

ISR SINCE 1958
CONNECTING



MEDIA DATA 2022

INTERNATIONAL ROPEWAY REVIEW

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50 COUNTRIES AROUND
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Multilingual regular editions and
special editions for all relevant
markets worldwide

**CONNECTING THE INDUSTRY
FOR 64 YEARS**

Transferring knowledge for 64
years; the world's leading trade
magazine for the industry

**TECHNICAL ARTICLES
BY LEADING EXPERTS**

Expertise from globally
recognized experts in a nutshell



CONNECTING THE INDUSTRY ... SINCE 1958

THE LEADING TRADE MAGAZINE SINCE 1958

In the last 64 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.

- TRADE JOURNAL IN 6 LANGUAGES
- GLOBAL DISTRIBUTION (56 COUNTRIES)
- WORLDWIDE NETWORK OF CORRESPONDENTS
- TECHNICAL REPORTS BY EXPERTS
- COMMENTARIES WRITTEN BY INDUSTRY INSIDERS
- EVERY ISSUE OF ISR ALSO AVAILABLE ON-LINE
- MULTIMEDIA COMMUNICATION VIA E-BOOK
- ADVERTISING PLATFORM FOR PRINT AND ONLINE
- GLOBAL TRADE SHOW PRESENCE
- CIRCULATION: 4,900 COPIES (CERTIFIED BY ÖAK)
- FULL FOCUS ON OUR READERS



4,900
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

1958
YEAR OF FOUNDATION

For 64 years we have been connecting the industry as a platform for knowledge transfer.

6 + 6
EDITIONS

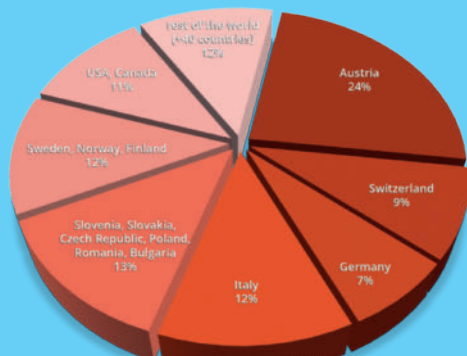
Our bilingual regular editions and specific market specials reach readers all over the world.

1
GOAL

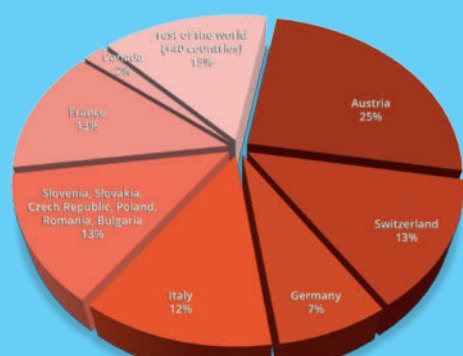
Full focus on our readers and the provision of sound, well-researched technical information.

CIRCULATION BY COUNTRIES

GERMAN/ENGLISH



GERMAN/FRENCH



■ Austria
■ Germany
■ Slovenia, Slovakia, Czech Republic, Poland, Romania, Bulgaria
■ USA, Canada
■ Switzerland
■ Italy
■ Sweden, Norway, Finland
■ rest of the world (+40 countries)

■ Austria
■ Germany
■ Slovenia, Slovakia, Czech Republic, Poland, Romania, Bulgaria
■ Canada
■ Switzerland
■ Italy
■ France
■ rest of the world (+40 countries)

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

OUR TEAM, OUR STRENGTHS

GLOBAL ... AND LOCAL



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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

ISR
CONNECTING

01

GER/EN

OUTLOOK ON 2022

TOPICS: TFA Forum • ISPO Munich • Mountain Planet preview • Planning and construction • Ski rentals and service • Summer investments • Ropes • Winter services and municipal vehicles

Closing date: 28.01. | Publication date: 25.02.

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CONNECTING

04

GER/FR

FOCUS ON THE DACH REGION

TOPICS: DACH conference • Maintenance and servicing • Electronics and controls • Small lifts and industrial ropeways • Marketing for children • Sustainability and environmental protection

Closing date: 26.08. | Publication date: 23.09.

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CONNECTING

02

GER/FR

MOUNTAIN PLANET

TOPICS: Mountain Planet trade show number • Product and company presentations • Maintenance and servicing • Re-grassing • Urban transportation • Digital communications • HR and recruitment

Closing date: 11.03. | Publication date: 08.04.

