

CONNECTING THE INDUSTRY ... FOR

67 YEARS

**SUBSCRIBERS IN
OVER 50 COUNTRIES
AROUND THE WORLD**

Multilingual regular editions and special editions for all relevant markets worldwide

**CONNECTING THE
INDUSTRY FOR
67 YEARS**

Transferring knowledge for 67 years; the world's leading trade magazine for the industry

**TECHNICAL
ARTICLES BY
LEADING EXPERTS**

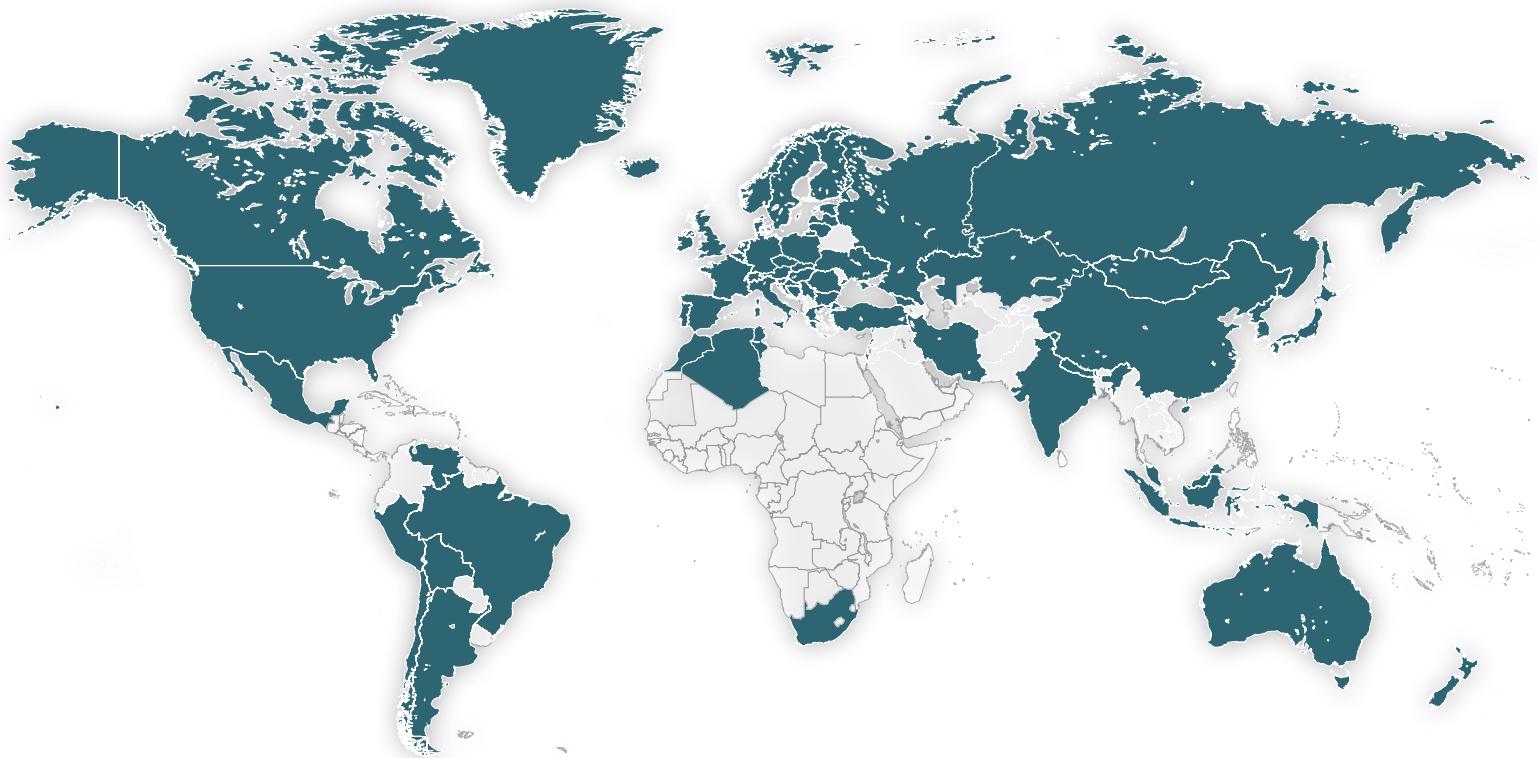
Expertise from globally recognized experts in a nutshell

