

#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 re-invention 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

**Forever Young**

The 1,001 lives of Max Büsser

Text Oliver Müller  
Photos MB&F

Genevan watchmaking company MB&F (*Max Büsser et ses Friends*) is celebrating its 20<sup>th</sup> anniversary, marking the occasion in its usual manner: with sharing, friendship and simplicity. Born in Milan and adopted by Lausanne, Max Büsser shares some key milestones of his story, which began on Rue Verdaine, before the opening of the workshop on Boulevard Helvétique and the M.A.D. House in Carouge.

MB&F

**At the watchmakers' table**

In praise of precision

Text Daniel Bachelet  
Photos Atelier du Lion d'Or – Guillaume Cottambo | L'œuf | Breillat Kitchen

Octopus inspired aquatic whimsy with an eight-legged, eight-day table clock finished by octopuspots, mouse crabs, mussels and The Abyss.

Octopus inspired aquatic whimsy with an eight-legged, eight-day table clock finished by octopuspots, mouse crabs, mussels and The Abyss.

Plate or dish? Cutlery or hands? One element is invariably the same in both gastronomy and horology: the time required to make something exceptional.

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**Herzog & de Meuron in Geneva, finally!**

A flagship for Lombard-Oder

Text Daniel Bachelet  
Photos Maria Mazzolla

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## *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.



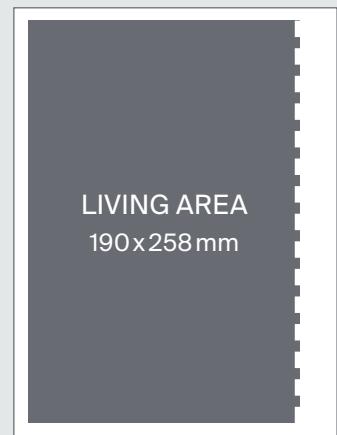
## Ad formats



*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



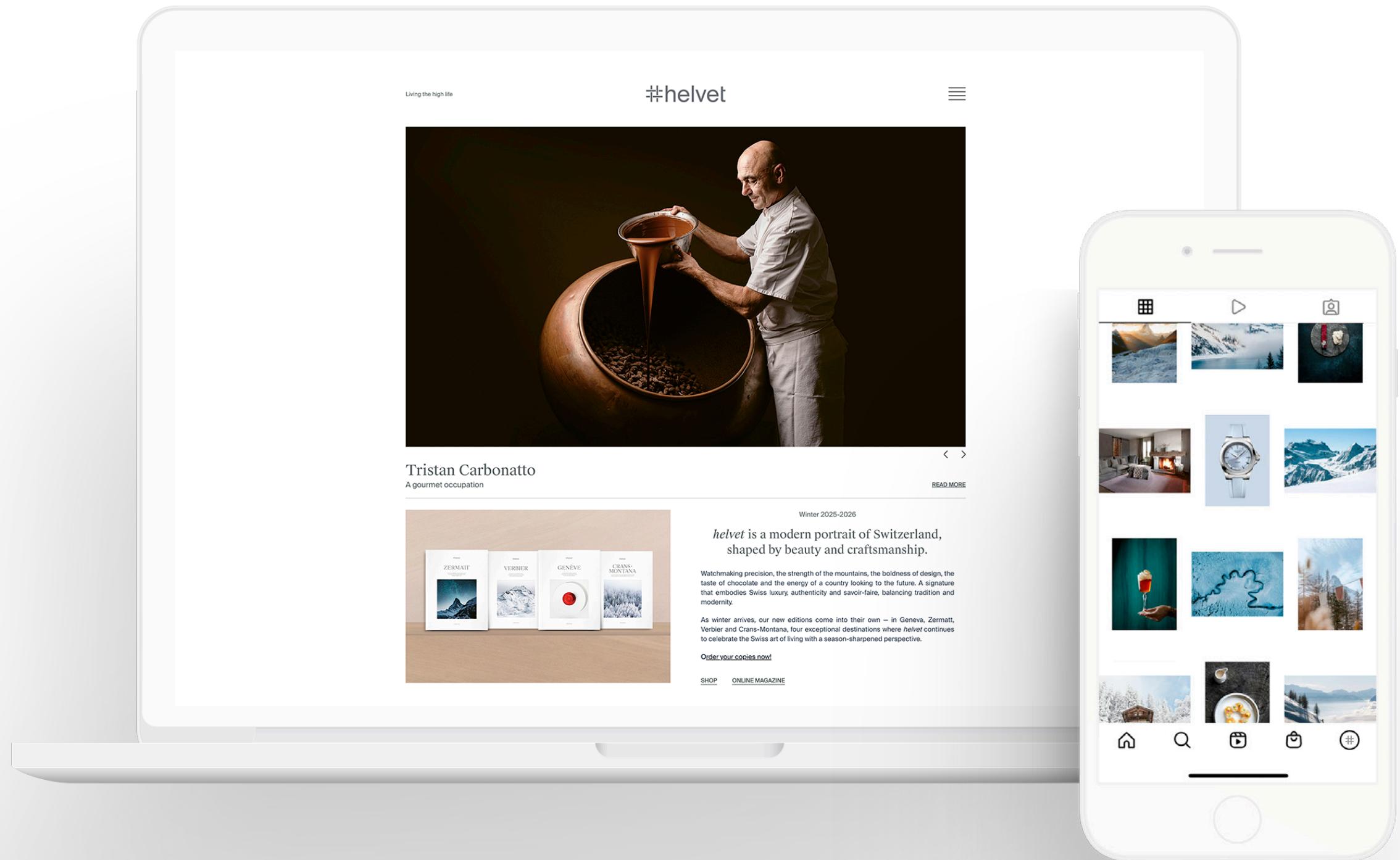
*Gate Folder in the beginning of the magazine*