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CONNECTING

05

GER/EN

2022/23 SEASON PREVIEW

TOPICS: Ski area investments • Planning and construction • Snowmaking • Snow grooming • Avalanche protection • Best practice • Digital communications • Ropes • HR and recruitment

Closing date: 23.09. | Publication date: 21.10.

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03

GER/EN

SUMMER ON THE MOUNTAIN

TOPICS: Mountain Planet follow-up • Mountain theme parks • Sustainability and environmental protection • Lubricants and maintenance • Best practice • Urban transportation • Ski area management • Ropes

Closing date: 02.06. | Publication date: 04.07.

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06

GER/FR

TECHNICAL TRENDS (with ISR wall chart)

TOPICS: Ski rentals and service • Snow parks • Avalanche protection • Ropes • Snowmaking • Electronics and controls • Winter services and municipal vehicles • Alternative winter sports

Closing date: 11.11. | Publication date: 09.12.

SUBJECT TO CHANGE

SPECIALS

Journalists, experts, correspondents

1,500 COPIES EACH

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07

ENGLISH

USA/CAN

TOPICS: NSAA TRADE SHOW NUMBER • Innovations from Europe • Projects • Product and company presentations • Dispatch to USA and Canada and distribution at events

Closing date: 25.03. | Publication date: 25.04.

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10

RUSSIAN

Russia

TOPICS: SKI BUILD EXPO MOSCOW • Projects • Product and company presentations • Dispatch to Russia and distribution at events

Closing date: 04.07. | Publication date: 29.07.

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08

ENGLISH

5 Countries

TOPICS: NEW EUROPEAN MARKETS • Product and company presentations • Dispatch to Bulgaria, Romania, Poland, Slovakia and the Czech Republic

Closing date: 06.05. | Publication date: 03.06.

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11

JAPANESE

Japan

TOPICS: INNOVATIONS FROM EUROPE • Product and company presentations • Dispatch to Japan

Closing date: 29.08. | Publication date: 30.09.

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09

GERMAN

Switzerland

TOPICS: SWISS QUALITY AND INNOVATIONS • Product and company presentations • Projects • Dispatch to Switzerland and distribution at events (VTK conference, etc.)

Closing date: 24.06. | Publication date: 22.07.

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12

MANDARIN

China

TOPICS: ALPITEC CHINA • WWSE PEKING • Innovations from Europe • Product and company presentations • Dispatch to China and distribution at events

Closing date: 21.10. | Publication date: 18.11.

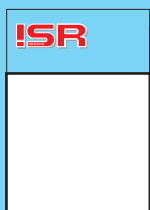
SUBJECT TO CHANGE



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 GER/EN and GER/FR).

LEADING SPECIALIST MAGAZINE SINCE 1958

FORMATS & PRICES



Front Cover

210 x 220 mm (with bleed)*
€ 8,180,-

Section title page

€ 6,350,-

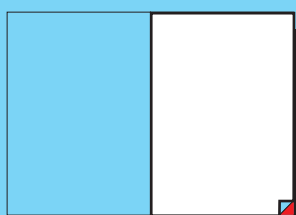


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Prices for higher weights
or more than 4 pages
on request

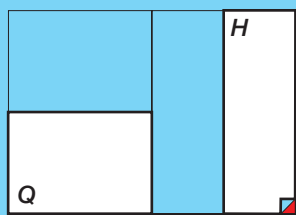


1/1 page

210 x 297 mm (with bleed)*

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



1/2 page

Q 210 x 143,5 mm (with bleed)*

Q 185 x 130 mm (type area)

H 102,5 x 297 mm (with bleed)*

H 90 x 270 mm (type area)

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1/3 page

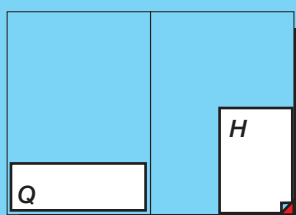
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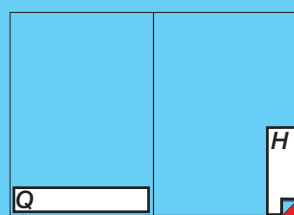
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Submitted files must satisfy the following criteria:

Ready-to-print pdf files (X4) preferred

Resolution: At least 300 dpi at intended final size

Fonts: Embedded; **Color profile:** Iso Coated v2

Software

Indesign, Illustrator, Photoshop.

