

CONNECTING THE INDUSTRY ... FOR

68 YEARS

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

Multilingual regular editions and special editions for all relevant markets worldwide

**CONNECTING THE
INDUSTRY FOR
68 YEARS**

Transferring knowledge for 68 years; the world's leading trade magazine for the industry

**TECHNICAL
ARTICLES BY
LEADING EXPERTS**

Expertise from globally recognized experts in a nutshell

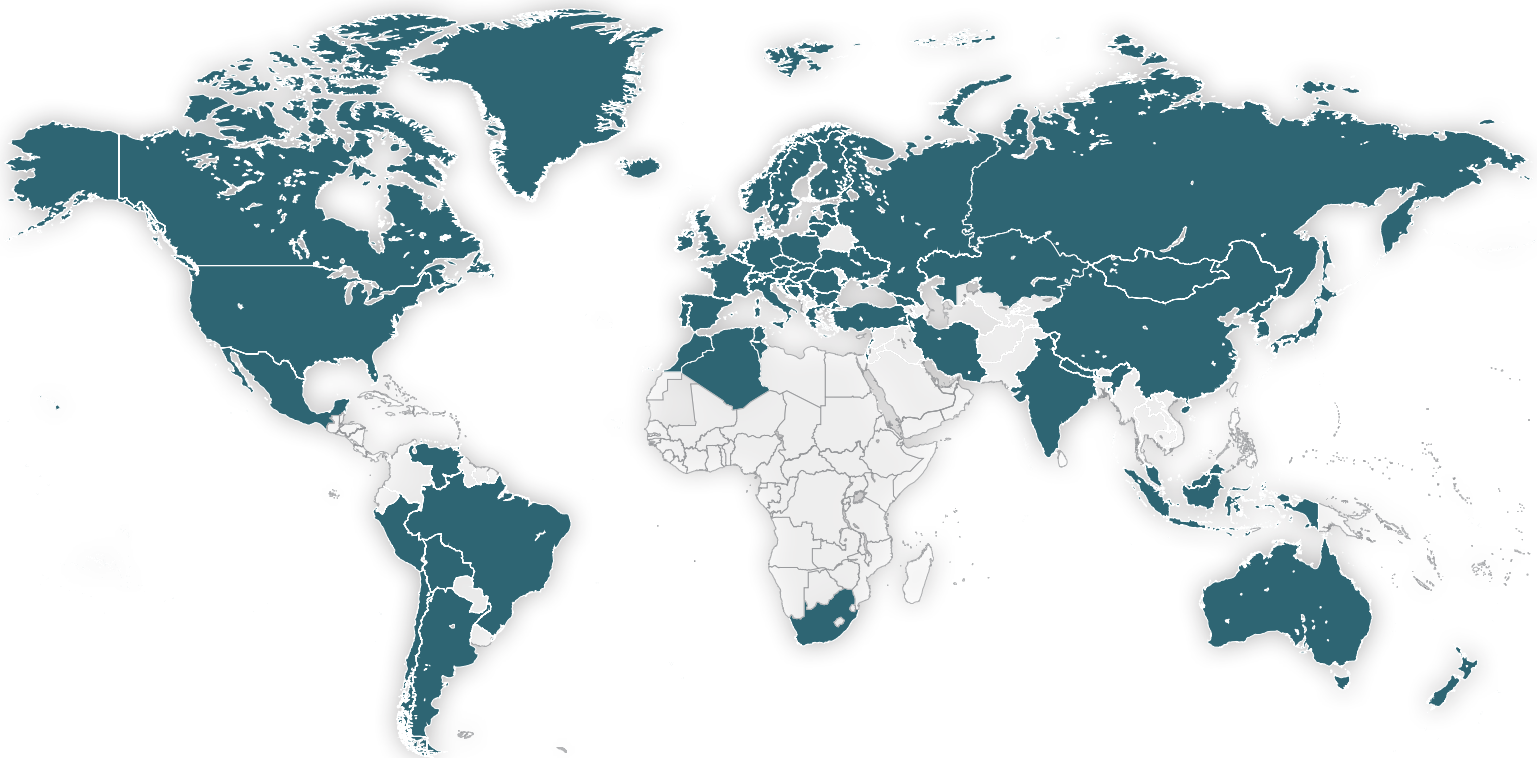


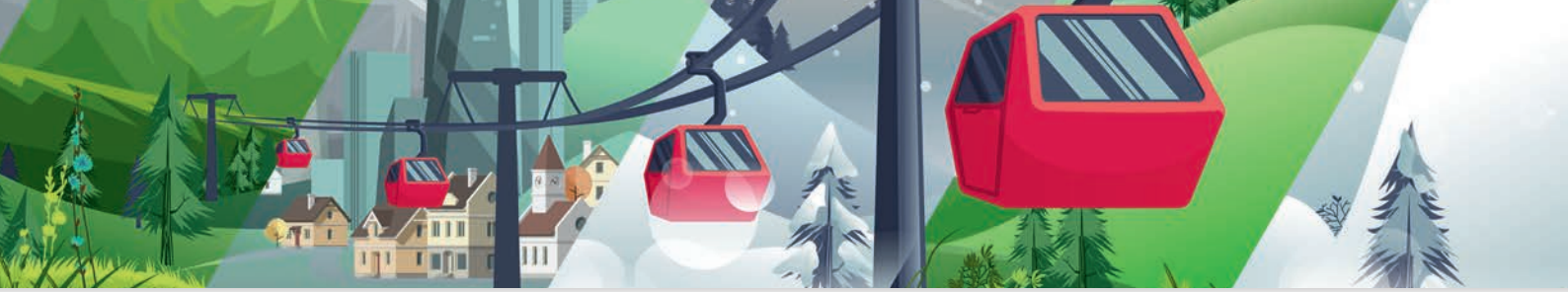
The leading trade magazine since 1957

