

The logo for b2b-aero.com features a stylized orange swoosh above the text. The text 'b2b-aero.com' is in a bold, sans-serif font, with 'b2b-' in dark blue, 'aero.' in orange, and '.com' in dark blue. A small 'TM' trademark symbol is positioned to the right of the text.

2018 MEDIA KIT



The simplest way to  
grow your business

# b2b-aero.com

THE SIMPLEST WAY TO GROW YOUR BUSINESS

## QUICK FACTS & FIGURES

- 1** Portal
- 161** Countries
- 30,683** Facilities
- 35,407** Professionals

## AVERAGE MONTHLY STATISTICS

- 235,000** Pageviews
- 63,000** Sessions
- 12,700** Active users
- 2,800** New users

b2b-aero.com 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.com 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.

## ADVERTISING SPACES



### SIDEBAR BANNER

Fixed banner/logo 120x73 px

**3,999 USD/year**

Fixed advertising placement on b2b-aero.com logout homepage, 8 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.

**MyAero**  
YOUR PROFESSIONAL AVIATION NETWORK

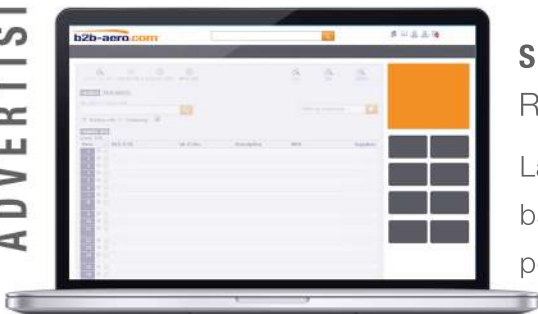
**2016 QUICK FACTS & FIGURES**

- 2,655** News published
- 7,017** Registration requests
- 3,953** People search
- 12,678** Facility search
- 12,562** Profile views
- 35,407** 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 35,000 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**

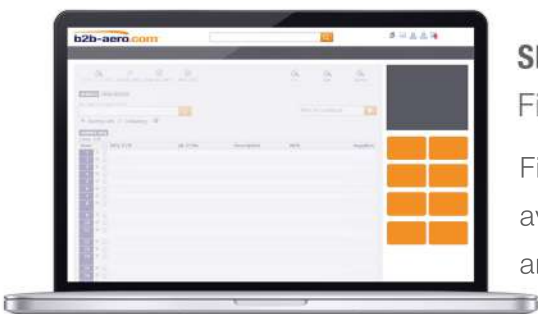


**SIDEBAR BANNER TYPE 1**

Rotating banner 225x180 px

**1,999 USD/year**

Largest advertising space available on b2b-aero.com homepage, banner rotating every 5 seconds or page reload. Grab the attention of potential customers and let them learn more about your company.



**SIDEBAR BANNER TYPE 2**

Fixed banner/logo 120x73 px

**2,999 USD/year**

Fixed advertising placement on b2b-aero.com homepage, 10 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.

# MRO-Tracker

YOUR REPAIR ORDER MANAGEMENT SOLUTION

## 2016 QUICK FACTS & FIGURES

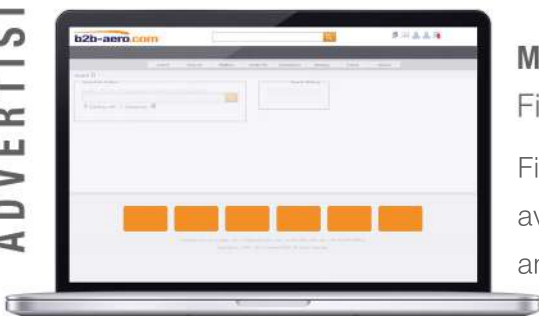
<b>2,355</b>	MRO Suppliers
<b>3,148</b>	MRO Customers
<b>25,116</b>	Professional users
<b>21,200</b>	Data connections
<b>1,000,000</b>	Reports sent
<b>20,000,000</b>	Transactions processed



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.

## ADVERTISING SPACES



### MRO-TRACKER ADVERTISING

Fixed banner/logo 120x73 px

**1,999 USD/year**

Fixed advertising placement on MRO-Tracker browser, 6 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.

