



5,833 copies
(1st half of 2017)



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, and Spanish.

OUR STRATEGY

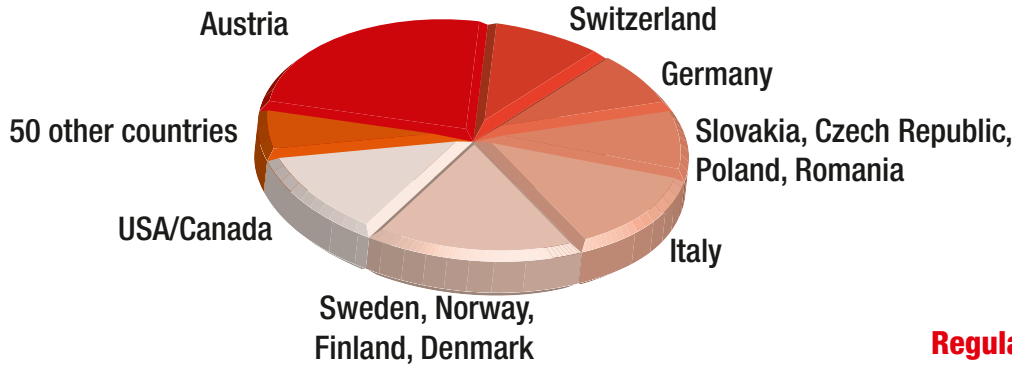
- Trade journal in 6 languages
- Global distribution (approx. 55 countries)
- International network of correspondents
- Technical reports produced by leading experts
- Commentaries written by industry insiders
- Website in 7 languages
- Every issue of **ISR** available on-line
- Multimedia communication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



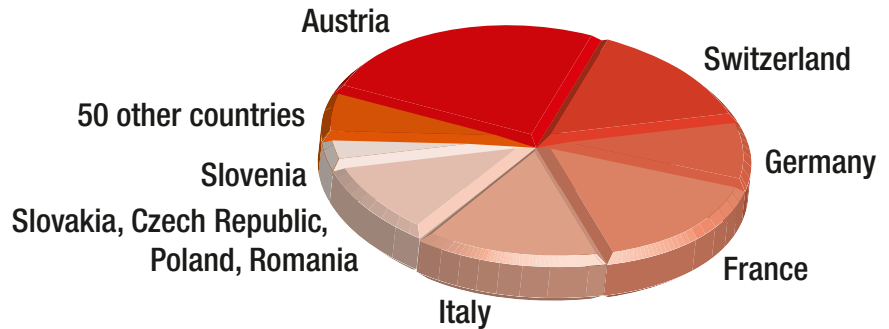


CIRCULATION BY COUNTRIES

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



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



CERTIFIED CIRCULATION



Certified circulation, 1st half of 2017: **5,833 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:
 Verlag Holzhausen GmbH
 A-1110 Wien, Leberstraße 122
 Tel. +43 1 740 95-0
 Fax +43 1 740 95-183

E-Mail:
 zeitschriften@verlagholzhausen.at
 www.verlagholzhausen.at

FN: 207841z, HG Wien
 DVR: 4018640
 UID: ATU51587509

Senior executives:
 DDr. Gabriele Ambros
 KR Gerhard Milletich

Publishing director:
 Mag. Robert Lichtner

Editor-in-chief:
 Mag. Christian Amtmann
 Tel. +43 664 82 97 720
 christian.amtmann@verlagholzhausen.at

Technical editor:
 Univ.-Prof. Dipl.Ing.
 Dr. techn. Josef Nejez
 isr@verlagholzhausen.at

Deputy editor-in-chief:
 Mag. Claudia Mantona
 Tel. +43 664 88 32 50 50
 claudia.mantona@verlagholzhausen.at

Advertising sales:
 Dietrich Kops
 Tel. +43 664 829 77 23
 dietrich.kops@verlagholzhausen.at

Editorial services and advertising:
 Tamara Kračun
 Tel. +43 1 740 95-454
 Fax +43 1 740 95-183
 tamara.kracun@verlagholzhausen.at

ISR REGULAR ISSUES 2018 with dispatch to the DACH region plus 50 more countries



1
English
German

**OUTLOOK ON 2018
TRADE SHOW PREVIEW
MOUNTAIN PLANET,
PROWINTER**

Special topics: Ski area investments, new products & innovations, planning & construction, ski service & rentals, electronics & controls, ropes