In the last 68 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: 5,100 copies (certified by ÖAK)
- Full focus on our readers





**5,100
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 68 years we have been connecting the industry as a platform for knowledge transfer.

**11
EDITIONS**

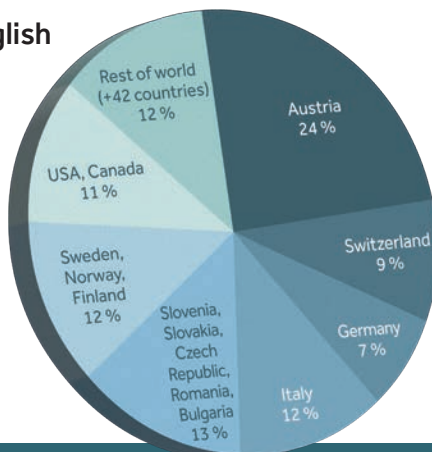
6 regular bilingual editions (DE/EN, DE/FR) + 5 specific market specials in the corresponding languages

**1
GOAL**

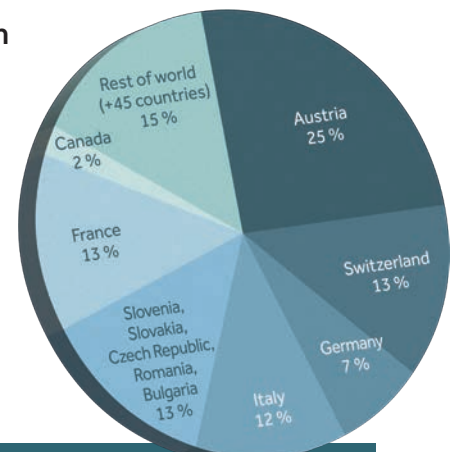
sound, well-researched technical information for our readers

