

#helvet

GENEVA

Cosmopolitan and yet quintessentially Swiss;
Dive into the nation's greatest small city,
where the water is the mirror of the world.



WINTER 2025-2026

since 2017

GENEVA

MEDIA KIT PRINT & DIGITAL

Summer 2026 — Winter 2026-2027

#helvet

helvet.swiss



swiss

timeless

luxurious

refined



What's in a name? In the case of helvet – an entire nation's spirit. helvet is Switzerland. It embodies the soul behind Swiss-made and Swissness. It's a tribute to all that this great country has done and will do.

helvet is the genius of watchmaking, the unparalleled beauty of the mountains, the thrill of freeriding, the taste of chocolate, the hope for a green future, and the vision of Switzerland as an oasis in a turbulent world. *helvet* is neutrality and expertise. It embodies both the local and the international. Side by side, *en tête à tête*. *helvet* is a promise of fulfilment, quality, luxury, and authenticity. It is a symbol of our know-how and our ability to pass that on – one foot planted in tradition and the other reaching forward to the future. It is the alchemy that connects yesterday to tomorrow and here to everywhere else. *helvet* is a rally cry for celebrating everything our

country is doing, embodied under a single brand name. With the dexterity of a Swiss Army knife, *helvet* acts as a bridge between the 1001 different facets that make up what it means to be Swiss. *helvet* was created to embody this message and to share it with the world – online, of course, and in high-end magazines dedicated to Switzerland's greatest destinations, including Geneva. It's about enjoying the best in life and the constant reinvention of what that means. *helvet* is Switzerland. Its logo unites the hashtag and the Swiss cross, a union of today's digital era and our country's traditions that make us who we are today.



Distribution & key figures

Available throughout the 2026 summer and 2025-2026 winter seasons, these editions of *helvet* will be available in over 250 locations in central Geneva. This includes the city's most prestigious hotels (5, 4, and 3 stars).

Nearly every key venue in the city is involved in this project. The most prestigious companies along the famous rue du Rhône, who breathe life into Geneva's economy from the heart of downtown, will also receive copies: jewellery stores, watchmakers, fashion boutiques, and, of course, banks, restaurants, and bars. Copies of the magazine will also be available at lawyer and notary offices, doctor and dentist offices, hair salons, the Hotel Management School of Geneva, and even certain Cointrin Airport lounges, at private airline companies.

helvet Geneva will simultaneously be mailed by post to renowned national and international organizations, while the busiest kiosks in the city and the airport will have copies of the magazine for sale. Copies are distributed by Renzi Communication to over 800 outlets in 20 Swiss towns and cities, including Zermatt, Verbier and Crans-Montana.

