

**b2b-aero.com**<sup>TM</sup>  
DRIVING DIGITAL TRANSFORMATION

# 2025 MEDIA KIT



The simplest way to  
grow your business

## 2024 FACTS & FIGURES

1	Portal
162	Countries
36,525	Facilities
46,555	Professionals
5,629,372	Capability PNs
13,285,695	Inventory PNs

**b2b-aero.com** is the only provider of online tools and services for the aviation industry, exclusively focused on the Maintenance, Repair, and Overhaul (MRO) market. Since its launch in May 2000, **b2b-aero.com** has grown to become the industry's largest repair capability database and a benchmark for repair order management, monitoring, tracking, and status reporting.

Today, **b2b-aero.com** offers cost-effective electronic interaction and seamless connectivity between MRO customers and suppliers, regardless of their existing IT infrastructure or system capabilities. **b2b-aero.com** is the service provider that can handle current and future supply chain challenges, bridging gaps between EDI/EDI and EDI/non-EDI trading partners. By offering scalable solutions, **b2b-aero.com** ensures that businesses can stay agile in an evolving market while streamlining their operations and reducing operational costs.



**MyAero**  
PROFESSIONAL AVIATION NETWORK

Professional networking in aviation, as in any other industry, is not just a tool but a cornerstone for success. Whether through events, forums or online platforms like **b2b-aero.com**, connections facilitate business growth, open doors to new opportunities and contribute to the overall advancement of the market. Network activities play a pivotal role in fostering collaboration and knowledge exchange within the dynamic aerospace industry.

This is the reason why, nearly ten years ago, **b2b-aero.com** decided to create and launch its own professional aviation network **MyAero**. Access one of the largest aviation directories, join a community of more than 40,000 professionals, find new suppliers and/or customers, create your own professional directory, create chatrooms to exchange with other experts, share content from your facility, follow content from other companies and many more on **MyAero**.

ADVERTISING SPACES

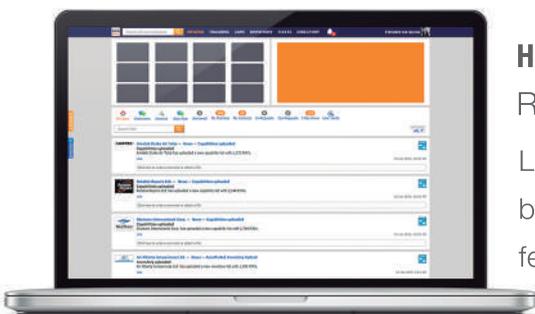


**HEADER BANNER - SMALL**

Left fixed banner/logo 120x73

**2,999 USD/year**

Twelve fixed advertising placements on MyAero homepage, main b2b-aero.com homepage by default. Dynamic disappearance after a few seconds, reversed at each page refresh.



**HEADER BANNER - BIG**

Right fixed banner 484x198 px

**3,999 USD/year**

Largest advertising space available on MyAero homepage, main b2b-aero.com homepage by default. Dynamic disappearance after a few seconds, reversed at each page refresh.

# MRO-Tracker

REPAIR ORDER MANAGEMENT SOLUTION

## & FIGURES

ANNUAL FACTS	> 3,300	MRO Suppliers
	> 4,600	MRO Customers
	> 70,000	Data connections
	1,800,000	Reports sent
	32,000,000	Transactions processed



Electronic Data Interchange (EDI) technology plays a pivotal role in aviation by streamlining communication and data exchange between various stakeholders. In an industry where efficiency and accuracy are paramount, EDI facilitates seamless electronic transactions, ranging from order processing and inventory management to logistics and supply chain coordination. This technology enhances the speed of information transfer, reducing the reliance on manual processes and minimizing the risk of errors. Additionally, EDI in aviation ensures compliance with industry standards, fostering a collaborative and interconnected ecosystem that ultimately contributes to a safer and more reliable air travel experience.

**MRO-Tracker** is the most trusted aviation industry repair order management software, available both online or fully integrated thanks to EDI technology. Created by **b2b-aero.com** in 2000, **MRO-Tracker** was born out of the founder's experience at Lufthansa Technik (LHT), where the frustration of chasing parts with no clear visibility inspired the development of a solution to track and manage repair orders more effectively. 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

## ANNUAL FACTS & FIGURES

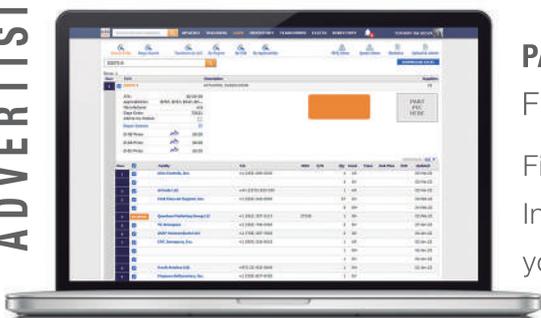
**> 500** Suppliers  
**> 100,000** RFQs  
**> 30,000** Quotes  
**> 13,200,000** P/Ns  
**> 90 billion** Parts

Launched in the summer of 2014, **Inventory** has established itself as an online marketplace dedicated to aviation-related spare parts. Designed specifically for industry professionals, our platform serves as a dynamic hub where sellers and buyers can seamlessly connect, trade and expand their business networks.

