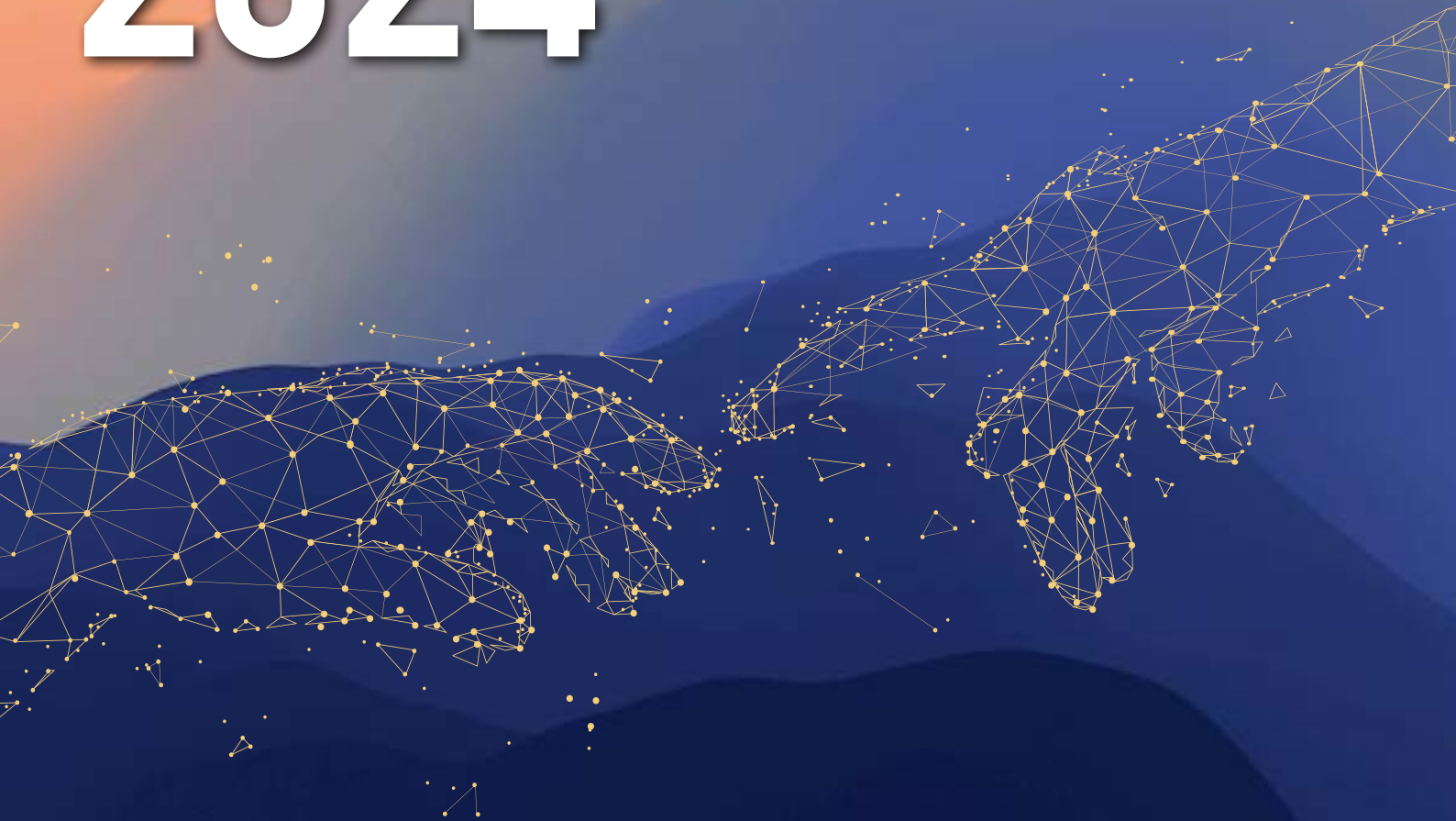




SEILBAHNEN
INTERNATIONAL

MEDIA DATA

2024





A CLEVER HAND ALWAYS BOOKS HERE

SUCCESS ONLY GOES HAND IN HAND

Dear media planners,
cable car operators, tourism experts & transport planners!