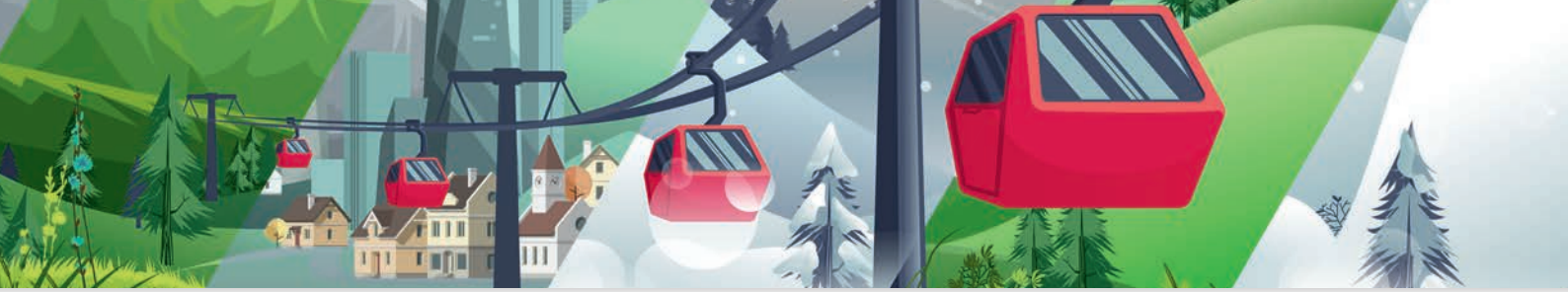
The leading trade magazine since 1957

In the last 67 years the International Ropeway Review has built up a global reputation as the trade magazine for the ropeway industry. Editorial policy at ISR is focused on a knowledge transfer of specialist information from the experts and coverage of the latest developments in the industry.

Thanks to the articles written by the journal's international correspondents and independent experts, ISR has developed into a trade journal which – as a multilingual publication – is read in all ropeway countries of the world.

- Industry journal in five languages
- Global distribution (56 countries)
- Worldwide network of correspondents
- Technical reports by experts
- Commentaries written by industry insiders
- Every issue of ISR also available online
- Multimedia communication via e-book
- Advertising platform for print and online
- Global trade show presence
- Circulation: 5,333 copies (certified by ÖAK)
- Full focus on our readers





**5,333
COPIES**

With the start of the trade show season, the print run will again be increased to around 6,000 copies.

**56
COUNTRIES**

Readers in all relevant ropeway markets around the world place their trust in ISR.

**1
TEAM**

of internationally recognized experts, correspondents and the editorial staff

**1957
YEAR OF
FOUNDATION**

For 67 years we have been connecting the industry as a platform for knowledge transfer.

**11
EDITIONS**

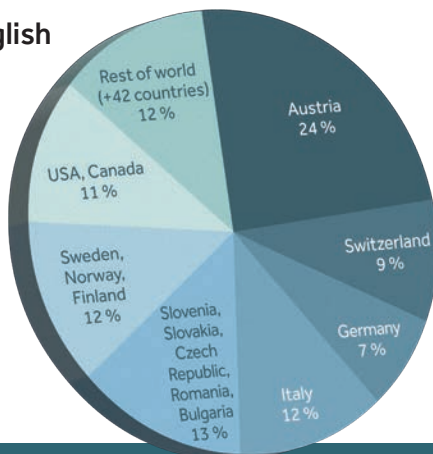
6 regular bilingual editions (DE/EN, DE/FR) + 5 specific market specials in the corresponding languages