Please include image files 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.

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A Half Size Banner

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€ 400,-/month

B Big Size Banner top

728 x 90 px
€ 890,-/month

C Skyscraper

160 x 600 px
€ 880,-/month

D Content Ad

300 x 250 px
€ 870,-/month

E Big Size Banner bottom

728 x 90 px
€ 820,-/month

F Advertorial

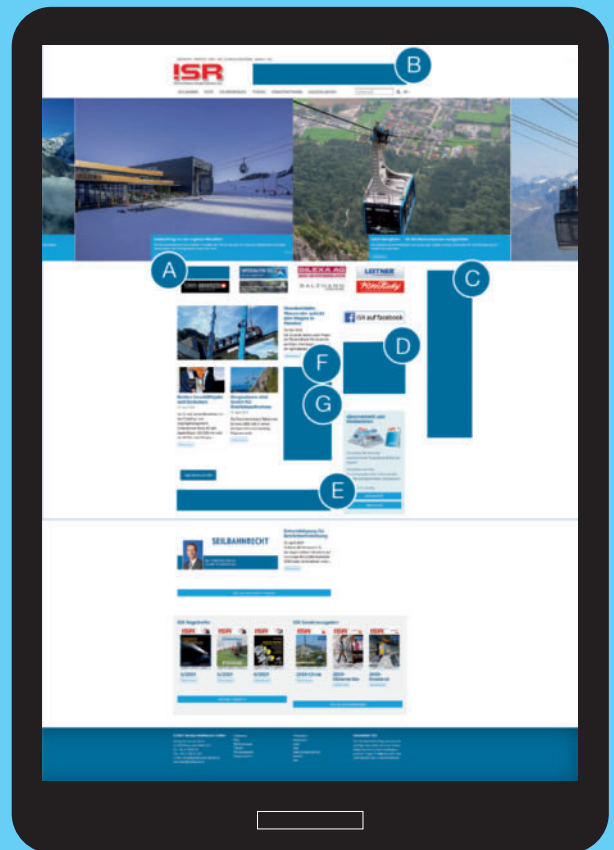
1.500 characters incl. blanks
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G Advertorial Promotion XL

3.000 characters incl. blanks
including 1 x Newsletter
Promotion
€ 1,850,-/month

H Video Ad

Placement, resolution and other
details on request
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Newsletter Banner

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Newsletter Promotion

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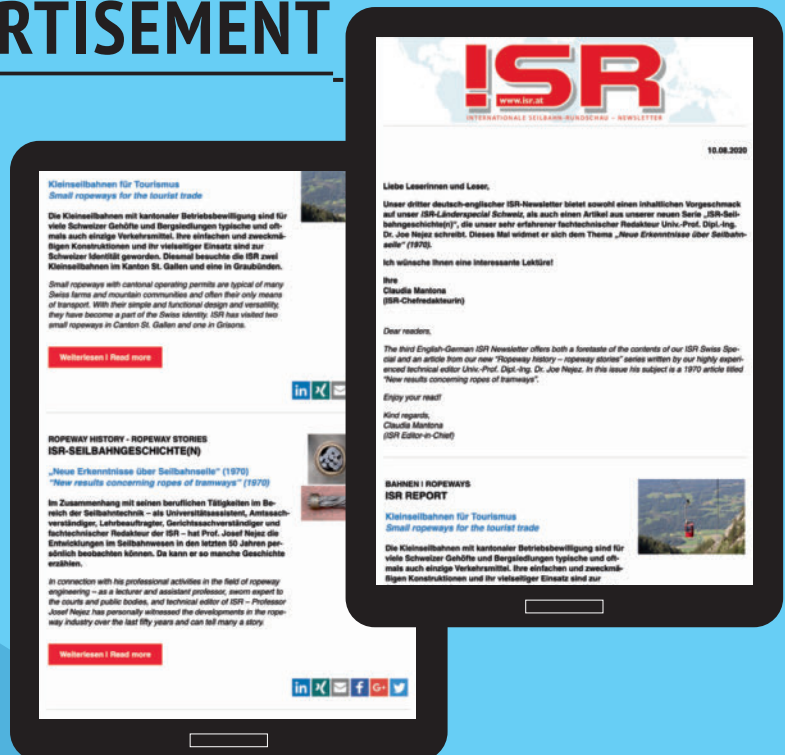
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