Space and materials
closing dates: 31.01.18
Publication date: 21.02.18



2
German
French

**MOUNTAIN PLANET
2018 TRADE SHOW NUMBER
AUSTRIAN ROPEWAY
OPERATORS CONFERENCE**

Special topics: Product and company presentations for Mountain Planet, winter services & municipal service vehicles, best practice, lubricants & overhaul, Alpitec China follow-up

Space and materials
closing dates: 05.03.18
Publication date: 29.03.18



3
English
German

**SUMMER ON THE MOUNTAIN
TYROL STRATEGY CONFERENCE**

Special topics: Mountain Planet and Prowinter follow-up, mountain theme parks, re-grassing, sustainability & environmental protection, lubricants & overhaul, urban ropeways, mountain architecture

Space and materials
closing dates: 09.05.18
Publication date: 30.05.18



4
German
French

**FOCUS ON THE DACH REGION
GERMAN ROPEWAY OPERATORS
CONFERENCE
VTK CONFERENCE**

Special topics: Service & maintenance, ropes, industrial ropeways, best practice, re-grassing, sustainability & environmental protection, helicopters & transportation

Space and materials
closing dates: 27.08.18
Publication date: 17.09.18



5
English
German

**2018/19
SEASON PREVIEW**

Special topics: Ski area investments, planning & construction, lubricants & overhaul, electronics & controls, urban ropeways, avalanche control

Space and materials
closing dates: 27.09.18
Publication date: 22.10.18



6
German
French

**REVIEW OF 2018
with 2019 ISR wall chart**

Special topics: New products & innovations, marketing for children, avalanche control, snowmaking, snowparks, technical trends for ski areas

