



# mro

BUSINESS  
TODAY

**2024**  
media kit  
**A FORTNIGHTLY**  
ISSUE

**NEWS DESK**

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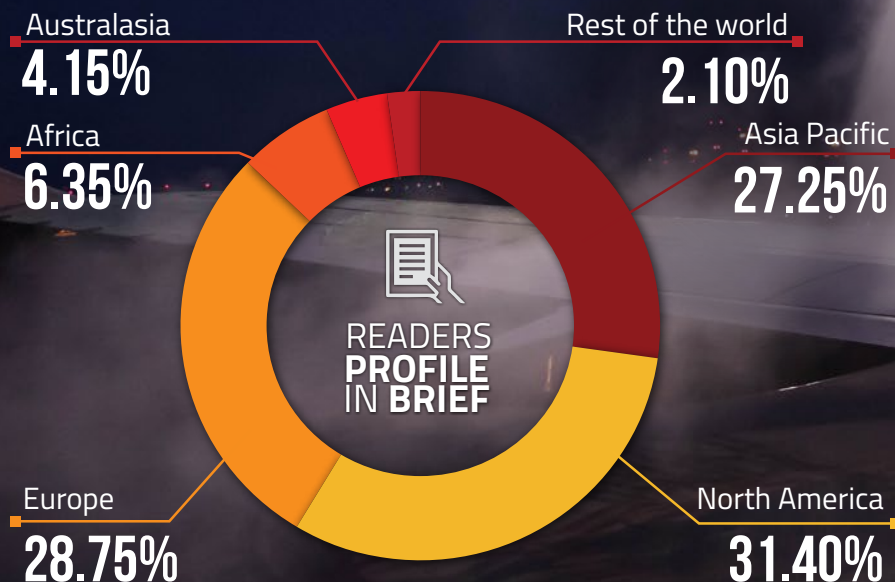
# ABOUT MRO BUSINESS TODAY

The objective of **MRO Business Today** is to reach the global MRO professionals and educate them with the latest information from the MRO industry, latest trends in aerospace technology and upcoming events in the aviation industry.

**MRO Business Today** is a premier industry fortnightly digital e-News Magazine that is distributed to **30,684\*** high profile MRO professionals worldwide. Apart from giving the latest news related to Aerospace MRO industry, we at MRO Business Today also treat our readers with exclusive interviews and feature stories. It generates worldwide readership through its website ([www.mrobustnesstoday.com](http://www.mrobustnesstoday.com)). Our digital magazine finds its way directly to their mail boxes every fortnight with all the relevant and latest news from the MRO Industry.