We humans cannot be pigeonholed. There is no such thing as a pure print reader or a pure digital junkie.

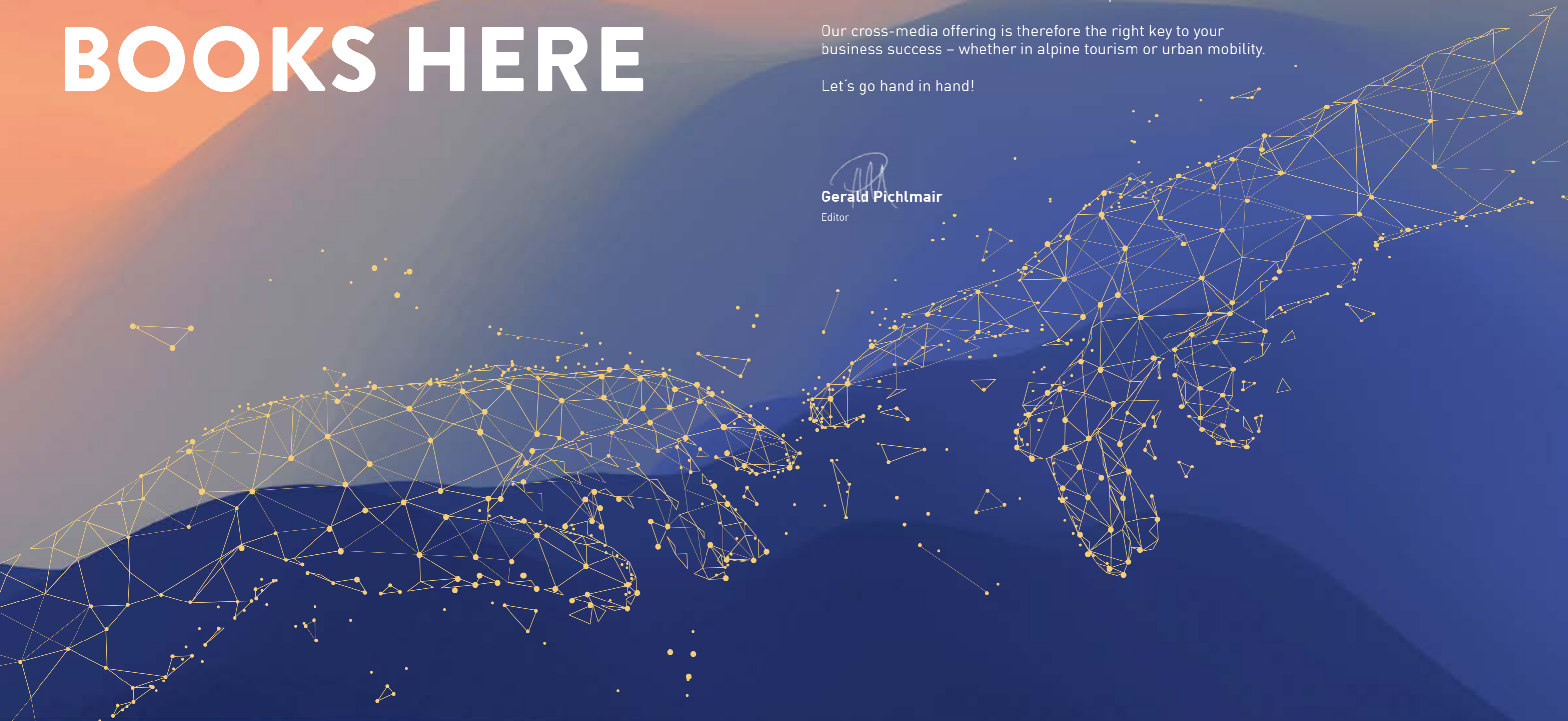
We reach decision-makers with print at their desks, via newsletters on their mobile phones and through podcasts at the wheel of their cars. We meet them in person at our events.

Our cross-media offering is therefore the right key to your business success – whether in alpine tourism or urban mobility.

Let's go hand in hand!