Space and materials
closing dates: 15.11.18
Publication date: 06.12.18

ISR SPECIALS 2018 with dispatch to the target markets



7
USA, Canada
English

**NSAA
TRADE SHOW EDITION**
Dispatch to USA & Canada

Copies: 1,500

Space and materials
closing dates: 03.04.18
Publication date: 24.04.18



8
Switzerland
German

**SWISS QUALITY &
INNOVATIONS**
Dispatch to Switzerland

Copies: 1,500

Space and materials
closing dates: 14.06.18
Publication date: 05.07.18



9
5 Countries
English

**5 COUNTRIES,
ONE SOURCE**
Dispatch to Bulgaria, Romania, Poland, Slovakia and the Czech Republic

Copies: 1,500

Space and materials
closing dates: 25.06.18
Publication date: 16.07.18



10
S. America
Spain, Andorra
Spanish

**FOCUS ON URBAN
ROPEWAYS**
Dispatch to South America, Spain, Andorra

Copies: 1,500

Space and materials
closing dates: 10.07.18
Publication date: 31.07.18



11
Russia
Russian

**SKI BUILD EXPO
TRADE SHOW EDITION**
Dispatch to Russia

Copies: 1,500

Space and materials
closing dates: 30.08.18
Publication date: 20.09.18



12
China
Chinese

**ALPITEC CHINA
TRADE SHOW EDITION**
Dispatch to China

Copies: 1,500

Space and materials
closing dates: 30.10.18
Publication date: 20.11.18

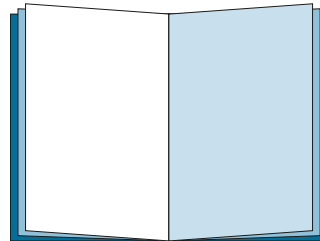
SPECIAL TOPICS IN EVERY ISSUE OF ISR

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



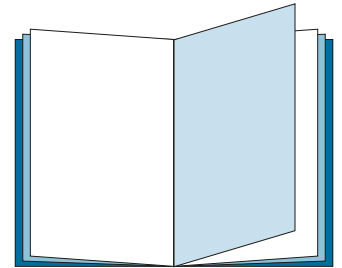
Front cover

210 x 220 mm € 7,710.–
plus 3 mm trim



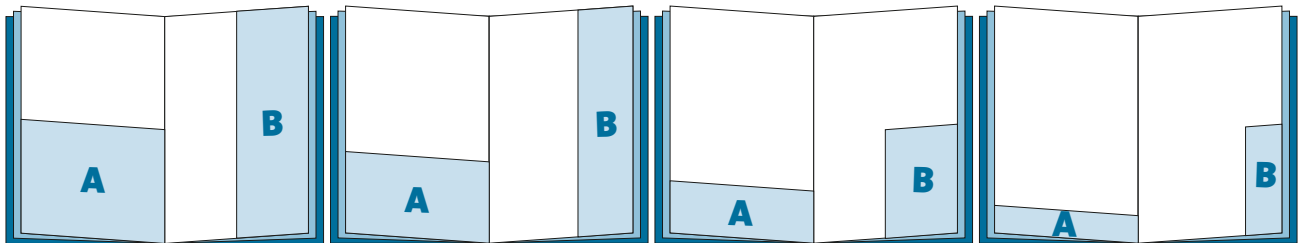
1/1 page

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

Bleed 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@verlagholzhausen.at
Mag. Claudia Mantona
Tel. +43 664 88 32 50 50
claudia.mantona@verlagholzhausen.at

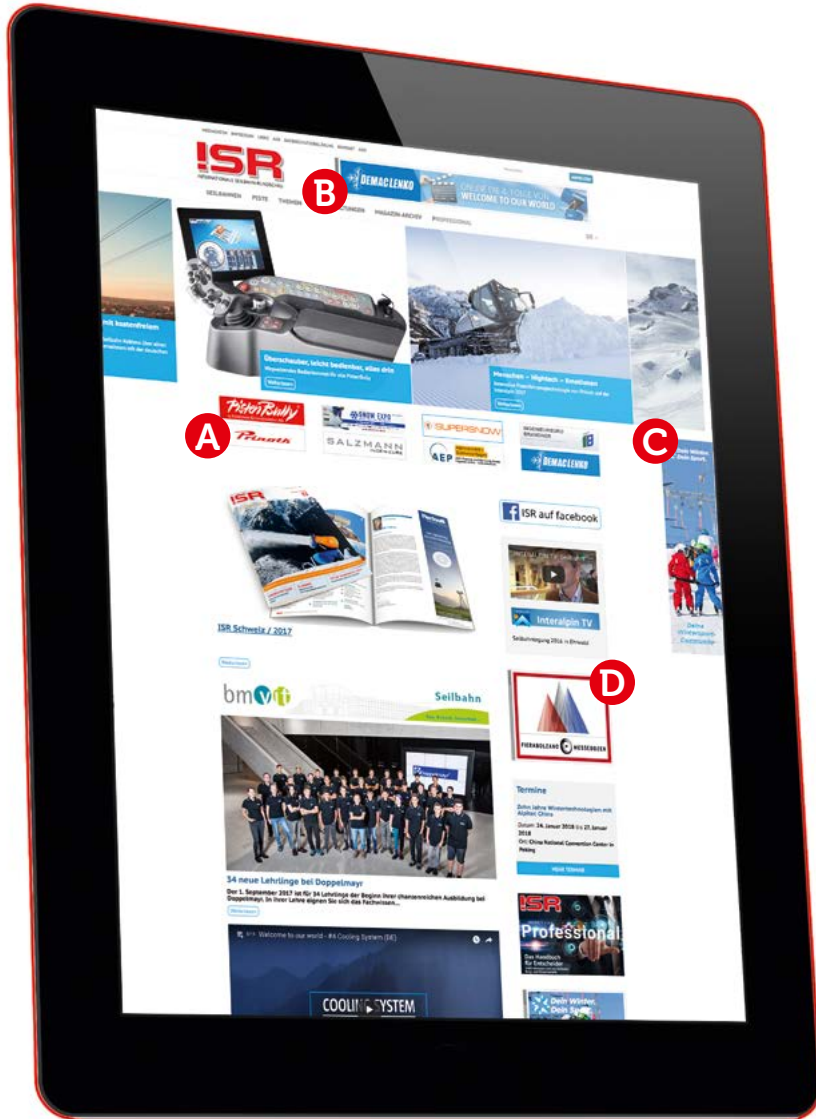
Advertising sales

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

Editorial services and advertising

Tamara Kračun
Tel. +43 1 740 95-454
Fax +43 1 740 95-183
tamara.kracun@verlagholzhausen.at

BANNER FORMATS & PRICES 2018



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

**Website in
7 languages**

**All editions of ISR
are available online
as an e-book.**

**All ads have a link
to the company's
website**







ISR
www.isr.at

worldwide communication

HOLZHAUSEN

Der Verlag

WHO DECIDES ABOUT NEW INVESTMENTS?

We say it is our readers who decide.