

ISR

www.isr.at

Partner of O.I.T.A.F.



INTERNATIONAL ROPEWAY REVIEW

GOING UP FOR SIXTY YEARS!

WHAT TURNS A MAGAZINE INTO THE PREMIERE PUBLICATION?

WE THINK IT IS THE
READERS WHO DECIDE

2017 | Print & Online

MEDIA DATA



5,167 copies

(1st half of 2016)



worldwide communication



READERSHIP – TARGET GROUPS

The **ISR** readership includes:

- ropeway company executives, operations managers and personnel
- the management of municipal and tourism operations
- representatives of trade and industry
- architects and planning offices
- public authorities and senior civil servants
- in short, all decision-makers with an interest in ropeways, ski areas and mountain tourism worldwide

PROFILE

Over the last 55 years **ISR**, the **International Ropeway Review**, has built up an international reputation as the journal for the ropeway industry and ski area operations. 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 worldwide.

In the course of its history, **ISR** has promoted and helped shape developments in the ropeway industry, and in mountain and winter tourism throughout the world. 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.

Today **ISR** is the leading international medium for the whole of the ropeway industry and related fields, with regular editions in German/English and German/French plus specials in Chinese, Russian, Spanish, Turkish, Romanian and Bulgarian.

OUR STRATEGY

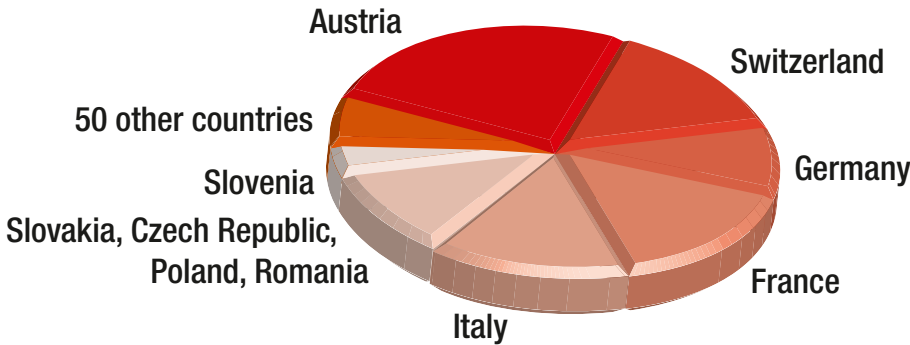
- Trade journal in 6 languages
- Global distribution (approx. 55 countries)
- International network of correspondents
- Technical reports produced by leading experts
- Commentaries written by industry insiders
- Website in 7 languages
- Every issue of **ISR** available on-line
- Multimedia communication via ebook, Hyperlink, Apps etc.
- Worldwide trade show presence
- 5,167 copies (certified circulation)
- Full focus on our readers



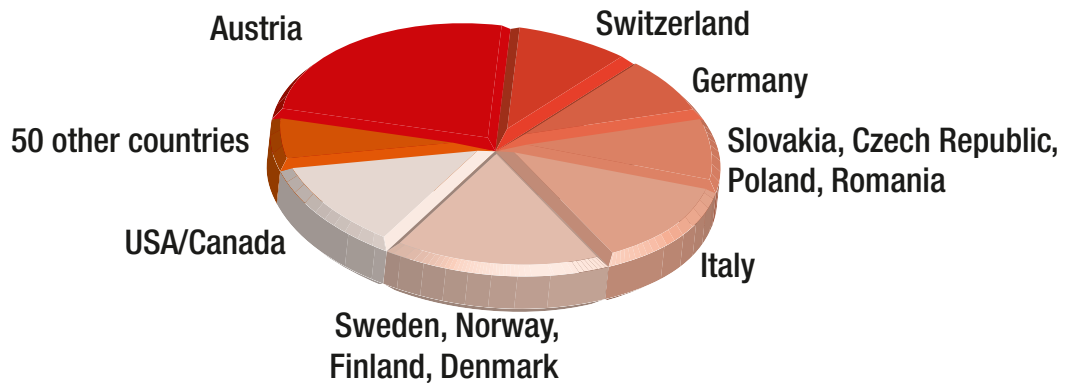


CIRCULATION BY COUNTRIES

Regular editions ger/fr (ISR 1/3/5)