Gerald Pichlmair
Editor



WHO WE ARE

The future depends on the rope – both in alpine tourism and in urban mobility.
The media house SI - Seilbahnen International is the decisive trade medium for this!

Print, digital and analog – we communicate and network the alpine tourism and urban mobility industry on several channels and numerous offers. To do this, we are on the road worldwide.

- We show what the industry is doing and what it is capable of.
- We accompany change through the media and share knowledge.
- We bring the players together and ensure exchange.

ALPINE



Print

Print works – that's what studies and our experience say. Our flagship is the German-language **SI Magazine**. It reaches around 10,400 decision-makers in Alpine tourism (D-A-CH region). This "SI Alpin" is published six times a year, plus the two enclosure Switzerland Special and Austria Special. For paying subscribers, the **REDGuide** is also enclosed every six months. This magazine is the youngest of our media house. It is THE advisor and guide for the alpine tourist experts. For the international market, we produce **SI World** twice a year. Distribution is through worldwide subscribers and at trade shows. As a result, the reach varies between 11,800 and 15,000 readers.



Online

Our website **simagazin.com** has developed into a comprehensive industry portal. On it, more than 20,000 monthly users find current and relevant industry news as well as extensive service offerings (**job portal, marketplace, events**). With videos, **newsletters** and **social media**, advertisers achieve strong online presence. A pleasure to listen to: The SI Podcast **Bergdialoge**.



Events

Our **Berg.Bahn.Camp** is dedicated to alpine tourism. Excellent speakers, intensive networking and joint workshops characterize the event, which we organize with Mountain Excellence. In addition, there are panel discussions and other cooperations.

URBAN



Print

With **SI Urban**, we publish the world's first trade medium for urban ropeways. The magazine is published twice a year in German and English and reaches around 17,450 decision-makers, including mayors, urban planners and transport experts.



Online

At **siurban.com** you will find current and relevant industry news as well as the most important events from around the world. You can also look up all projects in our archive. The **Urban News** newsletter reaches over 10,000 stakeholders from science, business, planning, administration and politics. In addition, there is a strong LinkedIn channel and the podcast Cable Car Radio.



Events

Together with Messe Essen, we organised **Cable Car World** for the first time in 2022. It is the first trade fair with an integrated specialist congress for urban cable cars, which will take place for the second time **from 4th to 5th June 2024**. Volker Wissing, Federal Minister for Digital and Transport of the Federal Republic of Germany, serves as the patron. The Cable Car World is the global meeting point for public transportation on the plus-1 level and for professionals exchanging ideas, being innovative, and establishing meaningful connections. It attracts approximately 1,000 industry visitors from over 30 countries, including exhibitors, experts, and speakers.

ADVERTISE IN SI SO THAT,...

- you reach your customers on a daily basis.
- you have an internationally experienced partner.
- you communicate directly with your customers.
- you reach your customers in a target group-oriented way without wastage.
- you address the decision-makers directly.
- you benefit from our expertise.
- you work with industry insiders with excellent contacts to your customers.
- you place your message in the relevant editorial environment.
- you reach all your customer groups.

- you have an overview of your industry and customers.
- you are in the conversation.
- you are visible.
- you reach your customers worldwide.
- you can experience your offer worldwide.
- you are in the selection of your customers.
- you influence the buying behavior of your customers.
- you can present yourself in different channels.
- you reach the decision makers directly.

- you receive professional reporting.
- you stay in the conversation with your customers.
- you already reach the next generation of decision-makers.
- you communicate in a customer- and solution-oriented way.
- you are supported in your sales activities.
- you reach more than 20,000 readers in print and online.
- you increase your own brand awareness.
- you show strength even in times of crisis.
- you increase your sales.

- you appear in a diverse range of topics.
- you show presence.
- you can show your versatility in online and print.
- you receive statistics.
- you are visible online and offline with your messages.
- you increase your brand awareness.
- you make your product more tangible.
- you make your offer more tangible.
- you boost your sales.

- you make your content more visible.
- you prove you are crisis-proof.
- you sense the mood of the market.
- you keep an eye on your competitors.
- you have your finger on the pulse of time.
- you reach your customers with your advertising.
- you put yourself in the spotlight.