*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

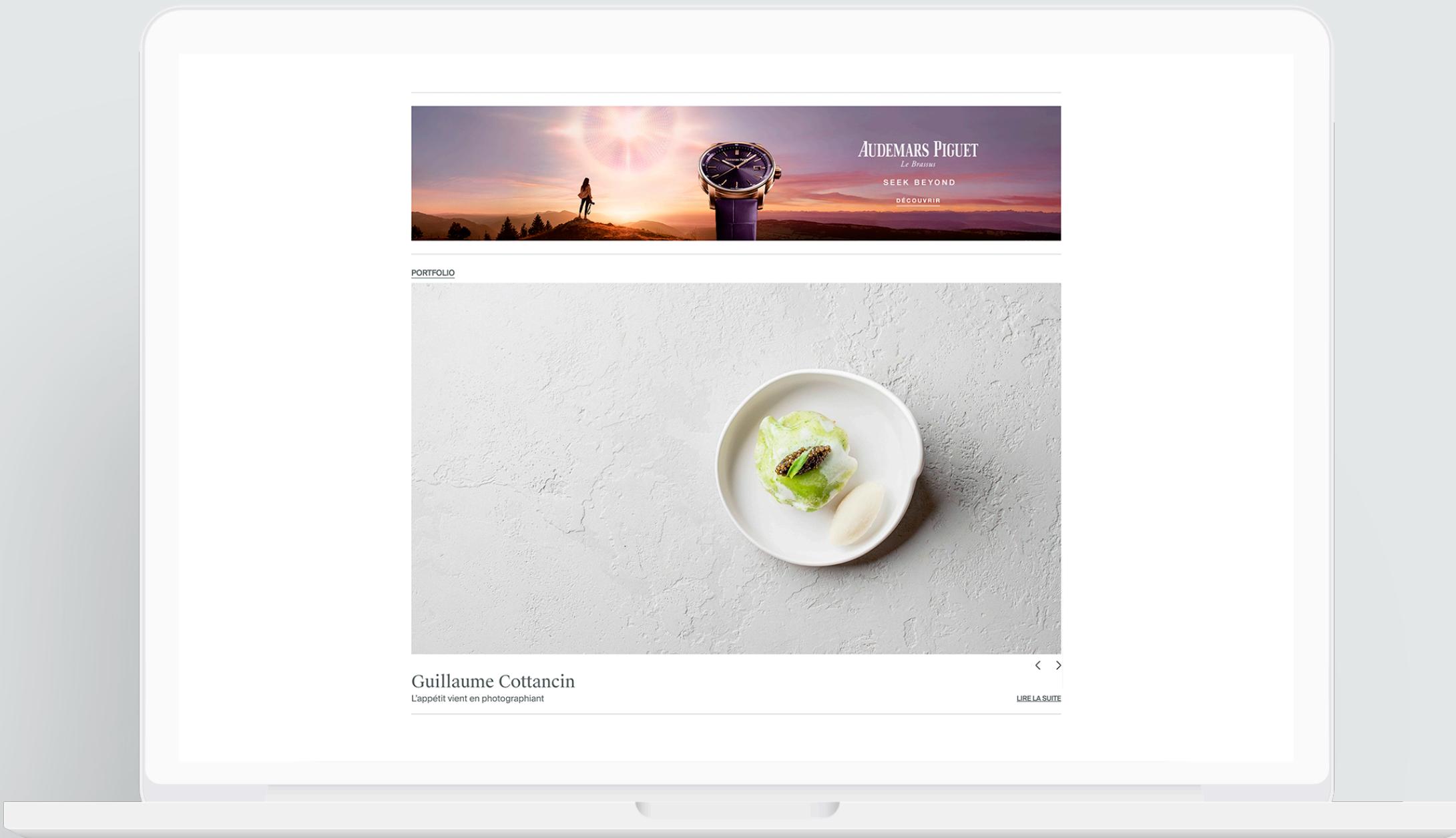


## Digital

*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  
Size mobile: 800 x 280 px  
Weight: 500 Ko max.