**1
GOAL**

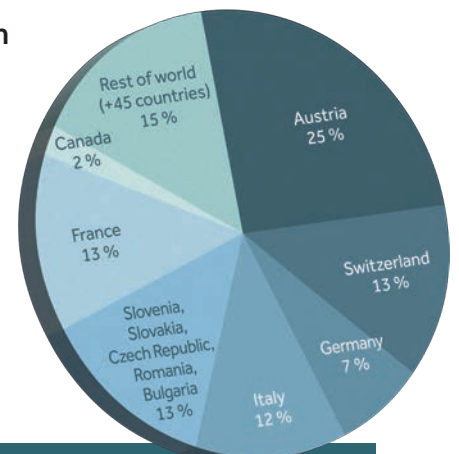
Sound, well-researched technical information for our readers

DISTRIBUTION OF READERSHIP BY COUNTRY

German/English



German/French



OUR READERS

- Company executives
- Operations managers
- Ropeway personnel
- Industry representatives
- Investors
- Architects and planning offices
- Public authorities and the relevant ministries
- Management of municipal and tourism enterprises

→ In short, all decision-makers with an interest in mountain and urban technologies

OUR TEAM, OUR STRENGTHS

Global ... and local



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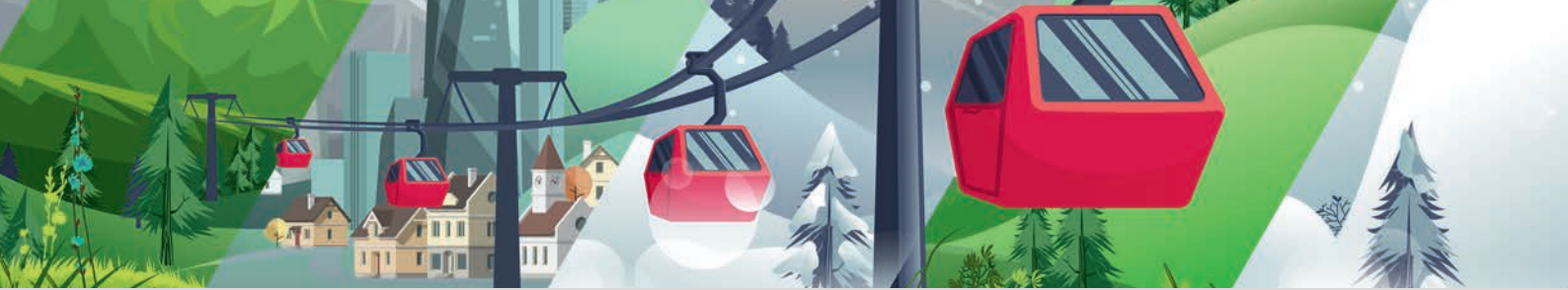
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CORRESPONDENT
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Dietrich Kops



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OUR TOPICS

- Ropeways (winter, summer)
- Urban ropeways
- Industrial ropeways
- Ropes
- Cabins
- Drives
- Electronics and controls
- Lubricants and maintenance
- Snow grooming and groomers
- Ski trail construction and safety
- Snowmaking
- Architecture on the mountain
- Helicopters
- Ski rentals and service
- Avalanche protection
- Winter services and municipal vehicles
- Sustainability
- Access systems
- Ticket office equipment
- Visitor information systems
- Leisure facilities
- Environmental management
- Ropeway law
- Summer on the mountain
- Trends in tourism
- Marketing and management
- Investments and finance
- Catering on the mountain
- Trade show and conference reports
- Digital communications
- Maintenance and servicing
- Cars and commercial vehicles



REGULAR ISSUES

Journalists, experts, correspondents (subject to change)



01

(DE/EN)

OUTLOOK ON 2024 AND URBAN SPECIAL

Topics: Prowinter follow-up, TFA Forum, Mountain Planet, Cable Car World, planning and construction, avalanche protection, lubricants and maintenance, ropes, summer investments, electronics and controls

Space/materials closing date: 02.02. | Publication date: 23.02.