SI Alpine

SI 1/24 Special topic Maintenance & service

Release date: **12.02.2024**
Advertising & editorial deadline: 22.01.2024

SI 2/24 Special topic Staging & attractions

Release date: **29.03.2024**
Advertising & editorial deadline: 08.03.2024

SI 3/24 Special topic Environment & future

Release date: **13.05.2024**
Advertising & editorial deadline: 22.04.2024

SI 4/24 Special topic Newcomer & innovation leader

Release date: **05.07.2024**
Advertising & editorial deadline: 14.06.2024

SI 5/24 Special topic Staff & digital

Release date: **23.09.2024**
Advertising & editorial deadline: 26.08.2024

SI 6/24 Special topic Gastronomy & tourism

Release date: **29.11.2024**
Advertising & editorial deadline: 08.11.2024

REDGuide

REDGuide 1/24

Release date: **13.05.2024**
Advertising & editorial deadline: 22.04.2024

REDGuide 2/24

Release date: **29.11.2024**
Advertising & editorial deadline: 08.11.2024



Switzerland special 2024
Release date: **23.09.2024**
Advertising & editorial deadline: 26.08.2024

Austria special 2024
Release date: **29.11.2024**
Advertising & editorial deadline: 08.11.2024

SI World

SI World 1/24 to Mountain Planet & NSAA

Release date: **08.04.2024**
Advertising & editorial deadline: 18.03.2024

SI World 2/24 to Expo Andes

Release date: **30.08.2024**
Advertising & editorial deadline: 09.08.2024



Language
German

Range
~ 10.470 decision makers
(3,49 readers/copy)
Run: 3.000 copies (ÖAK audited)

Distribution
mainly in Germany, Italy, Switzerland, Austria
100% addressed target group
Additional distribution at trade fairs & conferences

Language
English

Range
~ 11.860 decision makers
(3,49 readers/copy)
Run varies depending on the year/
fairs between: 3,400 and 4,300 copies.

Distribution
mainly in North & South America, Asia, Scandinavia
100% addressed target group
Additional distribution at trade fairs & conferences

FRONT PAGE	COVER PAGE C2/C3	DOUBLE PAGE	1/1 PAGE
Portrait photo € 7,240,-	Bleed-off 225 x 320 mm € 6,210,-	Bleed-off 436 x 302 mm € 9,450,-	Bleed-off 218 x 302 mm € 5,620,-
At a resolution of 300 ppi. Logo in black/white			
	1/2 PAGE	1/3 PAGE	
	€ 3,640,-	€ 2,490,-	
	1/2 vertical Print area 90 x 260 mm Bleed-off 109 x 302 mm	1/3 page vertical Print area 60 x 260 mm Bleed-off 75 x 302 mm	
	Junior Page Print area 123 x 186 mm	1/3 page horizontal Bleed-off 186 x 86 mm	
	1/2 horizontal Print area 186 x 130 mm Bleed-off 218 x 151 mm		
	1/4 PAGE	1/8 PAGE	
	€ 1,980,-	€ 999,-	
	1/4 page vertical Print area 90 x 130 mm	1/8 page horizontal Print area 186 x 33 mm	
	1/4 page horizontal Print area 186 x 65 mm		

Bleed-off subjects: + 3 mm trim
All advertising rates are subject to a 5% advertising tax and VAT in Austria and abroad.

PR report included in advertisements
From 1/4 page advertisement 1 page PR, above approx. 1.5 pages PR

Special formats print: price on request

Fixed added pages (3.000 copies)

2-sided	€ 3,350,-
4-sided	€ 4,850,-

Loose added pages (3.000 copies)

max 30 g. or 4 pages per 1.000 copies	€ 942,-
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SI Alpin scale of discount

3 - 4 editions	5 %
5 - 6 editions	10 %

Advertorial (ohne Inserat)

2/1 pages	€ 2,390,-
1/1 pages	€ 1,690,-

Post-It

3.000 copies self-advertising	€ 3,450,-
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Subscription

Austria	€ 135,- (inclusive tax)
EU & worldwide	€ 135,- (exklusive tax)

When booking in the SI Alpin as well as the SI Urban you will receive further 3 % discount!