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



EDITOR-IN-CHIEF
Mag. Claudia Mantona



TECHNICAL EDITOR
Univ.-Prof. Dipl.-Ing.
Dr. Josef Nejez



DUTY EDITOR
Mag. Thomas
Schweighofer



CORRESPONDENT
Mag. Dieter Krestel



CORRESPONDENT
SWITZERLAND
Damian Bumann



CORRESPONDENT
CZECH REPUBLIC,
SLOVAKIA, POLAND
Dipl.-Ing. Roman Gric



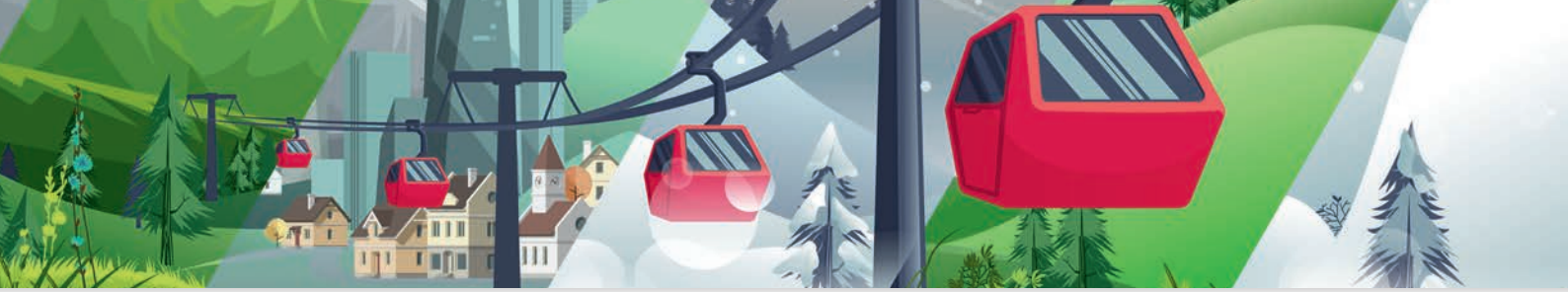
SALES/
CORRESPONDENT
CEEC
Dietrich Kops



Beat von Allmen | Dr. Ou Li | Dr. Ing. Heinrich Brugger | Dipl.-Ing. Petre Popa jr. | Resham Raj Dhakal

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/FR)

OUTLOOK ON 2025

Topics: Prowinter follow-up, ISR Architecture Award, planning and construction, TFA Forum, avalanche protection, electronics & controls, ropes, winter services and municipal vehicles, summer investments

Space/materials closing date: 31.01. | Publication date: 28.02.



02

(DE/EN)

INTERALPIN 2025

Topics: product and company presentations at Interalp, Austrian Ropeway Operators' Conference, ISR Architecture Award, urban transportation, re-grassing, lubricants and maintenance, digital communications

Space/materials closing date: 20.03. | Publication date: 17.04.



03

(DE/FR)

SUMMER ON THE MOUNTAIN

Topics: Interalp follow-up, ISR Architecture Award follow-up, mountain theme parks, re-grassing, sustainability and environmental protection, best practice, lubricants and maintenance, human resources and recruiting

Space/materials closing date: 06.06. | Publication date: 04.07.



04

(DE/EN)

FOCUS ON THE D-A-CH REGION

Topics: maintenance and servicing, ropes, small and industrial ropeways, best practice, marketing for children, snowmaking, sustainability and environmental protection, electronics and controls

Space/materials closing date: 01.09. | Publication date: 29.09.



05

(DE/FR)

2025/26 SEASON PREVIEW

Topics: ski area investments, planning and construction, lubricants and maintenance, avalanche protection, urban transport, digital communications, ski area management, winter services and municipal vehicles

Space/materials closing date: 29.09. | Publication date: 27.10.



06

(DE/EN)

2025 IN RETROSPECT

(with ISR wall chart for 2026)

Topics: technical trends for ski areas, ski rentals and service, snowparks, avalanche protection, snowmaking, marketing for children, human resources and recruiting

Space/materials closing date: 14.11. | Publication date: 12.12.

SPECIALS

Journalists, experts, correspondents (subject to change)

Circulation: 1,000 to 1,500 copies each



07

ENGLISH

USA/CANADA

NSAA TRADE SHOW NUMBER

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

Space/materials closing date: 27.03. | Publication date: 24.04.



08

ENGLISH

5 COUNTRIES

GROWING EUROPEAN MARKETS

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

Space/materials closing date: 02.05. | Publication date: 02.06.



09

GERMAN

SWITZERLAND

SWISS QUALITY AND INNOVATIONS

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

Space/materials closing date: 23.06. | Publication date: 21.07.



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: 28.08. | Publication date: 22.09.