02

(FR/DE)

MOUNTAIN PLANET

Topics: product & company presentations, Austrian Ropeway Operators' Conference, maintenance and servicing, re-grassing, digital communications, human resources & recruiting, winter services and municipal vehicles

Space/materials closing date: 08.03. | Publication date: 05.04.



03

(DE/EN)

SUMMER ON THE MOUNTAIN

Topics: Mountain Planet follow-up, mountain theme parks, sustainability and environmental protection, trends in tourism, best practice, urban transportation, ski area management, ropes

Space/materials closing date: 07.06. | Publication date: 05.07.



04

(DE/FR)

FOCUS ON THE D-A-CH REGION

Topics: OITAF Congress follow-up, small & industrial ropeways, maintenance & servicing, electronics & controls, human resources & recruiting, sustainability & environmental protection, winter services & municipal vehicles

Space/materials closing date: 23.08. | Publication date: 20.09.



05

(DE/EN)

2023/24 SEASON PREVIEW

Topics: planning and construction, snow grooming, snowmaking, avalanche protection, best practice, digital communications, ropes, electronics and controls

Space/materials closing date: 20.09. | Publication date: 18.10.



06

(DE/FR)

TECHNICAL TRENDS

with ISR wall chart for 2025

Topics: technical trends for ski areas, ski rentals and service, snowparks, avalanche protection, ropes, marketing for children, alternative winter sports

Space/materials closing date: 08.11. | Publication date: 06.12.

SPECIALS

Journalists, experts, correspondents (subject to change)

Circulation: 1,000 to 1,500 copies each



07

ENGLISH

USA/CANADA + 2024 OITAF CONGRESS NSAA TRADE SHOW NUMBER AND OITAF CONGRESS SPECIAL

Topics: innovations from Europe, product and company presentations, projects | Dispatch to USA and Canada, and distribution at events

Space/materials closing date: 05.04. | Publication date: 03.05.



08

ENGLISH

5 COUNTRIES

NEW EUROPEAN MARKETS

Topics: projects, product and company presentations
Dispatch to Bulgaria, Romania, Poland, Slovakia and the Czech Republic

Space/materials closing date: 03.05. | Publication date: 31.05.



09

GERMAN

SWITZERLAND

SWISS QUALITY AND INNOVATIONS

Topics: product and company presentations, projects
Dispatch to Switzerland and distribution at events (VTK conference, etc.)

Space/materials closing date: 21.06. | Publication date: 19.07.



10

SPANISH

SOUTH AMERICA

Topics: projects, product and company presentations

Dispatch to South America, Spain and Andorra, and distribution at events

Space/materials closing date: 30.08. | Publication date: 27.09.



11

JAPANESE

JAPAN

Topics: projects, product and company presentations

Dispatch to Japan, and distribution at events

Space/materials closing date: 18.10. | Publication date: 15.11.




ISR provides information on current developments in the ropeway industry as well as in mountain and winter tourism – in print, online and in our Newsletter (bilingual DE/EN and DE/FR).


Formats & prices



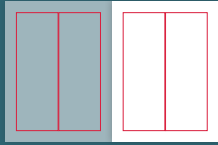
Circulation as certified by ÖAK, 1st half of 2023: 5,333 copies – guaranteed!
The official Austrian circulation monitoring organization (ÖAK) delivers objective, comparable circulation data for the print media with verification by a well known firm of chartered accountants.



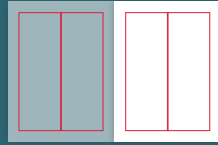
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210 x 206 mm (with bleed)*
€ 9,276.–



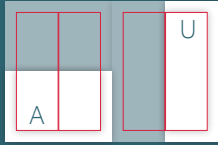
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210 x 247 mm (with bleed)*
€ 7,201.–



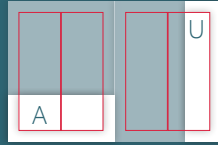
Glued/bound inserts
up to **€ 1,044.–** per 1,000
Prices for higher weights or more than 4 pages on request