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

**CPM: CHF 99.-**

*Ad impressions/month: min. 60'000*

### Monsterboard

HOME PAGE

Size: 607 x 635 px  
Size mobile: 607 x 635 px  
Weight: 500 Ko max.

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

**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.



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# The Shopping Map of Geneva

SUMMER 2026

# The Shopping Map of Geneva

WINTER 2025-2026



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.-

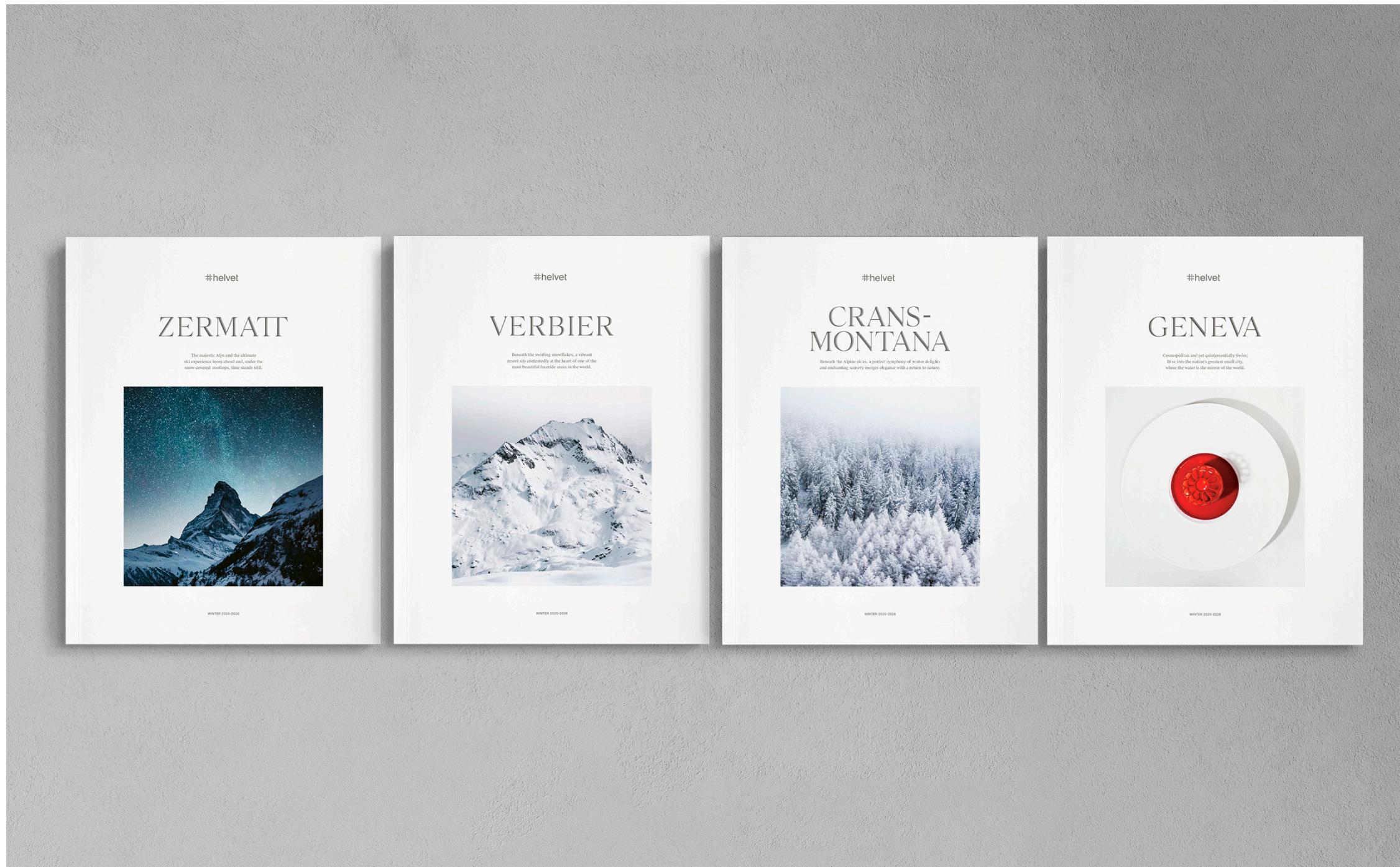
Prices do not include VAT



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.