Regular editions ger/engl (ISR 2/4/6)



Certified circulation, 1st half of 2016: **5,167 copies – guaranteed!**

The official Austrian circulation monitoring organization (ÖAK) delivers objective, comparable circulation data for the print media and has them verified by a well known company of chartered accountants.

ON-LINE COMMUNICATION

Every edition of the International Ropeway Review is also available on-line at **www.isr.at**.

That means all advertising messages in the International Ropeway Review are communicated via two effective channels.

In addition to the current numbers of **ISR**, selected articles are published in up to seven languages on the **ISR** website.

Publisher and media owner:

Bohmann Druck und Verlag
GmbH & Co.KG
A-1110 Vienna, Leberstr. 122
Tel. +43 1 740 95-0
Fax +43 1 740 95-183

E-Mail: office@bohmann.at
www.bohmann.at

FN: 9642f, HG Wien
DVR: 0408689
UID: ATU10940909

Senior executives:

DDr. Gabriele Ambros
KR Gerhard Milletich

Publishing director:

Mag. Robert Lichnter

Editor-in-chief:

Mag. Christian Amtmann
Tel. +43 664 82 97 720
christian.amtmann@bohmann.at

Technical editor:

Univ.-Prof. Dipl.Ing.
Dr. techn. Josef Nejez
isr.zv@bohmann.at

Deputy Editor-in-Chief:

Mag. Claudia Mantona
Tel. +43 664 88 32 50 50
c.mantona@bohmann.at

Advertising sales:

Dietrich Kops
Tel. +43 664 829 77 23
dietrich.kops@bohmann.at

Editorial services and advertising:

Birgit Holzer
Tel. +43 1 740 95-454
Fax +43 1 740 95-183
birgit.holzer@bohmann.at

ISR REGULAR ISSUES 2017 with dispatch to the DACH region plus 50 more countries



**INTERALPIN 2017
TRADE SHOW PREVIEW**
Special topics: Prowinter preview, news & innovations, planning & construction, ski service & rentals, electronics & controls, ropes

Space and materials
closing dates: 27.01.17
Publication date: 16.02.17



**INTERALPIN 2017
TRADE SHOW ISSUE**
Special topics: product and company presentations at Interpalin, Austrian ropeway conference, winter services & municipal service vehicles, best practice, lubricants & overhaul

Space and materials
closing dates: 20.03.17
Publication date: 13.04.17



**O.I.T.A.F. 2017
CONGRESS ISSUE**
Special topics: summer on the mountain, Interpalin trade show follow-up, Prowinter, re-grassing, sustainability & environmental protection, lubricants & overhaul, urban ropeways

Space and materials
closing dates: 08.05.17
Publication date: 31.05.17



**MAIN FOCUS
DACH REGION**
Special topics: service & maintenance, industrial ropeways, best practice, re-grassing, sustainability & environmental protection, helicopters & transportation, mountain architecture

Space and materials
closing dates: 21.08.17
Publication date: 12.09.17



**INVESTMENTS FOR THE SKI
SEASON 2017/18**
Special topics: preview 2017/18, planning & construction, lubricants & overhaul, electronics & controls, urban ropeways, snowparks

Space and materials
closing dates: 29.09.17
Publication date: 20.10.17



**ANNIVERSARY ISSUE
60 YEARS OF ISR
with 2018 ISR wall chart**
Special topics: the year in review, news & innovations, marketing for children, avalanche control, snowmaking