Publication

Summer June 16 to September 30, 2026

Winter December 9, 2026 to April 30, 2027

Number of pages

100 pages

2 languages

Français | English

Global print run

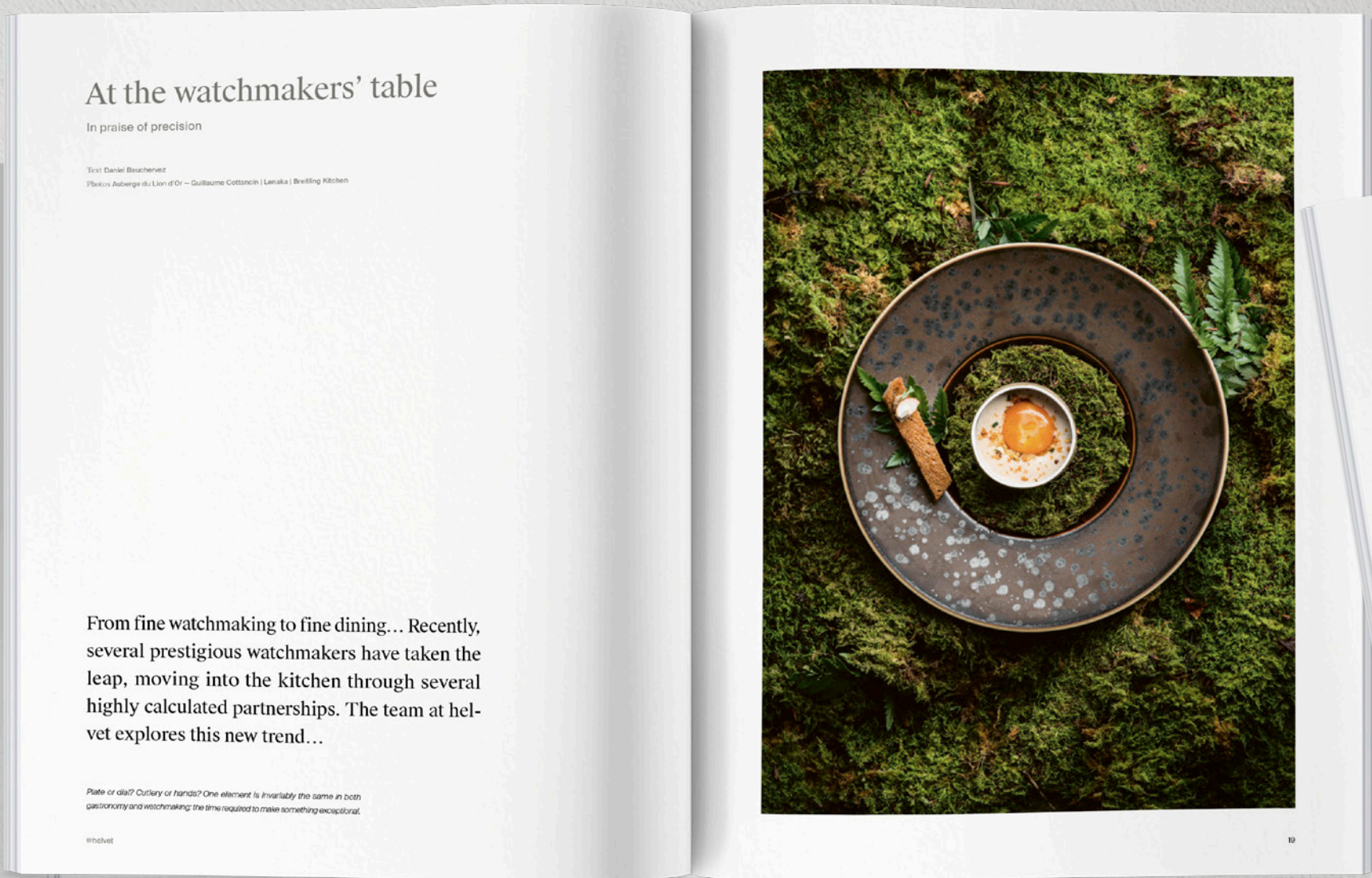
23'500 copies

Language distribution

French 10'000 ex. English 15'000 ex.

Distribution area

80 % in Geneva and its region, 18 % in Switzerland, 2 % abroad





Rates PRINT

<i>Formats</i>	<i>Price</i>
Cover 4	CHF 21'000.-
Cover 2	CHF 17'000.-
Cover 3	CHF 13'000.-
Face editorial	CHF 8'500.-
Face table of contents	CHF 8'000.-

<i>Formats</i>	<i>Price</i>	<i>Technical costs</i>
Double page	CHF 15'000.-	
1/1 page	CHF 7'500.-	
1/2 page	CHF 3'750.-	
Gate Folder front 4 pages	CHF 39'500.-	CHF 3'500.-
Gate Folder back 3 pages	CHF 28'000.-	CHF 3'500.-

Agency fee: 10%
Prices are exclusive of VAT and are subject to change without notice.



Technical details PRINT

Format

Open format 400 x 265 mm
Closed format 200 x 265 mm
Adjusted 3-panel cover (optional)

Files

PDFX-Ready (PDF/X-4 with cutting lines
and 3 mm overflow)

Color profile

COVER
PSO Uncoated v3 (FOGRA52)
INSIDE
PSO Uncoated v3 (FOGRA52)

Number of pages

100 pages

Languages

French - English (separate editions)

Print

COVER
recto verso four-colour printing
INSIDE
recto verso four-colour printing

Finishing

COVER
Glued square back P.U.R.