\*Audited figure as on 1<sup>st</sup> August, 2023

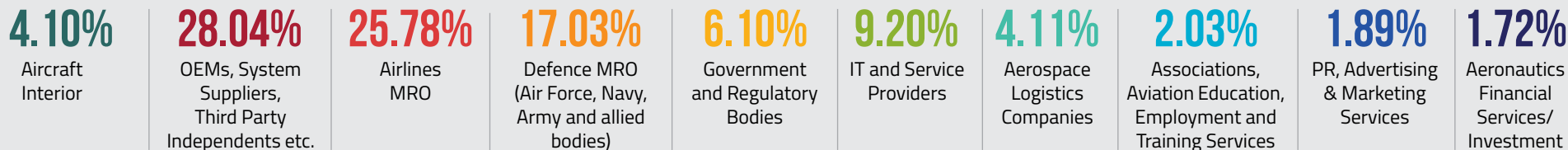
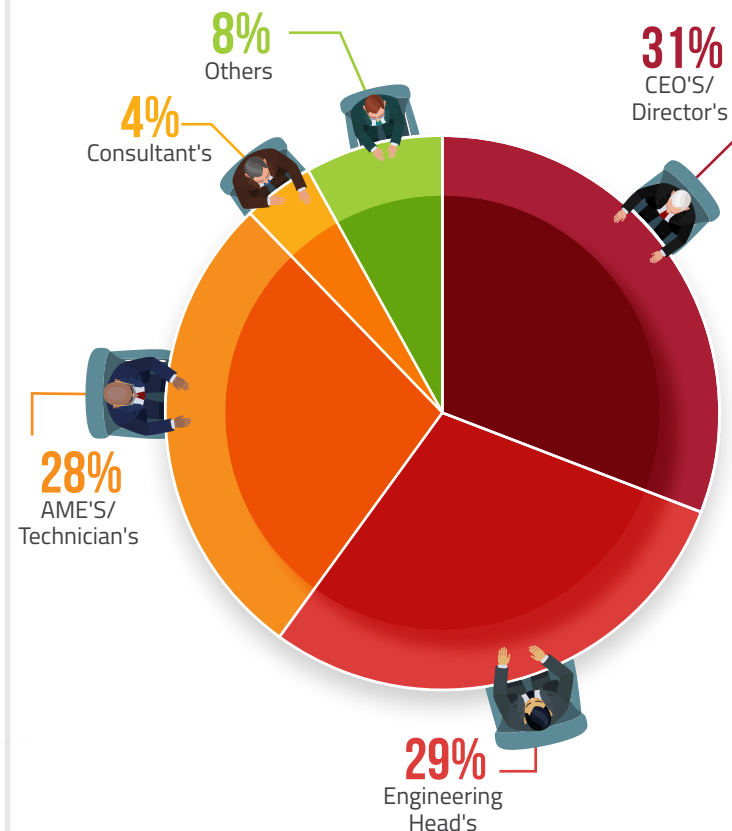
\*Publishers Estimate readership of over 85000



# DEVICES



# JOB PROFILE







# \*EDITORIAL CALENDAR 2024

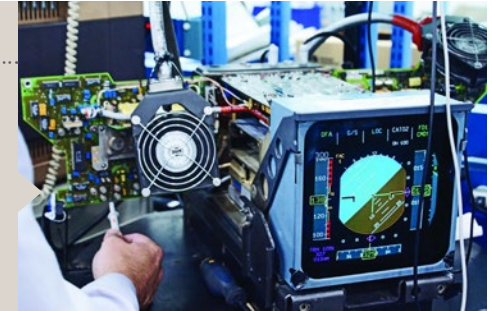


## JANUARY

- 01** MRO challenges for newer aircraft variants in the market
- 15** Sustainable MRO

## FEBRUARY

- 01** Avionics Repair & Testing Systems
- 15** Aircraft Interiors-Cabin Safety and Airworthiness



## MARCH

- 01** Paints and Coating Advances
- 15** Women in MRO Sector



## APRIL

- 01** Aircraft Spares and inventory Market Insights
- 15** MRO Training



## MAY

- 01** Engine After Market Analysis & Trends
- 15** Importance of MRO inventory planning



## JUNE

- 01** Digitization in MRO
- 15** Aerospace logistics





# \*EDITORIAL CALENDAR

# 2024



## JULY

**01** Aircraft Teardown

**15** Inflight Connectivity  
& More

## AUGUST

**01** MRO at Airport and  
Upcoming Facilities

**15** Hangars & Hangar  
doors



## SEPTEMBER

**01** New MRO Technologies

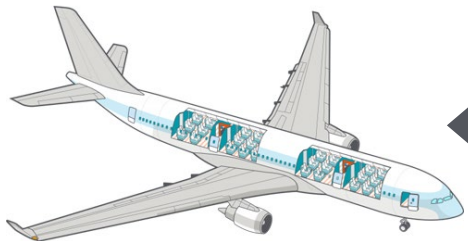
**15** MRO in Helicopters



## OCTOBER

**01** New Trends in Aerospace  
Industry

**15** Changing Aircraft  
Engine Technology



## NOVEMBER

**01** Aircraft Leasing & Finance

**15** 3D Design, Simulation  
& Validation

## DECEMBER

**01** Predictive Engine  
Maintenance Mgmt

**15** MRO Market  
Forecast for 2025



# DIGITAL MAGAZINE ADVT. TARIFF\*

**ADVERTORIAL PER PAGE \$3,200**

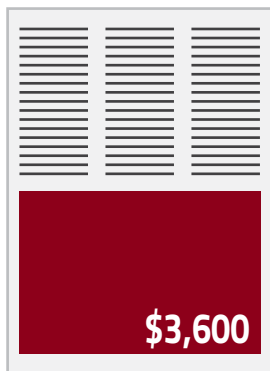
**Material** High resolution (TIFF, PDF, EPS, CDR)