Space and materials
closing dates: 09.11.17
Publication date: 06.12.17

ISR SPECIALS 2017 with dispatch to the target markets



**NSAA 2017
SPECIAL**
Dispatch to USA & Canada
Copies: 1,500
Space and materials
closing dates: 06.04.17
Publication date: 27.04.17



**SWISS QUALITY &
INNOVATIONS**
Dispatch to Switzerland
Copies: 1,500
Space and materials
closing dates: 12.06.17
Publication date: 03.07.17



**EXPO ANDES 2017
TRADE SHOW ISSUE**
Dispatch to South America, Spain, Andorra
Copies: 1,500
Space and materials
closing dates: 13.07.17
Publication date: 03.08.17



5 COUNTRIES
Dispatch to Bulgaria, Romania, Poland, Slovakia and the Czech Republic
Copies: 1,500
Space and materials
closing dates: 03.07.17
Publication date: 24.07.17



**SKI BUILD EXPO 2017
TRADE SHOW ISSUE**
Dispatch to Russia
Copies: 1,500
Space and materials
closing dates: 01.09.17
Publication date: 22.09.17



**OLYMPIC EDITION FOR
ALPITEC CHINA 2018**
Dispatch to China
Copies: 1,500
Space and materials
closing dates: 06.11.17
Publication date: 27.11.17

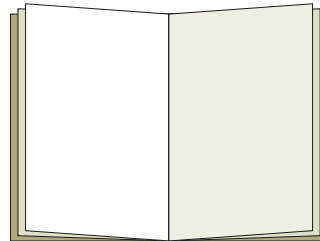
SPECIAL TOPICS IN EVERY ISSUE OF ISR

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



Front cover

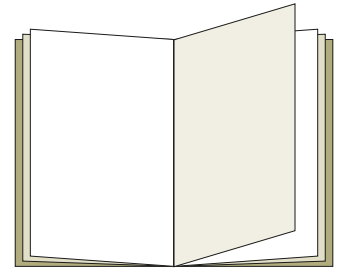
210 x 220 mm € 7,710.-
plus 3 mm trim



1/1 page

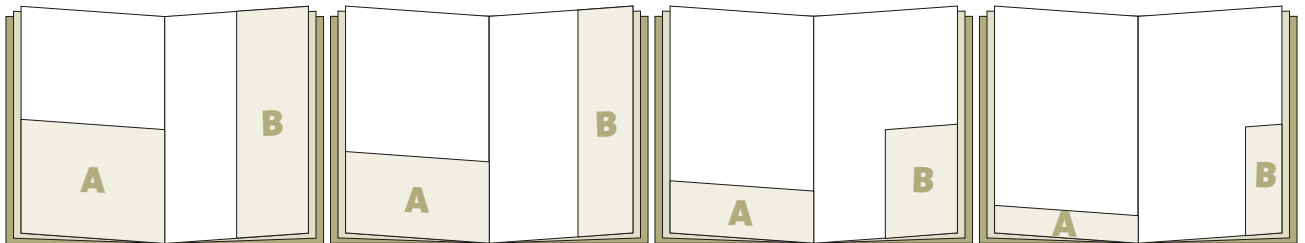
210 x 297 mm € 5,440.-

Surcharges: back cover: 25%
inside covers: 15%



Glued/bound inserts

up to 30 gr. € 840.- per 1,000
Prices for higher weights
or more than 4 pages
on request



1/2 page € 3,440.-

1/3 page € 2,200.-

1/4 page € 1,790.-

1/8 page € 890.-

| | | | | |
|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Type area | across (A) 185 x 130 mm | across (A) 185 x 85 mm | across (A) 185 x 62 mm | across (A) 185 x 30 mm |
| With bleed | 210 x 143.5 mm | 210 x 98.5 mm | 210 x 75.5 mm | 210 x 43.5 mm |
| Type area | upright (B) 90 x 270 mm | upright (B) 58 x 270 mm | upright (B) 90 x 130 mm | upright (B) 50 x 125 mm |
| With bleed | 102.5 x 297 mm | 70.5 x 297 mm | 102.5 x 143.5 mm | 62.5 x 138.5 mm |

Blees ads: plus 3mm trim
Special formats on request

Prices quoted net of VAT (20%).