1.5 pages of PR comprise an average of 4,000 to 5,000 characters of text (including spaces).

SI Urban

SI Urban 1/24 society, economy, environment

Release date: 26.02.2024 | Advertising & editorial deadline: 04.02.2024

SI Urban 2/24 Cable Car World special

Release date: 27.05.2024 | Advertising & editorial deadline: 06.05.2024

SI Urban 2/24 society, economy, environment

Release date: 28.10.2024 | Advertising & editorial deadline: 07.10.2024



Range
in 79 countries



Run
5.000 copies



Language
in German & English



TOP COUNTRIES

GERMANY



INDIA



USA



FRANCE



SOUTH AMERICA



SPECIAL FEATURES

SI Urban becomes black mutated and printed in English and German. Non-mutable advertisements must therefore be sent in English.

<p>COVER PAGE U4 Bleed-off 225 x 320 mm € 8,240,-</p>	<p>COVER PAGE U2/U3 Bleed-off 225 x 320 mm € 7,290,-</p>	<p>1/1 PAGE Bleed-off 225 x 320 mm € 6,250,-</p>
<p>1/2 PAGE € 3,790,-</p> <p>1/2 vertical Print area 96 x 286 mm Bleed-off 111 x 320 mm</p> <p>Junior Page Bleed-off 143 x 200 mm</p> <p>1/2 Landscape Print area 200 x 143 mm Bleed-off 225 x 158 mm</p>		<p>1/3 PAGE € 2,690,-</p> <p>1/3 Seite vertical Print area 63 x 286 mm Bleed-off 78 x 320 mm</p> <p>1/3 Seite horizontal Bleed-off 200 x 95 mm</p>
<p>Special format print: price on request</p> <p>Bleed off subjects: + 3 mm trim</p> <p>All advertising rates are subject to a 5% advertising tax and VAT in Austria and abroad.</p>		<p>1/4 PAGE € 2,250,-</p> <p>1/4 page vertical Print area 100 x 143 mm</p> <p>1/4 page horizontal Print area 200 x 72 mm</p>

Advertorial (without advertisement)

2/1 pages	€ 2,750,-
1/1 pages	€ 1,890,-

Post-It

5.000 copies self-advertising	€ 4,450,-
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Subscription

Austria	€ 135,- (inclusive tax)
EU & worldwide	€ 135,- (excluding tax)

PR report included in advertisements

From 1/4 page advertisement 1 page PR, above approx. 1.5 pages PR

Loose added pages (5.000 copies)

max 30 g. or 4 pages per thousand copies € 1,420,-

SI Urban scale of discount

2 - 3 editions 5 %

REACH IN THE TARGET GROUP
ACCURACY OF THE TARGET GROUP
ADDRESSED (NO FREE WITHDRAWAL)

100 %

When booking in the SI Urban as well as the SI Alpin you will receive further 3 % discount!

1.5 pages of PR comprise an average of 3,500 to 4,500 characters of text (including spaces).


Reach Social Media
 14,000 follower


Website reach per month
 20,000 visits




Retention time (year)
 1.57 minutes


Reach newsletter opening rate / click rate
 50 % / 25 %

Newsletter

Three articles and one banner per newsletter

SI Radar (german)

every Tuesday and Thursday with a range of over 5,000 addresses

World News (english)

once per month with a range of over 2,000 addresses

Urban News (german+english)

every second Wednesday per month with a range of over 10,000 addresses

SI newsletter scale of discount

From 2 newsletter	5 %
From 4 newsletter	10 %
From 6 newsletter	15 %



With our premium offer **SI PLUS**, we provide our paying online subscribers with specially researched stories, an extensive print archive and exclusive access to PR articles.

Podcast

SI Talk "Bergdialoge"

The podcast for alpine tourism: In a good twenty minutes each, we talk to people who have something to say. Professionally & privately.

Social Media

LinkedIn, Instagram and Facebook

Distribution on selected platforms or in combination. You will reach more than 14,000 followers on [LinkedIn](#), [Instagram](#) and [Facebook](#).