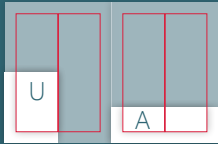
1/1 page
210 x 297 mm (with bleed)*
€ 6,544.–
Surcharges: back cover 25%, inside covers 15%



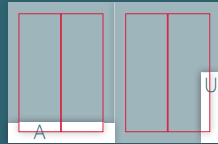
1/2 page
A 210 x 143.5 mm (with bleed)*
A 185 x 130 mm (type area)
U 102.5 x 297 mm (with bleed)*
U 90 x 270 mm (type area)
€ 4,139.–



1/3 page
A 210 x 98.5 mm (with bleed)*
A 185 x 85 mm (type area)
U 70.5 x 297 mm (with bleed)*
U 58 x 270 mm (type area)
€ 2,688.–



1/4 page
A 210 x 75.5 mm (with bleed)*
A 185 x 62 mm (type area)
U 102.5 x 143.5 mm (with bleed)*
U 90 x 130 mm (type area)
€ 2,211.–



1/8 page
A 210 x 43.5 mm (with bleed)*
A 185 x 30 mm (type area)
U 62.5 x 138.5 mm (with bleed)*
H 50 x 125 mm (type area)
€ 1,045.–

*bleed ads: plus 3 mm trim

Special formats on request. Prices quoted net of 20% VAT

Print details

Magazine format

210 mm wide x 297 mm high

Submitted files should satisfy the following criteria:
Ready-to-print PDF/X-4 files in 4c
Resolution: 300 dpi at intended final size
Fonts: embedded; color profile: Iso Coated v2

Open-source files

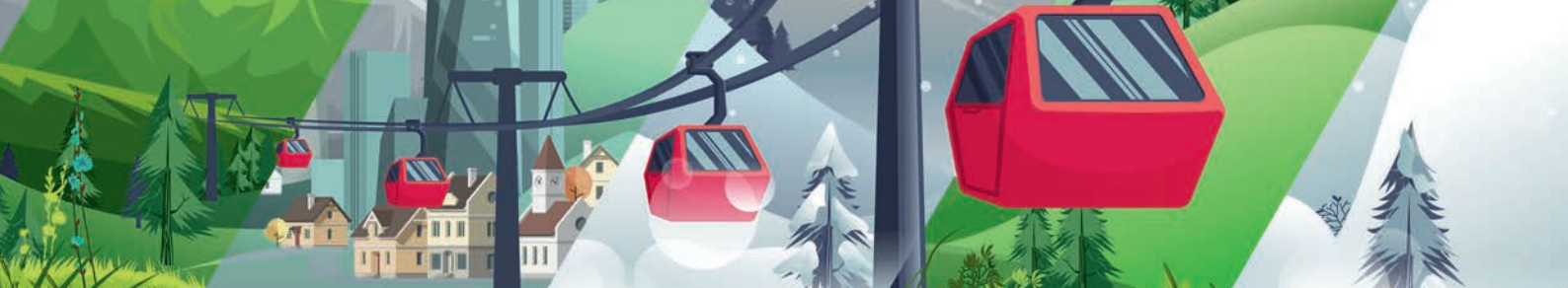
Indesign, Illustrator, Photoshop
Please include image files and fonts used.

Data carriers

DVD, CD-ROM, FTP (on request)

No liability can be accepted for tonal value deviations within the tolerance range.