Ad formats



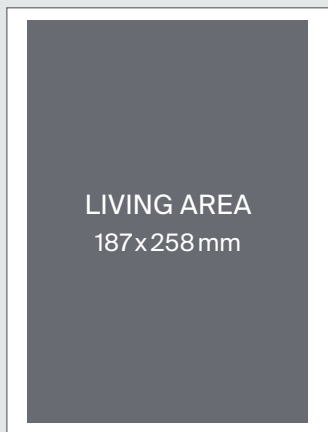
Cover 2
RIGHT-HAND GROOVING 7MM



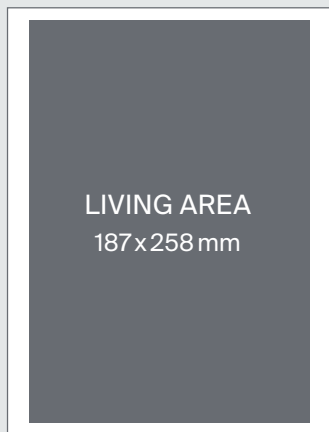
Cover 3
LEFT-HAND GROOVING 7MM



Cover 4
RIGHT-HAND GROOVING 7MM



Double page



Full page



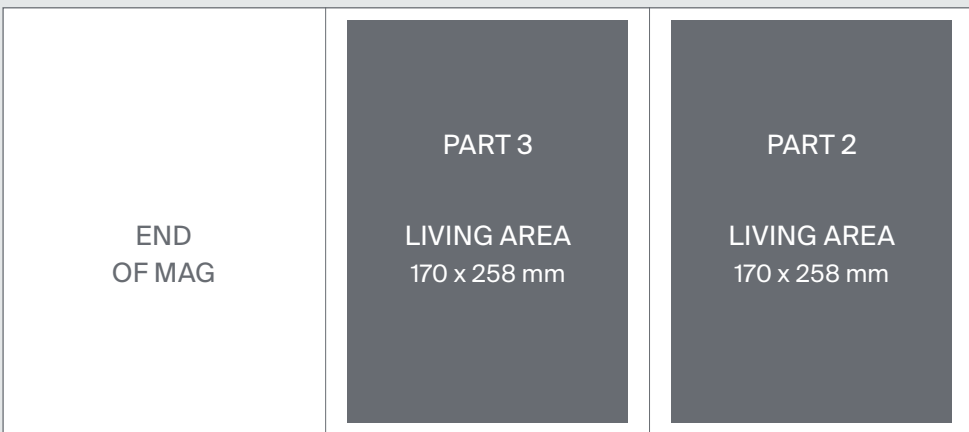
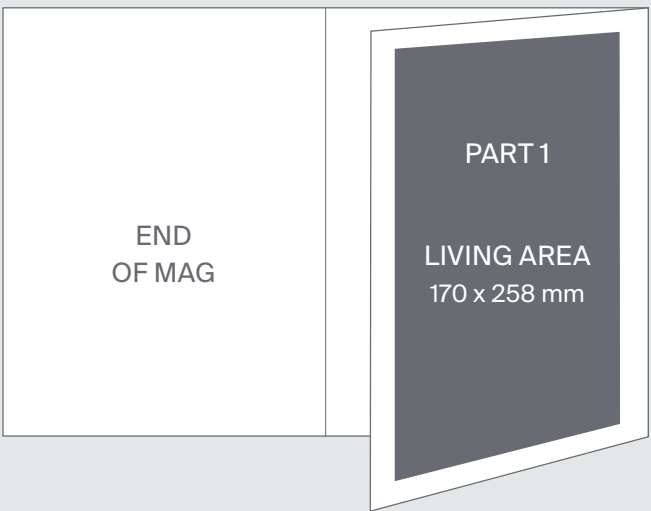
Half page

Covers	200 x 265 mm + 3 MM OVERFLOW
Double page	400 x 265 mm + 3 MM OVERFLOW
Full page	200 x 265 mm + 3 MM OVERFLOW
Half page	97 x 265 mm + 3 MM OVERFLOW