11

JAPANESE

JAPAN

Topics: Snow Expo Japan, projects, product and company presentations

Dispatch to Japan, and distribution at events

Space/materials closing date: 17.10. | Publication date: 14.11.




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



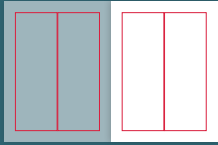
Circulation as certified by ÖAK, 1st half of 2024: **5,100 copies** – guaranteed!
The official Austrian circulation monitoring organization (ÖAK) delivers objective, comparable circulation data for the print media with verification by a well known firm of chartered accountants.



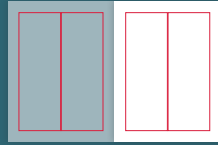
Front cover
210 x 206 mm (with bleed)*
€ 9,740.–



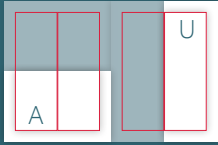
Section title page
210 x 247 mm (with bleed)*
€ 7,561.–



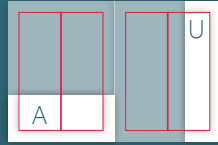
Glued/bound inserts
up to **€ 1,096.–** per 1,000
Prices for higher weights or more than 4 pages on request



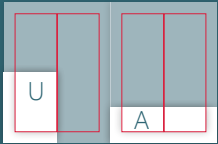
1/1 page
210 x 297 mm (with bleed)*
€ 6,871.–
Surcharges: back cover 25%, inside covers 15%



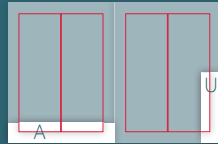
1/2 page
A 210 x 143.5 mm (with bleed)*
A 185 x 130 mm (type area)
U 102.5 x 297 mm (with bleed)*
U 90 x 270 mm (type area)
€ 4,347.–



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)
€ 2,822.–



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)
€ 2,322.–



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)
€ 1,097.–

*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

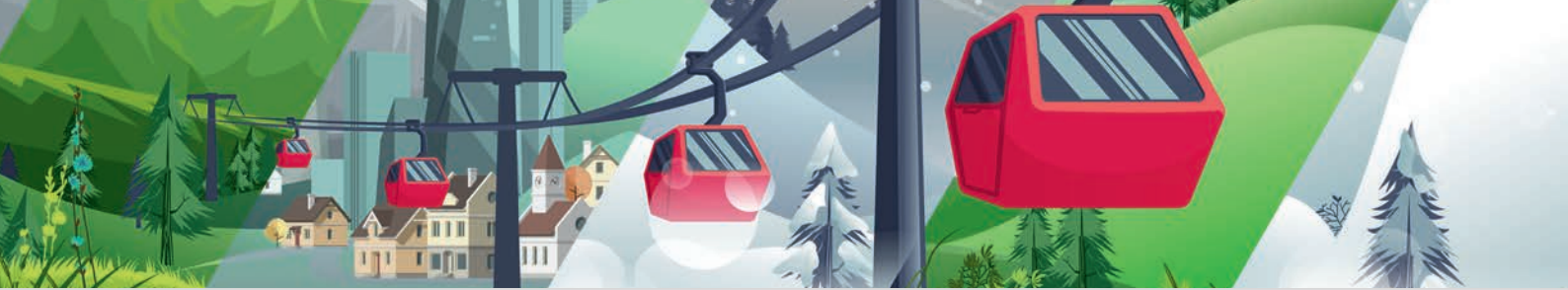
Indesign, Illustrator, Photoshop
Please include image files and fonts used.