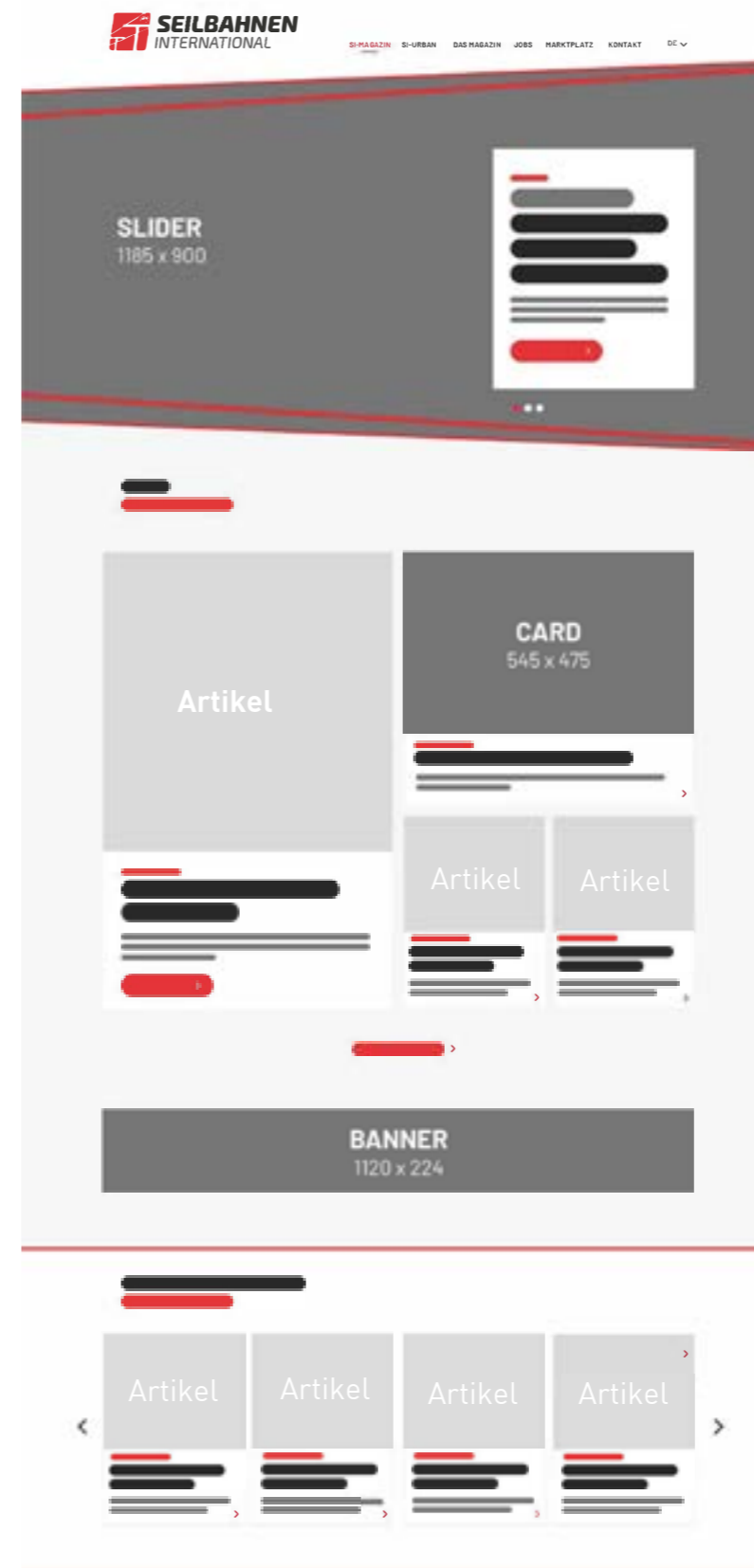
SI Job portal

Find employees – quick and easy

Effective search for employees in the cable car and the alpine tourism industry. You will be visible on [SI Job portal](#) – one of the most visited SI pages.