With the increasing reliance on digital solutions, online marketplaces are fulfilling a critical role by bridging geographical gaps and providing instant access to a global network of suppliers and buyers. This shift towards digitalization allows businesses to streamline their operations, reduce costs and enhance efficiency, offering unparalleled convenience and reach.

With a focus on fostering a thriving community of aviation professionals, **Inventory** is not just a marketplace but a trusted partner in the growth and success of your business in the aviation sector. Our platform provides a secure environment that prioritizes safety and reliability, enabling customers to confidently source or sell parts, enhance their brand visibility and forge valuable new trading partnerships, while staying ahead of industry trends and meeting evolving market demands. EDI solutions are offered to ensure data accuracy, enabling customers to trust that their listings and transactions are always up-to-date and precise.

## 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

## ANNUAL FACTS & FIGURES

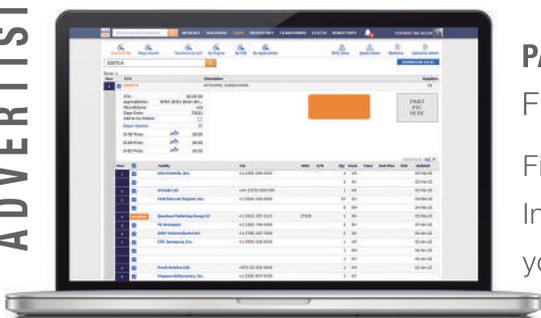
- > 1500 Suppliers
- > 300,000 RFQs
- > 150,000 Quotes
- > 5,600,000 P/Ns

Launched in July 2016, **Capabilities** is our comprehensive and powerful capability database designed to provide industry professionals with accurate and up-to-date repair data essential for efficient operations.

**Capabilities** offers detailed information on a wide range of aviation repair services, including part numbers, descriptions, ATA Chapters, applicabilities, overhaul, repair and test prices as well as turnaround times (TAT), giving users a clear understanding of the repair landscape and enabling users to make informed decisions quickly and confidently.

**Capabilities** stands out as an indispensable tool for professionals seeking to source, compare or promote their repair services. Whether you are an MRO provider looking to showcase your capabilities, a supplier aiming to expand your market reach or an operator needing precise repair data for operational planning, our platform offers unparalleled access to the information you need, fostering new business opportunities and enhancing collaboration across the aviation industry. With its user-friendly interface and regularly updated data, **Capabilities** not only streamlines the sourcing process but also enhances visibility for businesses looking to promote their specialized repair services.

## ADVERTISING SPACES



### PART-BY-PART ADVERTISING

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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.

# F l e e t s

AVIATION MARKET INTELLIGENCE

## ANNUAL FACTS & FIGURES

26	OEMs
3,852	Operators
61,102	Aircraft
59,735	Engines

**Fleets** is a comprehensive fleet database designed to enhance aviation market intelligence, allowing you to easily search for operators, aircraft and engines, and identify your best prospects. With **Fleets**, sourcing new partners is as simple as a click through **MyAero**.

One standout feature of **Fleets** is the powerful **Fleet Match** tool, which enables seamless data cross-checking in just a few clicks. This match function allows you to search for specific aircraft or engines using both broad and narrow filters, from original equipment manufacturers to the current status of each item. Additionally, you can match your own inventory or capability listings with our fleet database, using part number applicability to identify relevant airlines and aircraft—a powerful tool for market analysis and prospecting.

Its user-friendly interface makes it easy for both experienced professionals and new users to navigate and leverage its full potential. Behind the scenes, our dedicated team is constantly working to add new data and applicabilities to our master database, ensuring that you have access to the latest, comprehensive and most personalized fleet information available.



# Directory

PROFESSIONAL AVIATION DATABASE

## & FIGURES

2024 FACTS

<b>46,555</b>	Professionals
<b>36,525</b>	Facilities
<b>28,007</b>	Specialties
<b>16,312</b>	Certificates
<b>1,872</b>	AOG Desks

**Directory** provides a comprehensive and invaluable resource for the aviation industry, offering detailed data on a wide range of critical elements: from specialized facilities and professionals to industry-specific specialties and rapid-response AOG (Aircraft on Ground) desks.

Our platform is designed to support every aspect of aviation operations. Whether you are seeking maintenance facilities, connecting with experienced professionals or locating niche services, our **Directory** serves as a central hub, enabling businesses to streamline their processes, reduce downtime and enhance overall efficiency within the industry. We also provide crucial details such as facilities' certifications, supported aircraft types and specific ATA chapters, offering an in-depth understanding of capabilities and compliance to aid in making informed decisions.

We are constantly correcting, modifying and updating our directory to ensure that the information remains accurate, current and reflective of the evolving needs of the aviation sector, providing our users with the most reliable and up-to-date resource available.



## 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).

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