Data carriers

DVD, CD-ROM, FTP (on request)

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

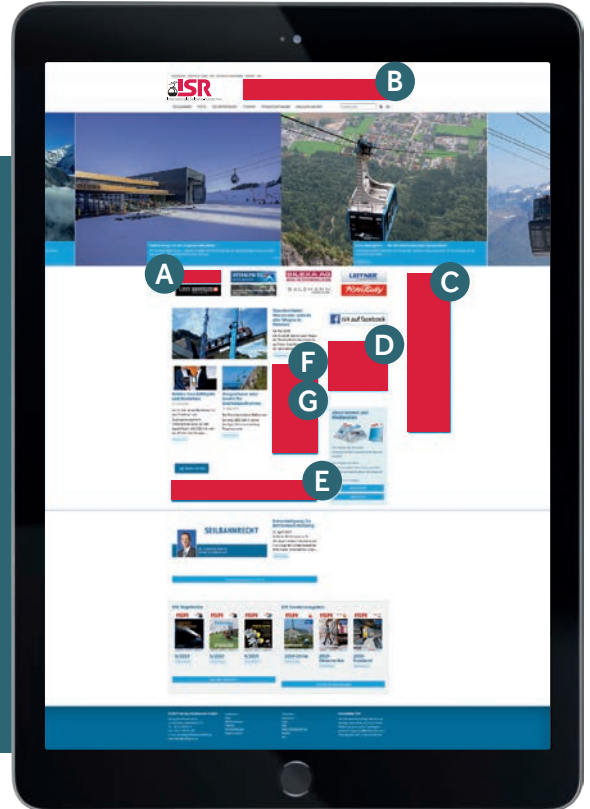
The general terms and conditions of Verlag Holzhausen GmbH apply. They are available at <https://en.isr.at/gtc>.





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 € 477.– per month</p>	<p>E Big-size Banner bottom 728 x 90 px € 977.– per month</p>
<p>B Big-size Banner top 728 x 90 px € 1,059.– per month</p>	<p>F Advertorial 1,500 keystrokes with spaces € 977.– per month</p>
<p>C Skyscraper 160 x 600 px € 1.036.– per month</p>	<p>G Advertorial Promotion XL 3,000 keystrokes with spaces incl. 1 x Newsletter promotion € 2,203.– per month</p>
<p>D Content Ad 300 x 250 px € 977.– per month</p>	<p>H Video Ad Placement, resolution and other details on request € 1,810.– per month</p>



Newsletter advertising

	<p>Newsletter Banner 728 x 90 px € 739.–</p>
	<p>Newsletter Promotion (400 keystrokes, 1 photo) € 977.–</p>

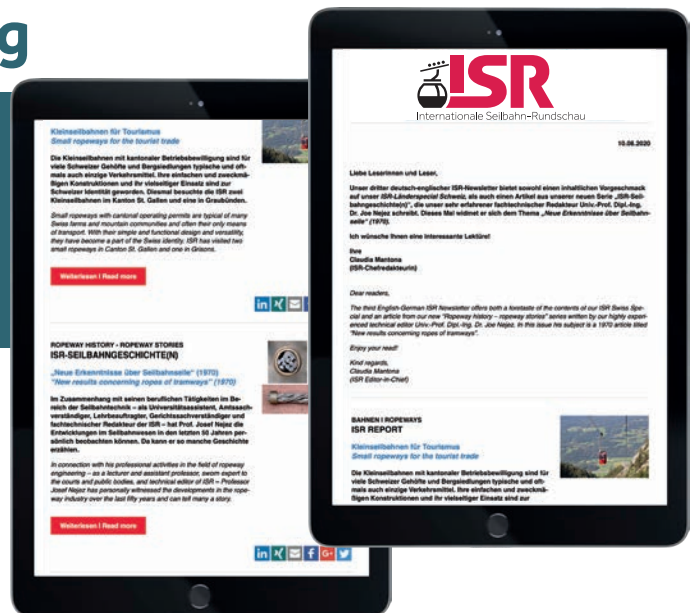
Files

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)

PUBLISHER

Proprietor, editor and publisher:
Verlag Holzhausen GmbH
A-1030 Wien, Traugasse 14-16
(P.O. Box 0037)
Tel. +43 1 740 95-0
zeitschriften@verlagholzhausen.at
www.verlagholzhausen.at
FN: 207841z, HG Wien
ARA: 21629
UID: ATU51587509

Editor-in-chief

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

Duty editor

Mag. Thomas Schweighofer
Tel. +43 1 740 95-468
thomas.schweighofer@verlagholzhausen.at

Technical editor

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

Sales/Correspondent CEEC

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


Internationale Seilbahn-Rundschau