SI Market place

Used goods at a glance – [buy & sell](#)



Formats (per month)

SLIDER Homepage	€ 3,120,-
CARD Article linked	€ 2,630,-
Article without placement	€ 1,315,-
Banner	Price depends on placement

Placement Banner (per month)

Homepage permanent rolling	€ 1,290,- € 625,-
Main page SI-Alpine or SI-Urban permanent rolling	€ 845,- € 539,-
Category page E.g.: Digitalisation, Service & Maintenance... permanent rolling	€ 635,- € 439,-

Service

SI Newsletter editorial article or banner (600x120px)	€ 1,320,-
SI Podcast Content component of SI Talk by teaser/mention...	Price on demand
Social Media Package Content distribution on Facebook, LinkedIn & Instagram	€ 300,-
SI Job portal 1 single ad (60 days availability) (Provided through customer)	€ 330,-
SI Market place	free

**Booking period minimum of 30 days
 (longer time frame -10% from 30 days)**



SI JOB PORTAL

The SI **Job Portal** is made to connect people. With a job ad you directly reach the top professionals in the ropeway industry and alpine tourism.

The SI Job Portal helps you find new employees quickly and efficiently. In just a few steps you can book, create and publish job ads yourself – wherever and whenever you want.

	single advertisement	3-package	annual flat rate
Price	EUR 330,--	EUR 895,--	EUR 1,290,--
Duration	60 days	12 months	12 months
Social Media Package	EUR 80,--	EUR 265,--	EUR 600,--

Annual flat rate

Place as many job advertisements as you wish for a whole year and present yourself as an outstanding employer with your logo on the job board page.

Social Media Package

We will publish your ad on Facebook, Instagram and LinkedIn. With a total of over 12,000 followers, there's a lot going on!

The entry on our platform is basically possible independently, but we will gladly take over this task for you if you wish. Photos: SI/Adobe Stock



	Head of Operation / Mitglied der Geschäftsleitung Bergbahnen Engelberg-Trübsee-Titlis AG	Engelberg	Veröffentlicht vor 50 Minuten
	Restaurantleiter:in, Kellner:in, Koch/Köchin, Küchenhilfe, Speisenträger:in Patscherkofel Betriebs GmbH	Innsbruck-Igls	Veröffentlicht vor 5 Stunden
	Mitarbeiter Seilbahn neue 10er-Gondelbahn Schlick 2000 Skizentrum AG	Fulpmes/Stubaial	Veröffentlicht vor 2 Tagen
	Maschinisten / Seilbahnmitarbeiter (m/w) Bad Kleinkirchheimer Bergbahnen	Bad Kleinkirchheim	Veröffentlicht vor 4 Tagen
	Betriebsleiter Venet Bergbahnen AG - Ein Leitbetrieb der Region Landeck	Zams(Tirol)	Veröffentlicht vor 1 Monat



BERG.BAHN.CAMP

Our **Berg.Bahn.Camp** is an event that sets itself apart from other industry get-togethers. It combines intensive networking with workshops and presentations. Only high-calibre decision-makers from the Alpine tourism industry take part.

The Berg.Bahn.Camp is now entering its seventh round and will take place from **18th to 20th September 2024** in Andermatt. With the **SI Open Space**, companies can present themselves exclusively and creatively.



CABLE CAR WORLD

Cable Car World is the first trade fair & congress dedicated exclusively to urban cable cars. Together with Messe Essen, we successfully held the event for the first time in June 2022; the second edition will take place from **4th to 5th of June 2024**.

Volker Wissing, Federal Minister for Digital and Transport of the Federal Republic of Germany, serves as the patron. The Cable Car World attracts around 1,000 industry visitors from over 30 countries, including exhibitors, experts, and speakers. Photos: SI/Messe Essen/Patrick Broucki



EVERY SI IS IN CLEVER HANDS!

Our trade magazine is unimaginable without readers and advertisers. We have asked ropeway operators and suppliers what role "the SI" plays in the joint rope team.



Judith Grass,
CEO Golm Silvretta Lünsersee
Tourismus GmbH
"SI has been part of my regular reading for many years, even during my studies. The wealth of information and examples from practice, whether technology or management, create orientation and provide inspiration."