**HTML MAILER \$1,500**

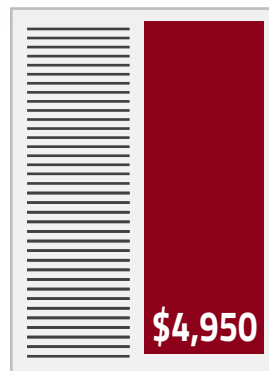
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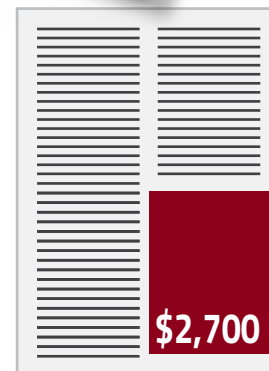
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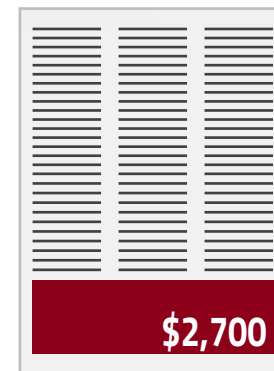
**HALF PAGE (H)**  
183mm x 136.5mm



**HALF PAGE (V)**  
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**QUARTER PAGE**  
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**STRIP AD (H)**  
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**COVER PAGE PREMIUM**  
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\*Tariff is for 2 issues



# WEB ADVERTISING TARIFF & SPECIFICATIONS

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of not more than 35KB



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**49,084**



Page Views  
**2,69,554**



Users  
**38,372**

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audience  
worldwide

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For Tariff  
Get in  
touch



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<b>PEEL OFF BANNER</b> 300px x 300px	<b>\$1,600</b>	
<b>HORIZONTAL BANNER</b> 728px x 90px	<b>\$1,500</b>	
<b>WIDE SKYSCRAPER</b> 160px x 600px	<b>\$1,600</b>	
<b>SQUARE</b> 300px x 250px	<b>\$1,400</b>	
<b>RECTANGLE</b> 300px x 170px	<b>\$1,200</b>	
<b>SQUARE</b> 300px x 250px	<b>\$1,400</b>	
<b>FIXED WEBSITE BANNER</b> 1200px x 90px	<b>\$2,500</b>	

\*Monthly Tariff

\*Audited figure as on 01<sup>st</sup> August, 2023

# MRO

## BUSINESS

## TODAY

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ENGINE AND MORE...  
Increasing MRO expenditure lifts the burden to fleet manager  
Investing, Ensuring Access to Efficiency  
with Cutting-Edge Tools, Solutions  
Aug 15<sup>th</sup>, 2023

4.00

4.17

4.28

### CFM secures contract to supply and support 800 leap engines for upcoming airbus a320neo and boeing fleet

CFM International and air india have signed a multi-year services agreement that will cover the airline's entire fleet of CFM engines.



in agreement with air india, air india will continue to operate its fleet of CFM engines. The agreement will cover the entire fleet of CFM engines, including the CFM56-7B, CFM56-7E, and CFM56-7B2 engines. The agreement will also cover the maintenance and support of these engines. The agreement is a significant milestone for CFM, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between CFM and Air India, which has been a key partner for the company for many years.

**W**est Coast Air Lines (WAL) and CFM International have finalized a multi-year agreement to supply and support 800 Leap engines for the airline's fleet of Airbus A320neo and Boeing 737 MAX 8 aircraft. The agreement, which was announced in July 2023, covers the entire fleet of Leap engines and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for CFM, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between CFM and West Coast Air Lines, which has been a key partner for the company for many years.