Gate Folder

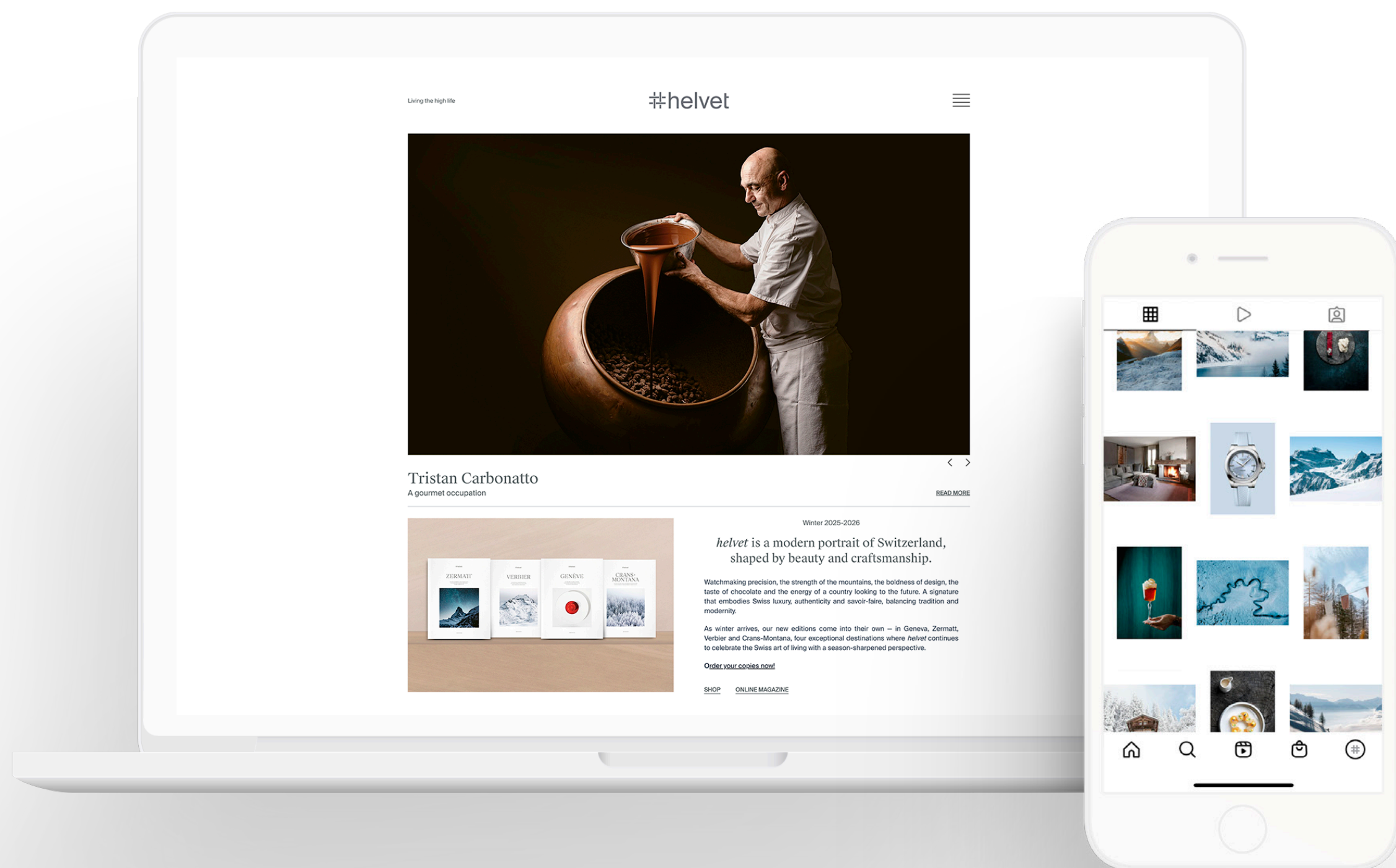


Gate Folder in the beginning of the magazine



Gate Folder at the end of the magazine

Part 1	190 x 265 mm + 3 MM OVERFLOW
Part 2	190 x 265 mm + 3 MM OVERFLOW
Part 3	200 x 265 mm + 3 MM OVERFLOW
Part 4	200 x 265 mm + 3 MM OVERFLOW