# Inventory

YOUR ONLINE AVIATION MARKETPLACE

## QUICK FACTS & FIGURES

**449** Suppliers

**459** Aircraft

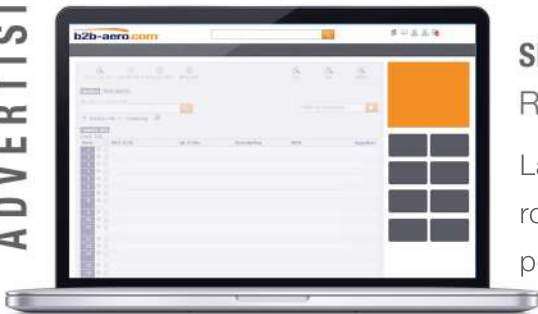
**286** Engines

**5,754,490** P/Ns

**1,250,000,000** Parts

The fastest growing online MRO marketplace in the industry launched in summer 2014, 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



### SIDEBAR BANNER TYPE 1

Rotating banner 300x235 px

**999 USD/year**

Largest advertising space available on Inventory webpages, banner rotating with every page change or reload. Grab the attention of potential customers and let them learn more about your company.

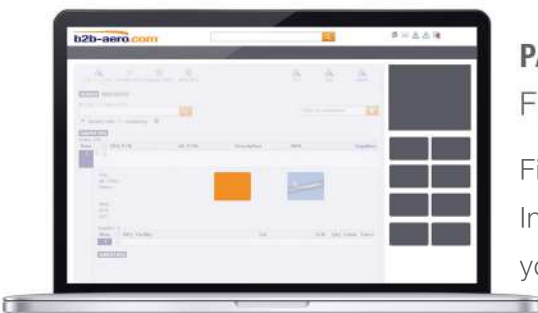


### SIDEBAR BANNER TYPE 2

Fixed banner/logo 120x73 px

**2,388 USD/year**

Fixed advertising placement on Inventory webpages, 10 spaces available only. 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 Inventory search results webpages. Display your company logo next to your parts for sale and receive qualified business leads.

# Capabilities

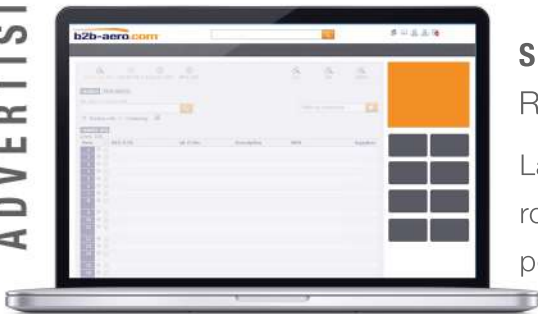
YOUR ONLINE CAPABILITY DATABASE

## QUICK FACTS & FIGURES

- 712** Suppliers
- 10,000** RFQs/mo.
- 3,634,355** Capabilities

Recently launched in July 2016, Capabilities is our new 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

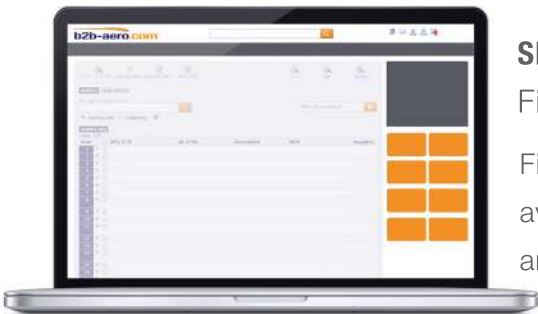


### SIDEBAR BANNER TYPE 1

Rotating banner 225x180 px

**999 USD/year**

Largest advertising space available on Capabilities webpages, banner rotating every 5 seconds, page change or reload. Grab the attention of potential customers and let them learn more about your company.

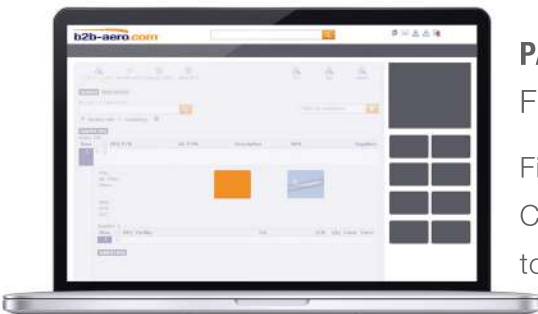


### SIDEBAR BANNER TYPE 2

Fixed banner/logo 120x73 px

**2,388 USD/year**

Fixed advertising placement on Capabilities webpages, 10 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.



