



**seacraft**  **IT**  
CARGO – CRUISE – OFFSHORE

# DIGITAL MARKETING PACKAGES 2026

The platform where maritime IT buyers  
and technology vendors connect



Discover more on  
[www.seacraftit.com](http://www.seacraftit.com)

## About Seacraft IT

**Seacraft IT** is an independent digital platform that enables maritime organizations to **discover**, **evaluate**, and **compare** operational software solutions.

Vendors gain structured visibility to IT decision-makers.





Operators access trusted insights that support choosing the right technologies.

## Why Seacraft IT

- ✓ Trusted environment for maritime IT decisions
- ✓ Expert insights aligned with real procurement needs
- ✓ Clear visibility across relevant technology categories
- ✓ Proven based on 15 years of Aircraft IT success

## Who Seacraft IT is For

### Technology Vendors





-  Present software solutions directly to IT buyers
-  Reach cruise lines, cargo operators, and offshore teams
-  Generate qualified leads through targeted visibility
-  Build credibility through expert content and live demos

## Value Delivered

### Vendor Benefits

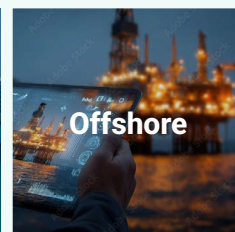
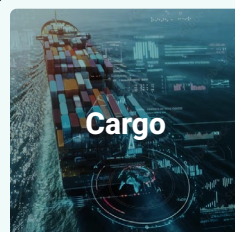
- ✓ Your solutions appear exactly where maritime IT professionals look
- ✓ A neutral, topic-structured environment guides buyers to relevant tools
- ✓ High-value digital tools (case studies, webinars) to drive sales leads and build trust

### Maritime Operators

-  Compare multiple technologies side-by-side
-  Access real-world case studies and technical insights
-  Support procurement decisions with trusted information
-  Stay aligned with digital and regulatory developments

### Operator Benefits

- ✓ Faster discovery of suitable technologies
- ✓ Credible insights that reduce evaluation time
- ✓ Expert content supporting risk-free decision-making





# HOW SEACRAFT IT WORKS

A structured system for visibility, engagement, and continuous lead generation.

## The Platform

Use Seacraft IT's unique annual Digital Marketing Packages to promote your solutions and generate genuine sales leads worldwide.

A combination of category-aligned listings, expert editorial content, and live events ensures technologies are discovered at the exact moment decision-makers search for solutions.

This creates consistent visibility and higher-quality engagement throughout the year.

## Digital Marketing Tools Designed to Drive Results

Formats engineered to increase reach, relevance, and conversion

## Core Components

- ✓ Live software demo webinars with Q&A
- ✓ In-depth case studies & technical features
- ✓ Sponsored articles, advertorials & Q&A items
- ✓ News publications shared across the platform
- ✓ Company & product listings in key categories
- ✓ Relevant RFIs/RFPs routed directly to vendors

## Where Your Content Appears

Your solutions are positioned where maritime IT buyers actively search

## Technology Categories

Fleet & Voyage Operations  
Fuel & Environmental Management  
Crew & Workforce Management  
Safety & Compliance  
Predictive Maintenance  
Passenger Experience  
Cargo & Supply Chain  
Data Analytics & Business Intelligence  
Connectivity & Communication  
Emerging Technologies

**Ready to compare your 2026 package options?**  
Choose the right plan for your goals

[EXPLORE THE ANNUAL PACKAGES >](#)

# ANNUAL DIGITAL MARKETING PACKAGES

Options designed to reach the maritime IT audience through content, advertising, and live events.

## Seacraft IT Provides

A complete set of tools for suppliers, consultancies, and solution providers who want to reach active maritime technology buyers.

This structure provides year-round visibility across the maritime IT ecosystem

**Compare the annual package options below**  
Find the right level for your visibility and goals.

Item	Gold	Silver	Bronze
Full Company and product listing at the Seacraft IT website and in the directory at the back of each eJournal	✓	✓	✓
One banner advert on all pages at the Seacraft IT website, except Webinar pages	✓	✓	✓
All news items are published on the Seacraft IT website and in the Seacraft IT eJournal. Additionally, announced via Seacraft IT social media platforms	✓	✓	✓
Receive relevant RFIs / RFPs via the Seacraft IT website or from direct correspondence with Seacraft IT staff	✓	✓	✓
The opportunity to be the featured IT Vendor in the 'Vendor Log' feature in the eJournal	✓	✓	✓
One customer case study published in the eJournal. The case study is produced by us using conference	✓	✓	✓
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 Seacraft IT Operations eJournals during the year	✓	✓	
Two full-page adverts and two half-page adverts spread throughout the 4 Seacraft IT Operations eJournals during the year	✓		
One Webinar day each year (2 sessions during the day)	✓	✓	
All past Webinars are available at the Seacraft IT website for users to sign up for and view in an on-demand format	✓	✓	
<b>Annual Cost (EUR)</b>	<b>€10,695.00</b> per year	<b>€7,695.00</b> per year	<b>€3,695.00</b> per year



# CONTACT SEACRAFT IT

Get in touch to discuss your  
2026 Digital Marketing Package.  
We'll help you choose the right option  
for your visibility and goals.



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# ABOUT AIRCRAFT IT

Aviation's leading digital platform for IT buyers  
is now available for the maritime industry

## Proven Success

Aircraft IT has pioneered this model for more than 15 years, helping aviation organizations discover and select market-leading IT solutions.

### Key stats:

- ✓ 98% annual renewal rate
- ✓ Used by 80+ leading aviation software and hardware vendors
- ✓ 41,000+ registered members (as of Oct 2025)
- ✓ 50,000+ monthly page views
- ✓ Global audience of airlines, MROs, OEMs & operators



Discover more on  
[www.aircraftit.com](http://www.aircraftit.com)

## What Clients Say

**The Aircraft IT Case Study turned out great.  
In fact, we've been contacted by multiple airlines after they read it –  
so it's led to new leads**

**ADIN HERZOG, Director of Sales, APiJET (Nov 2025)**

## Key Resources



### Live Software Demo Webinars:

- ✓ Tailored sessions for targeted audiences
- ✓ High-value lead lists delivered post-event

### eJournals

- ✓ In-depth customer case studies
- ✓ Vendor features, adverts & Q&A pieces

### Conferences

- ✓ [EMEA Aircraft IT Conference](#)
- ✓ [Flight Operations Conference](#)
- ✓ Coming soon:  
Seacraft IT Conference,  
November 2026