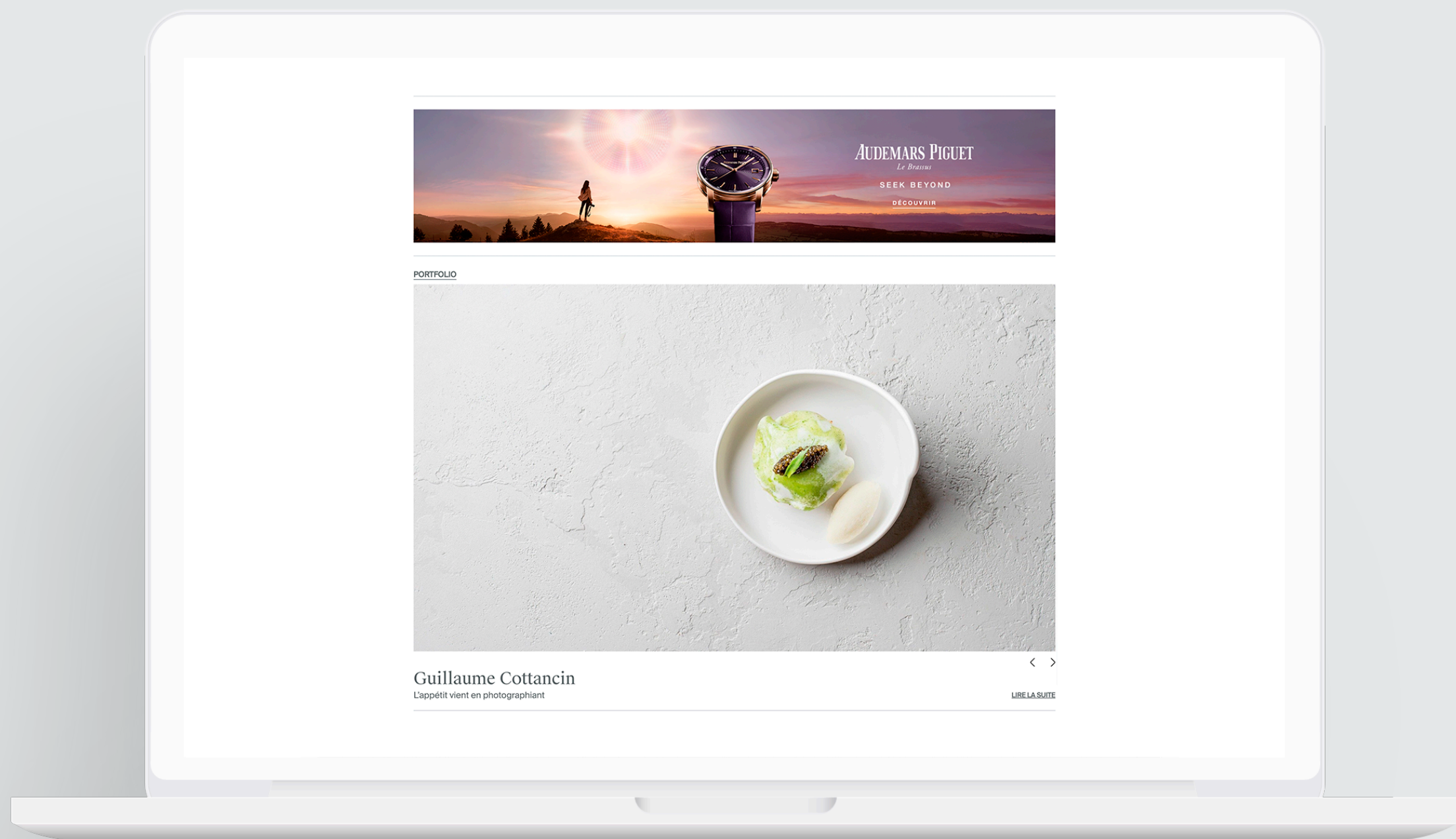


Digital

*Optimal extension on
mobile phone or computer*

Digital extension of the magazine in our digital bubble, web and social networks. It allows you to access the latest news and videos, which are regularly updated, and to turn the pages of the magazine with bonuses. This optimal reading allows you to take the full measure of the subjects covered and to taste a little extra adrenaline... which makes all the difference!

