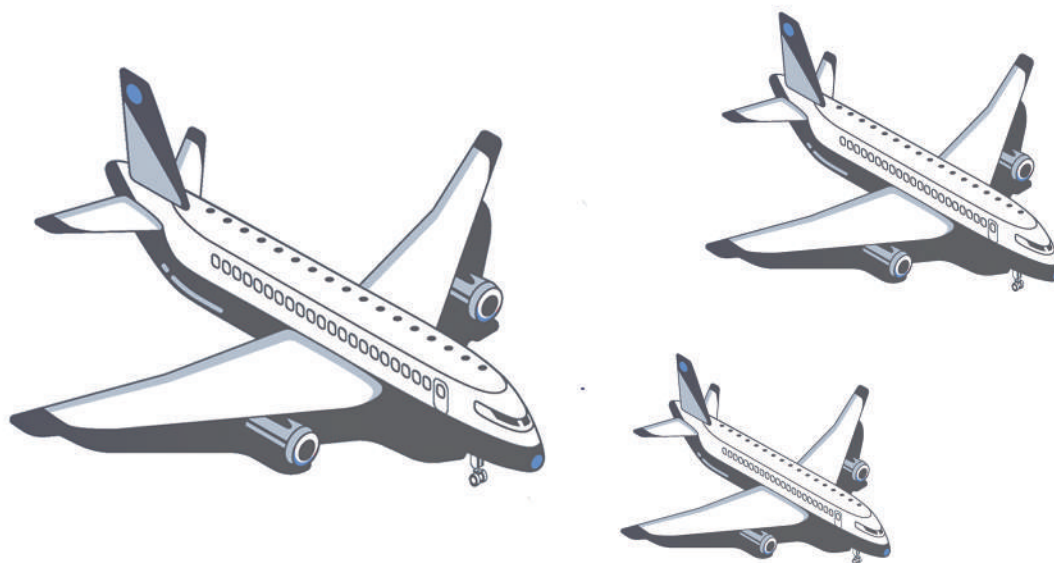
AVIATION MARKET INTELLIGENCE

## 2021 FACTS & FIGURES

21	OEMs
2,826	Operators
44,140	Aircraft
59,735	Engines

**Fleets** is an extensive fleet database for a better aviation market intelligence: search for operators, aircraft and engines, identify your best prospects and contact them through MyAero. Sourcing new partners, suppliers or customers has never been as simple as a click away.

Cherry on the cake, **Fleets** offers a great feature allowing data cross-checking in just a few clicks: **Fleet Match**. The match function allows you to search for a specific aircraft or engine, using broad match and narrow filters from original equipment manufacturer to the current status of the item. Even better, you can also match your own inventory or capability listing with our fleets database: the applicabilities of your part numbers help you identify the airlines and aircraft, a great tool for market analysis and prospection.





## Directory

PROFESSIONAL AVIATION DATABASE

### & FIGURES

2021 FACTS

**46,555** Professionals

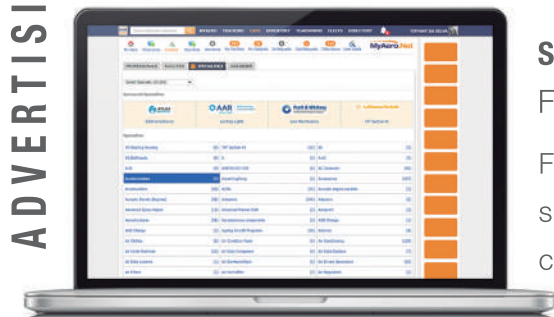
**36,525** Facilities

**25,542** Specialties

**1,610** AOG Desks

**Directory** offers a complete overview of the aviation industry in few clicks. All the information you need is gathered in one single place to help you optimize your time: identify and contact your best prospects, source new partners, suppliers and customers, check their specialties, etc.

### ADVERTISING SPACES



#### SIDEBAR BANNER

Fixed banner/logo 120x73 px

**2,999 USD/year**

Fixed advertising placement on all Directory webpages (marketplace search engine main page and results pages). Increase your brand or company awareness and attract new customers or trading partners.



## Advertising Sales

Preferred format is jpg, file size must be less than 200 kb. Email ad units to [sales@b2b-aero.com](mailto:sales@b2b-aero.com).

## CONTACT INFORMATION

### Germany - Main Office

Gotenstrasse 12  
D-20097 Hamburg  
Telephone: +49 40 999 9999 0

### Thomas Wippich

Director Sales

**MRO-Tracker**

Tel.: +49 40 999 9999 0 / +49 163 410 6702

Email: [twippich@b2b-aero.com](mailto:twippich@b2b-aero.com)



### Carsten Jakob

CIO

**MRO-Tracker**

Tel.: +49 40 999 9999 0 / +49 163 410 6706

Email: [cjakob@b2b-aero.com](mailto:cjakob@b2b-aero.com)



### Spain - Satellite Office

Calle José Zapater 8  
ES-03400 Villena (Alicante)  
Telephone: +34 603 414 982

### Michael Harms

CEO

**MRO-Tracker - Capabilities - MyAero**

Tel.: +49 163 410 6701 / +34 603 414 982

Email: [mharms@b2b-aero.com](mailto:mharms@b2b-aero.com)



### Tiffany Da Silva

Sales Representative

**Inventory - Advertising**

Tel.: +49 40 999 9999 0

Email: [tdasilva@b2b-aero.com](mailto:tdasilva@b2b-aero.com)



### United Kingdom - Satellite Office

PO Box 1256  
UK-LU19FJ Luton  
Telephone: +44 1234 381 679

### Michael Taylor

Sales Manager

**MRO-Tracker - Capabilities**

Tel.: +44 (0) 1234 381 679 / +44 (0) 7941 757 062

Email: [mtaylor@b2b-aero.com](mailto:mtaylor@b2b-aero.com)