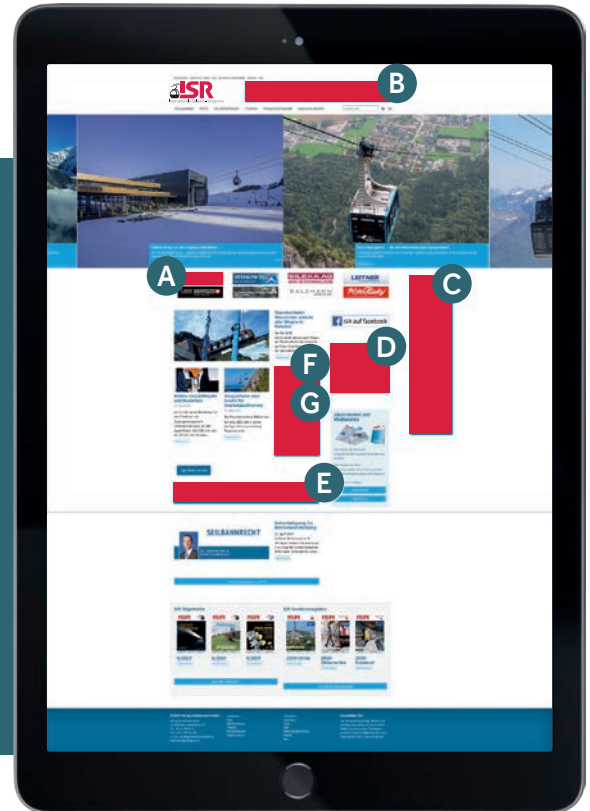
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Banners and advertorials

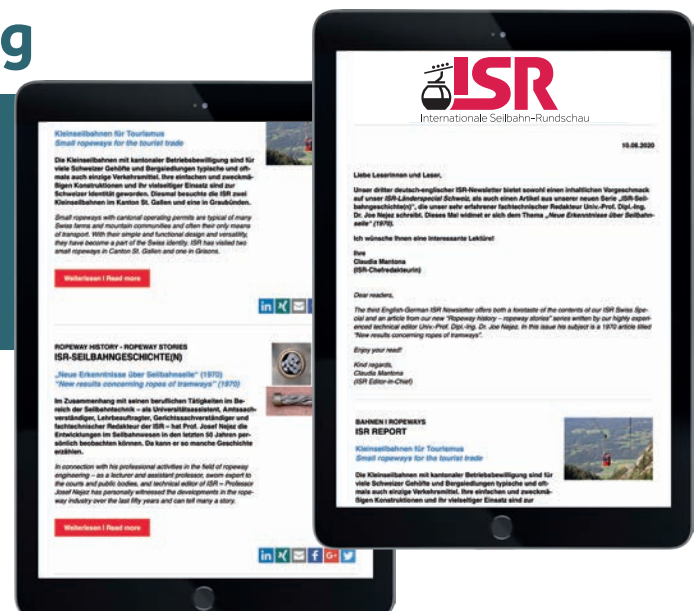
All banners link to the customer's website.
All banners at www.isr.at are rolling banners.

<p>A Half-size Banner 234 x 60 px € 454.– per month</p> <p>B Big-size Banner top 728 x 90 px € 1,009.– per month</p> <p>C Skyscraper 160 x 600 px € 998.– per month</p> <p>D Content Ad 300 x 250 px € 987.– per month</p>	<p>E Big-size Banner bottom 728 x 90 px € 930.– per month</p> <p>F Advertorial 1,500 keystrokes with spaces € 930.– per month</p> <p>G Advertorial Promotion XL 3,000 keystrokes with spaces incl. 1 x Newsletter promotion € 2,098.– per month</p> <p>H Video Ad Placement, resolution and other details on request € 1,724.– per month</p>
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Newsletter advertising

	<p>Newsletter Banner 728 x 90 px € 704.–</p> <p>Newsletter Promotion (400 keystrokes, 1 photo) € 930.–</p>
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Files

Animated gif, jpg, png or in HTML5, linked with the customer's URL, static or animated possible

Our ePaper is currently also available at



Free to subscribers: Simply register with your subscription number at the Kiosk.

The general terms and conditions of Verlag Holzhausen GmbH apply. They are available at <https://en.isr.at/gtc>.

For all the details on subscriptions to ISR, go to <https://en.isr.at/subscription>.

According to a survey conducted among the management of Austria ropeway operators, ISR is **the most popular industry journal** for **“personal information and reading requirements”**. In the overall evaluation, **the grade “very good”** was awarded to ISR far more often than to competitor publications.

Source: Survey conducted by IMAD Marktforschung und Datenanalysen, Innsbruck on behalf of Austrian Seilbahnpartner (July to September 2021)

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