Also on Instagram 



Technical details DIGITAL

Wideboard

RUN ON SITE

Size desktop : 1480 x 307 px

Formats : gif, jpg, html 5 (fully responsive fluid design)

Size mobile : 800 x 280 px

Format : jpg

Weight : 500 Ko max.

CPM : CHF 99.-

Ad impressions/month : min. 60'000

Monsterboard

HOME PAGE

Size : 607 x 635 px

Formats : gif, jpg, html 5 (fully responsive fluid design)

Size mobile : 607 x 635 px

Format : jpg

Weight : 500 Ko max.

CPM : CHF 85.-

Ad impressions/month : min. 54'000

Video

HOME PAGE

Size : 1224 x 635 px

Formats : lien vidéo direct

CPM : CHF 85.-

Ad impressions/month : min. 54'000

Video + Monsterboard

HOME PAGE

Desktop formats : video direct link + gif, jpg, html 5 (fully responsive fluid design)

Mobile formats : video direct link + jpg

CPM : CHF 60.-

Ad impressions/month : min. 81'000



Rates DIGITAL

<i>Banner type</i>	<i>Timing</i>	<i>Price</i>
Wideboard	1 week	CHF 955.-
	2 weeks	CHF 1'750.-
	3 weeks	CHF 2'250.-
	4 weeks	CHF 4'950.-
Monsterboard	1 week	CHF 900.-
	2 weeks	CHF 1'400.-
	3 weeks	CHF 2'300.-
	4 weeks	CHF 3'400.-

<i>Banner type</i>	<i>Timing</i>	<i>Price</i>
Video	1 week	CHF 900.-
	2 weeks	CHF 1'400.-
	3 weeks	CHF 2'300.-
	4 weeks	CHF 3'400.-
Video + Monsterboard	1 week	CHF 1'100.-
	2 weeks	CHF 1'800.-
	3 weeks	CHF 2'800.-
	4 weeks	CHF 3'800.-

Agency fee: 10%
Prices are exclusive of VAT and are subject to change without notice.