Amesbury's Defense

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22-23 SEPT. 2023

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July 15, 2023

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Why fleet delays happen... how to measure them... and what to do to improve fleet health  
How to optimize fleet health and safety and improve fleet health  
CFM International secures contract to supply and support 800 leap engines for upcoming airbus a320neo and boeing fleet  
July 15<sup>th</sup>, 2023

4.16

4.16

4.30

### Pratt & Whitney secures contract to provide 90 more GTF engines to Viva Aerobus' Airbus A321neo fleet

In addition, Pratt & Whitney and Viva Aerobus have extended their Engine/In-Flight Maintenance long-term agreement to cover the maintenance needs of the airline's GTF-powered fleet.



CFM International has secured a multi-year agreement to supply and support 800 Leap engines for the airline's fleet of Airbus A320neo and Boeing 737 MAX 8 aircraft. The agreement, which was announced in July 2023, covers the entire fleet of Leap engines and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for CFM, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between CFM and Viva Aerobus, which has been a key partner for the company for many years.

**P**ratt & Whitney, a division of Raytheon Technologies (RTX), has announced that it has secured a multi-year agreement to provide 90 more GTF engines to Viva Aerobus' Airbus A321neo fleet. The agreement, which was announced in July 2023, covers the entire fleet of GTF engines and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for Pratt & Whitney, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between Pratt & Whitney and Viva Aerobus, which has been a key partner for the company for many years.

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India story at Paris Air Show  
Pratt & Whitney CEO Engineer Meeting Demand and Efficiency  
Challenges in the MRO Industry: Managing Supply Chain  
July 15<sup>th</sup>, 2023

4.01

4.11

4.24

4.36

### Paris Air Show 2023 - India Steals the Show

#### AIR INDIA orders 470 Airbus and Boeing jets at Paris Air Show

Air India's fleet orders include 24 A350-900, 4 A350-900, 20 Boeing 787 Dreamliners and 40 Boeing 777-300ER aircraft, as well as an A320neo, A321XLR, 20 Airbus A320neo and 100 Boeing 737 MAX 8.



Air India, the national flag carrier of India, has announced that it has secured a multi-year agreement to provide 470 aircraft for the airline's fleet. The agreement, which was announced in July 2023, covers the entire fleet of aircraft and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for Air India, as it demonstrates the airline's confidence in the aircraft manufacturers and their services. The agreement is also a testament to the long-standing relationship between Air India and the aircraft manufacturers, which has been a key partner for the company for many years.

**A**ir India, the national flag carrier of India, has announced that it has secured a multi-year agreement to provide 470 aircraft for the airline's fleet. The agreement, which was announced in July 2023, covers the entire fleet of aircraft and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for Air India, as it demonstrates the airline's confidence in the aircraft manufacturers and their services. The agreement is also a testament to the long-standing relationship between Air India and the aircraft manufacturers, which has been a key partner for the company for many years.

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July 15, 2023

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Productive Engine Maintenance Management  
Tracking the engine maintenance planning  
Boosting commonality of fleet on A320, A321 and A320neo  
June 15<sup>th</sup>, 2023

4.06

4.12

4.24

### LATAM Airlines Group Selects Pratt & Whitney's GTF Engines to Power Airbus A320neo Family Aircraft, Enhancing Sustainability and Efficiency

Pratt & Whitney's GTF engines to power LATAM's fleet towards reduced carbon footprint and improved operational performance.



Pratt & Whitney, a division of Raytheon Technologies (RTX), has announced that it has secured a multi-year agreement to provide GTF engines for the airline's fleet of Airbus A320neo family aircraft. The agreement, which was announced in July 2023, covers the entire fleet of GTF engines and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for Pratt & Whitney, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between Pratt & Whitney and LATAM Airlines, which has been a key partner for the company for many years.

**L**ATAM Airlines Group S.A. (LATAM) has announced that it has selected Pratt & Whitney's GTF engines to power its fleet of Airbus A320neo family aircraft. The agreement, which was announced in July 2023, covers the entire fleet of GTF engines and includes provisions for maintenance, support, and spare parts. The agreement is a significant milestone for Pratt & Whitney, as it demonstrates the airline's confidence in the company's engines and services. The agreement is also a testament to the long-standing relationship between Pratt & Whitney and LATAM Airlines, which has been a key partner for the company for many years.

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