Berno Stoffel
Director Seilbahnen Schweiz
"Seilbahnen International magazine has accompanied me since the beginning of my career in mountain railroads, i.e. for over 20 years now. The content, from ropeway technology to slope maintenance and management, is comprehensive, trend-setting and very inspiring. I consider SI to be an innovation catalog that shows companies a trend path for further development!"



Matthias Stauch
Board Verband Deutscher
Seilbahnen VDS
"As a trade association, we value the SI as an independent information platform, which has always been a reliable factor in the media jungle. The ropeway industry is subject to constant change, adaptations, new constructions, technology – the need for competent and neutral information is high and the contribution of the SI is invaluable. Decision-makers will find concentrated expertise and competence here!"



Thilo Vogelgsang
Marketing manager, Kässbohrer
Geländefahrzeuge AG
"From the very beginning, we have been connected by a trusting cooperation based on mutual appreciation. For us as a manufacturer, the SI is an optimal platform for communication with our customers. The further developments of the magazine clearly show the path that the editorial team wants to follow in the future. The topical and in-depth reports on industry trends and developments give every reader fresh input and food for thought."



Franz Hörl
Chairman Fachverband
Seilbahnen Österreich
"The trade magazine SI - Seilbahnen International has established itself as one of the leading trade magazines for the ropeway and tourism industry. Journalistic quality and continuity, a detailed examination of the topics and professional expertise are a central factor for factual and well-founded reporting."



Thomas Pichler
Executive Director of
Doppelmayr Holding SE.
"SI has developed into a renowned ropeway magazine that is read with pleasure throughout the industry. We would like to thank the entire team for the pleasant cooperation, the interesting articles and the commitment to report on the news from the world of ropeways."



Alexandra Schrems
CEO Garteneinrichtung
Schrems GmbH
"We know SI as a competent communications service provider. The SI team designed our customer magazine, and also manages our regular newsletter. With every mailing we make measurable sales, I don't want to miss this distribution channel anymore!"



Helmut Sartori
President Seilbahnen Südtirol
"The special thing about the SI magazine is that it is aimed at lift operators in the entire Alpine region. We in South Tyrol thus read with great interest what is happening in our industry in our neighboring countries and regions, what moves our colleagues. The magazine connects, it is an advisor and guide for innovations on the market and thus an important read for the representatives of our industry."



Markus Hasler
CEO Zermatt Bergbahnen AG
"The trade magazine provides competent and timely information on technical innovations, developments and safety-related topics in our industry. Whether digital or print – always worth a reading hour!"



Martha Schultz
WKÖ Vice President, Managing
Director Schultz Group
"With well-researched stories, exciting industry news and interesting guest articles, SI has established itself as an important source of information for the domestic ropeway industry. But the trade magazine has also made a name for itself beyond Austria's borders with regular reporting within the industry."



Reto Gurtner
Chairman of the Board,
Weisse Arena Gruppe
"As a trade magazine, the SI makes an important contribution to communication within the industry and also connects ropeway ropeway companies beyond national borders. This promotes the appearance of the industry as a unit to the public. I appreciate the commitment of the „SI“ team to always provide exciting content!"



Maurizio Todesco
Company spokesman
Group of companies HTI
"We appreciate the always good cooperation with the team of SI, which competently reports on the development of winter technologies and beyond."



Andreas Dorfmann
General director Kronplatz Group
"SI manages like no other trade magazine to bring the wide range of issues surrounding the ropeway industry and tourism closer to the reader in such an interesting and appealing way, while always keeping an eye on new trends. SI always picks up on current topics and thus keeps all interested parties up to date."



Henrik Volpert
Board Oberstdorf
Kleinwalsertal Bergbahn
"Even as a schoolboy, I tried to get hold of a copy of the magazine from the lift staff during my skiing vacation. On the way home to faraway Münsterland, the magazine was then rummaged through with enthusiasm. Even today, the SI magazine with its well-founded and qualified articles is a very important source of information and inspiration for me."



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JOHANNA JANISCH



CHIEF EDITOR
THOMAS SURRER



EDITOR
VANESSA WEISS



PUBLISHER
GERALD PICHLMAIR



SALES
FABIAN AUER



DIGITAL MEDIA
HANNAH AUER



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SANDRA ROTTNER

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