### PART-BY-PART ADVERTISING

Fixed banner/logo 100x80 px

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# F l e e t s

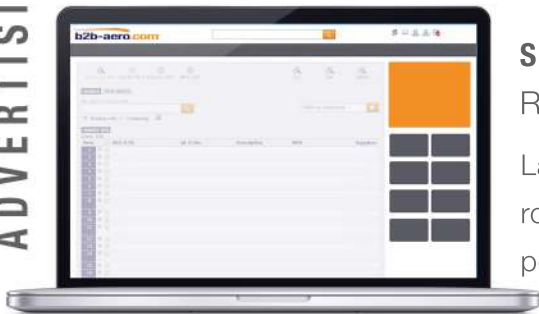
YOUR AVIATION MARKET INTELLIGENCE

## QUICK FACTS & FIGURES

- 48** OEMs
- 34,434** Operators
- 81,003** Aircraft
- 59,735** Engines

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.

## ADVERTISING SPACES

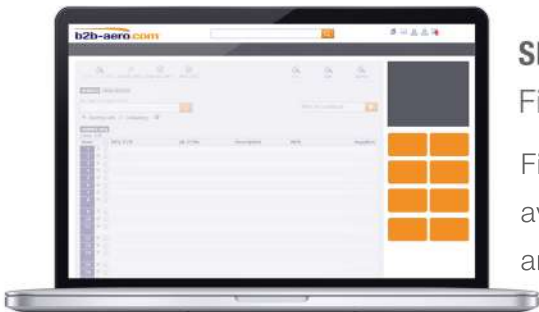


### SIDEBAR BANNER TYPE 1

Rotating banner 225x180 px

**499 USD/year**

Largest advertising space available on Fleets webpages, banner rotating every 5 seconds or page reload. Grab the attention of potential customers and let them learn more about your company.



### SIDEBAR BANNER TYPE 2

Fixed banner/logo 120x73 px

**499 USD/year**

Fixed advertising placement on Fleets webpages, 10 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.

# Directory

YOUR AVIATION DATABASE

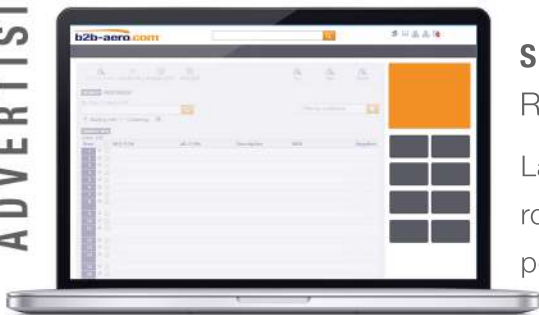
## & FIGURES

2016 QUICK FACTS

<b>7,739,731</b>	P/Ns
<b>35,407</b>	Professionals
<b>30,683</b>	Facilities
<b>18,369</b>	Specialties
<b>47,831</b>	Airports
<b>81,003</b>	Aircraft
<b>34,434</b>	Operators
<b>59,735</b>	Engines

An extensive aviation database for a better market intelligence: search for part numbers information, identify your best prospects among more than thirty-five thousand professionals and contact them through MyAero, source new partners, suppliers or customers among more than thirty thousand facilities, check their specialties, etc. Directory offers a complete overview of the aviation industry in few clicks. All the information you need gathered in one single place to help you optimize your time.

## ADVERTISING SPACES

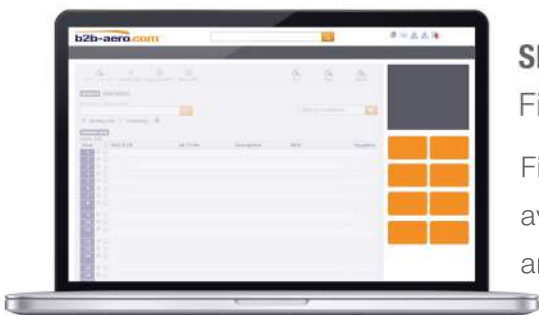


### SIDEBAR BANNER TYPE 1

Rotating banner 225x180 px

**499 USD/year**

Largest advertising space available on Directory webpages, banner rotating every 5 seconds or page reload. Grab the attention of potential customers and let them learn more about your company.



### SIDEBAR BANNER TYPE 2

Fixed banner/logo 120x73 px

**499 USD/year**

Fixed advertising placement on Directory webpages, 10 spaces available only. Increase your brand or company awareness and attract new customers or trading partners.



**b2b-aero.com**

THE SIMPLEST WAY TO GROW YOUR BUSINESS

www.b2b-aero.com

## Advertising Sales

Telephone: +49 40 999 9999 0

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

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).

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