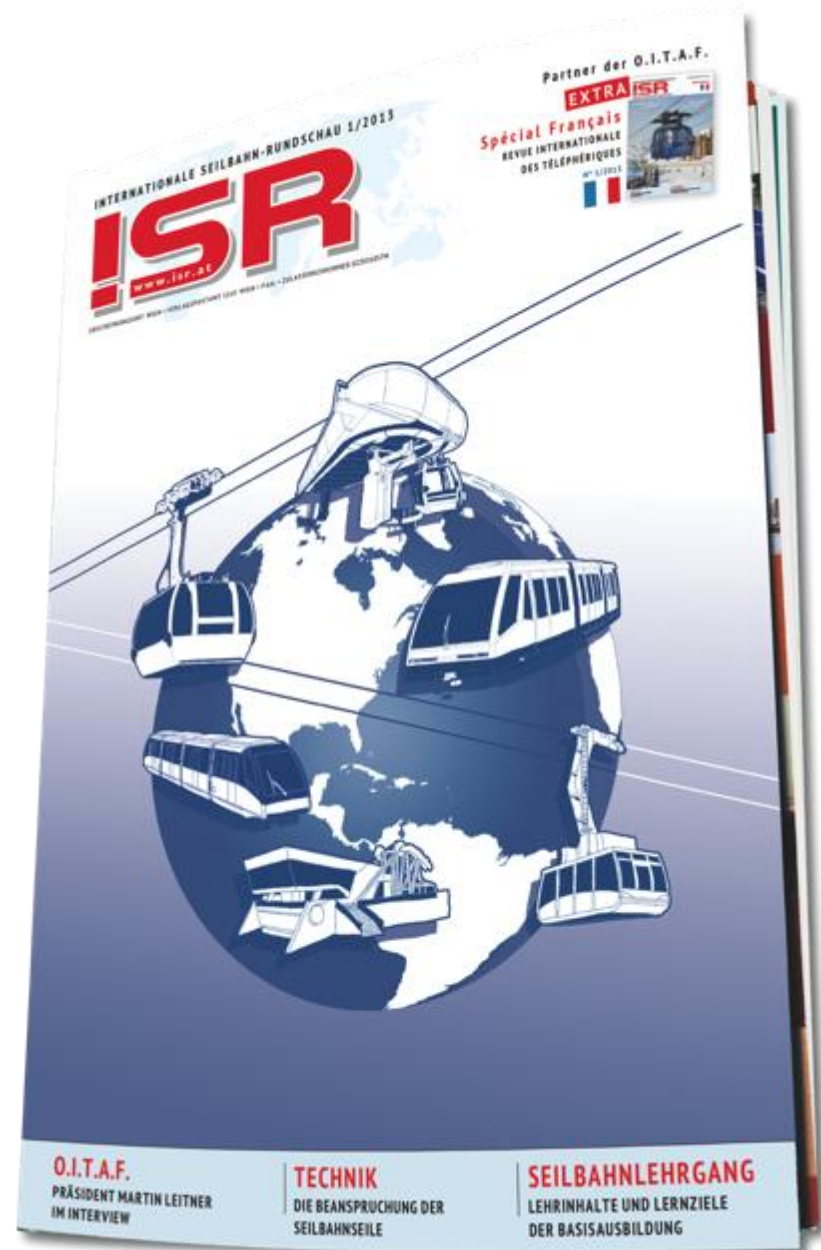




ISR - International Ropeway Magazine

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



Contents

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.



Readership – Target Group

- 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.





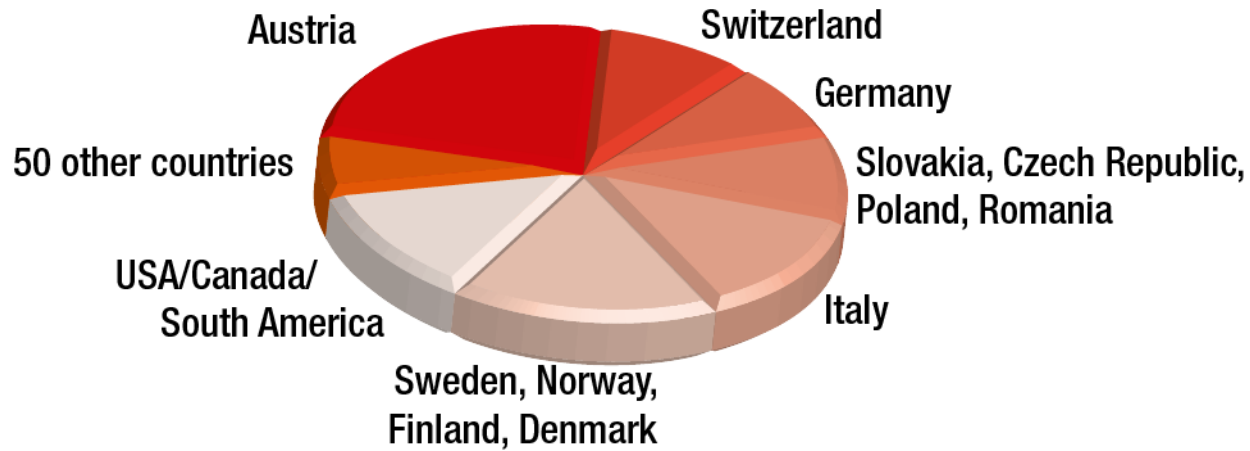
Our Strategy

- 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
- On-line address data base in 12 languages
- Advertising platform for print and on-line
- Worldwide trade show presence

- 6,250 copies (certified circulation)
- Full focus on our readers

Worldwide Circulation



Online Communication

Every edition of the International Ropeway Review is also available on-line at

www.isr.at.

ISR's international presence in the Web also includes the on-line platform

isr.professional.at, which is available in twelve languages.

This unique search engine gives access to over 4000 addresses relating to the fields of ropeways, mountain management and winter services.



Worldwide Presentations

- Alpitec Prowinter, Italy
- Alpitec China, China
- Interlpin, Austria
- Ski Build Expo, Russia
- NSAA Trade Show, US
- Mountain Planet, France
- Pro Andes, Chile
- Intermountain, Slovakia
- Interlavex, Czech Republic
- Different conferences in Austria, Switzerland, France, Germany



Dziękuję za uwagę!