Printing:

Resolution: At least 300 dpi at intended final size.
Submitted files must satisfy the following criteria:
Ready-to-print pdf files (X4) preferred or open-source files (Apple Macintosh). Software: Indesign, Quark Xpress, Illustrator, Photoshop. Please include image files (300 dpi) and fonts used.
Data carriers: DVD, CD-ROM, FTP (on request).
Please include a 1:1 laser printout or digital proof for checking copy and layout.
No liability can be accepted for tonal value deviations within the tolerance range.

Contact

Editorial services and marketing concepts

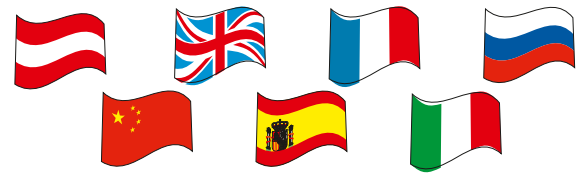
Mag. Christian Amtmann, editor-in-chief
Tel. +43 664 82 37 720
christian.amtmann@bohmann.at
Mag. Claudia Mantona
Tel. +43 664 88 32 50 50
c.mantona@bohmann.at

Advertising sales

Dietrich Kops
Tel. +43 664 829 77 23
dietrich.kops@bohmann.at

Editorial services and advertising

Birgit Holzer
Tel. +43 1 740 95-454
Fax +43 1 740 95-183
birgit.holzer@bohmann.at



BANNER FORMATS & PRICES 2017

Advertising on all seven landing pages

| | | |
|---------------------------|--------------|---------------|
| A Half-size banner | 234 x 60 px | € 380.-/month |
| B Big-size banner | 728 x 90 px | € 840.-/month |
| C Skyscraper | 160 x 600 px | € 830.-/month |
| D Content ad | 300 x 250 px | € 820.-/month |

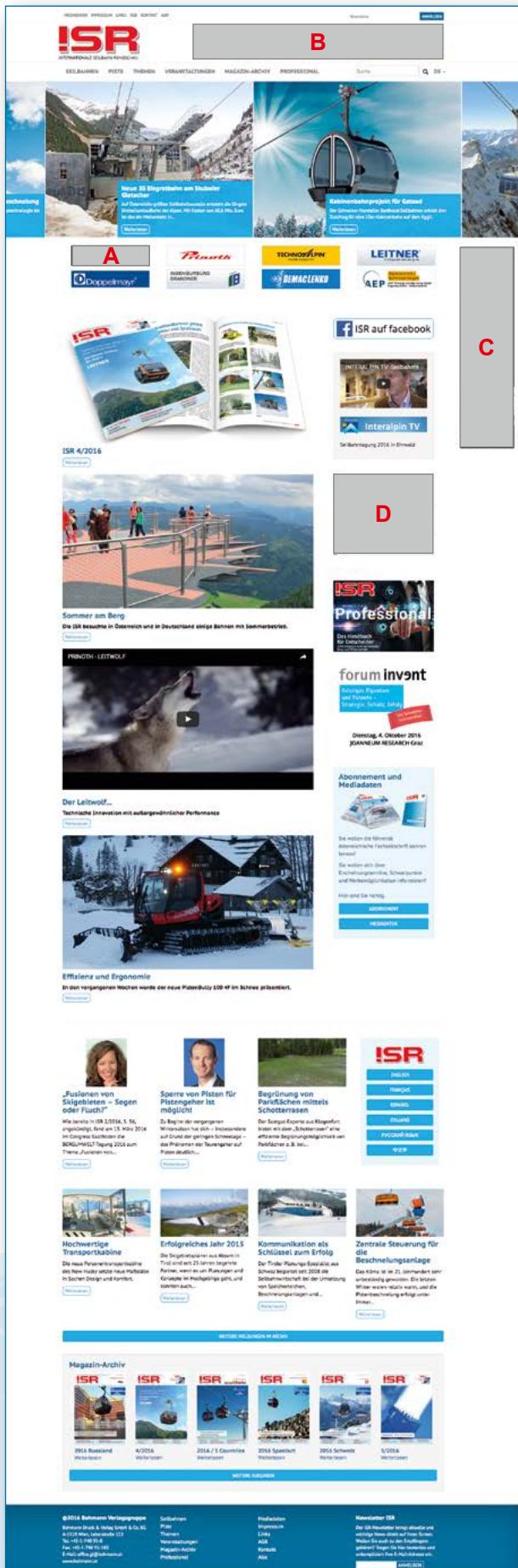
Sticky banner 300 x 50 px € 270.-/month
(for smartphones)