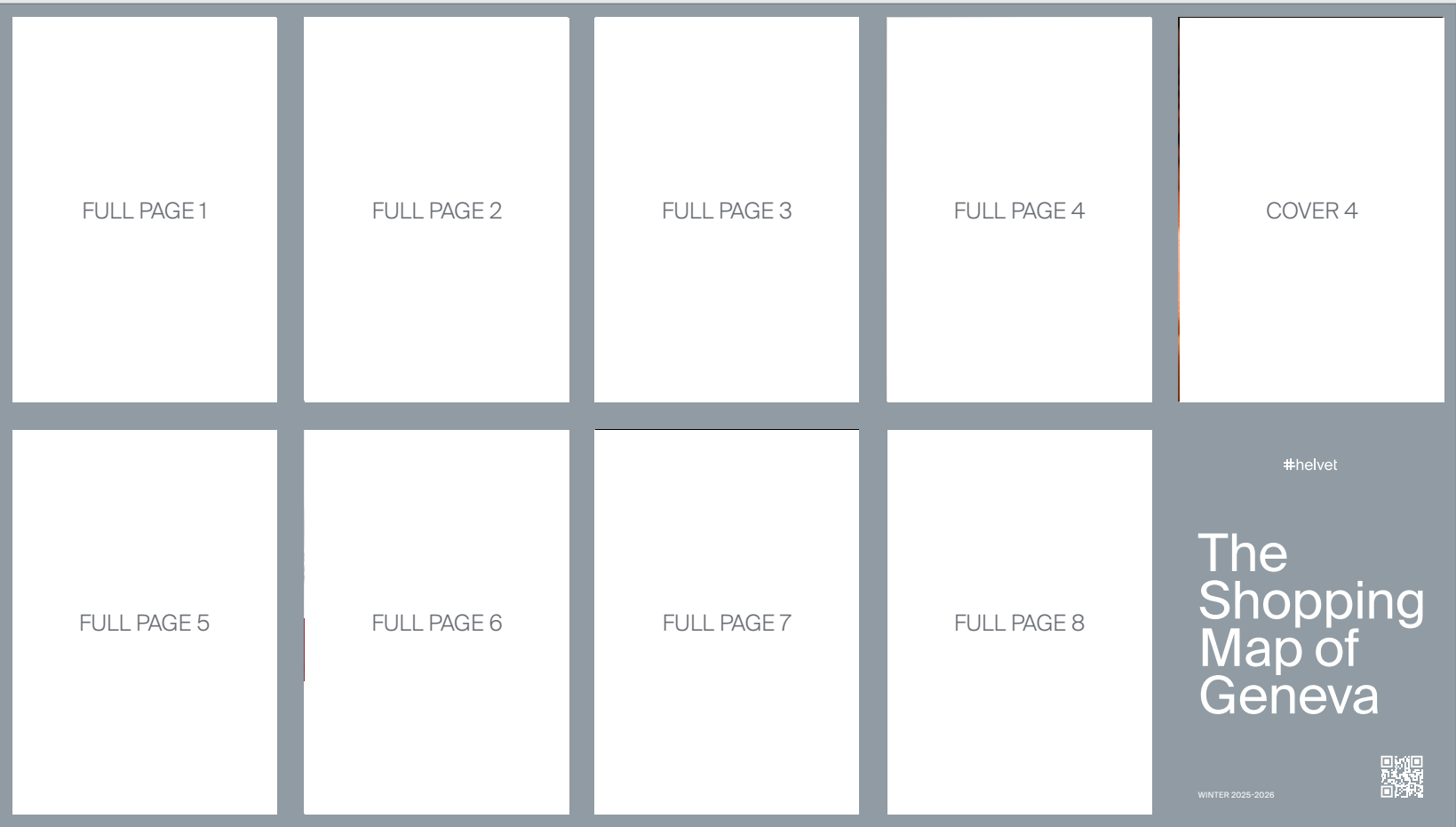


Winter edition 2025-2026 November – April
Print run 30'000 copies
Summer edition 2026 June – September
Print run 30'000 copies

Technical informations
Open format: 525 x 297 mm + 3 mm bleed area
Closed format: 105 x 148.5 mm + 3 mm bleed area
20-pages / 10-panel leaflet
4 accordion folds + 1 central fold
File **PDF/X-4 with cutting lines and 3 mm overflow**
Profile **PSO Uncoated V3 (FOGRA52)**

Placements	Formats	Prices
Cover 4	95 x 138 mm	CHF 3'900.-
Inside page	205 x 70 mm	CHF 4'500.-
Full pages	95 x 138 mm	CHF 1'900.-
Logo on the map	–	CHF 500.-

Prices do not include VAT



Non contractual visual / work in progress



helvet collection



ZERMATT – VERBIER – CRANS-MONTANA – GENEVA

In the captivating world of the *helvet* magazine collection, each issue embodies the essence of Switzerland, Swiss-made, and Swissness. Highlighting everything the country stands for, from its outstanding past achievements to the promise that still lies ahead, *helvet* takes you on a unique journey through Swiss diversity and authenticity. Explore unique perspectives on culture, innovation and nature, capturing the soul of Switzerland in all its aspects. Let *helvet* take you on an editorial experience that celebrates the richness and diversity of Switzerland.



VERBIER BOOK

Switzerland is a haven, its mountains a source of inspiration, the contemporary architecture of its finest resorts a unique encounter between yesterday and tomorrow. Explore the quintessential Val de Bagnes, immerse yourself in its breathtaking landscapes, whether in the snowy winter months or the sun-drenched summers. All this is revealed to you through the captivating pages of a richly illustrated 288-page book, whose exceptional iconography captures the magic and authenticity of this extraordinary place. Welcome to Verbier, where every season tells a new and unforgettable story.