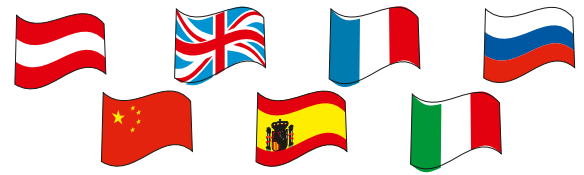
Article overview page

B Big-size banner 728 x 90 px € 180.-/month

Min. period for banners and skyscrapers 3 month

Data jpg, gif, html5

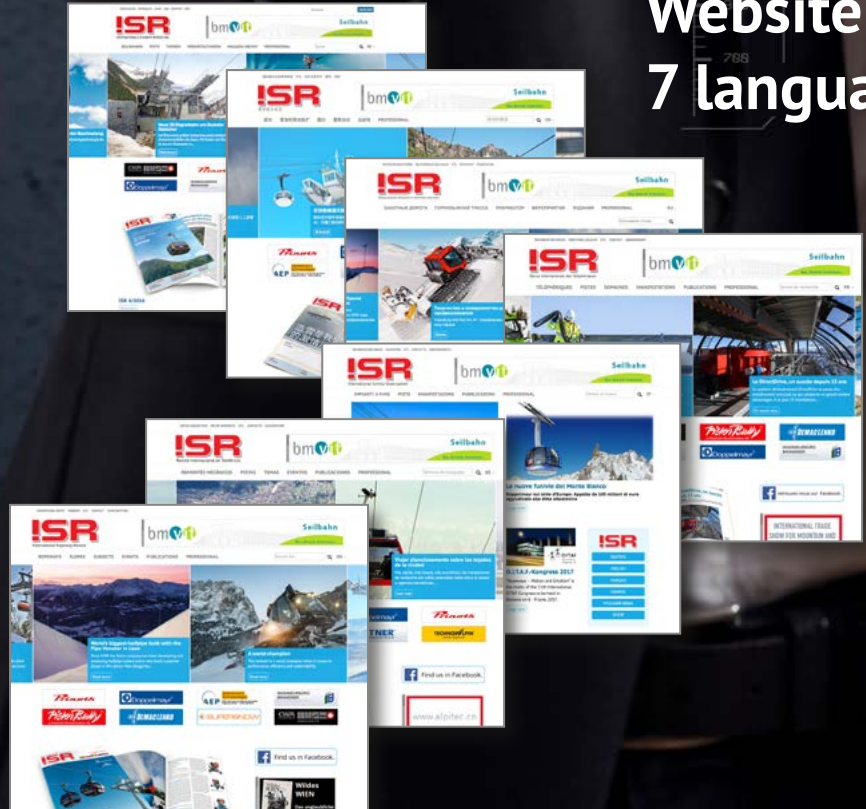




All issues online as an ebook.

Every advertisement is linked to the company website.

Website in 7 languages





ISR
www.isr.at

worldwide communication

WHO DECIDES ABOUT NEW INVESTMENTS?

We say it is our readers who decide.