

#helvet

CRANS- MONTANA

Beneath the Alpine skies, a perfect symphony of winter delights
and enchanting scenery merges elegance with a return to nature.



WINTER 2024-2025

since 2017

CRANS-MONTANA

MEDIA KIT PRINT & DIGITAL

Summer 2025 – Winter 2025-2026

#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 the country is doing, embodied under a

single brand name. With the dexterity of a Swiss 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 – on paper, of course and in high-end magazines dedicated to the world's greatest ski resorts, including Crans-Montana. It's about enjoying the best in life and the constant reinvention of what that means – from food and wine to the most modern superchalet with an echo of the mountains and forests in all of their glory. *helvet* is Switzerland. Its logo unites the hashtag and the Swiss cross, a union of today's digital era and the traditions that make us who we are.



Distribution & key figures

Available in Crans-Montana for over 5 months throughout the 2025 summer and 2025-2026 winter seasons, with over 180 distribution points! Qualified distribution: sports stores, fashion boutiques, jewelry stores, restaurants, banks, tea rooms, guide offices, notaries, lawyers, doctors, dentists, hairdressers... The magazines are distributed to 5-, 4- and 3-star hotels, chalet rentals and real estate companies, as well as to ski lifts.

helvet magazine is also sent by post to international sports federations, multinationals, Sion airport, private banks and newsstands in Switzerland's biggest cities. Copies are distributed by Renzi Communication to over 800 points of sale in 20 Swiss cities, including Geneva, Zermatt and Verbier.

Publication

Summer June 16 to September 30, 2025

Winter November 27, 2025 to April 30, 2026

Number of pages 100 pages

2 languages Français | English

Global print run 23'500 copies

Language distribution French 10'000 ex. English 13'500 ex.

Distribution area

80 % in Crans-Montana and its region, 18 % in Switzerland, 2 % abroad



P O R
T F O
L I O

Patrick Güller,
master of beautiful light

Two Swiss Restaurants
Where Nature Speaks




One eats very well on the high plateau. In fact, if one adds up all the scores of the ski resort's ten Gault&Millau-ranked restaurants, one gets an impressive 145 points total. A rising trend that shows no signs of slowing, with five new locales in Switzerland's 2024 edition of the guide (minus CEnothèque Ravet, which closed in March).

The top prize goes to **EXORS**. Frank Reynaud's portrait restaurant within a charming hotel of the same name, with 18 points and 3 Michelin stars. Only a handful of restaurants in the country can claim the same, and the Provincial chef was also awarded the 2023 Swiss Culinary Merit award. Having been in Valais for 30 years now, he's built an empire around his quality work and use of the right seasonal ingredients, sourced from a private network of local artisans and his own. His regulars speak highly of his aesthetics, and his creativity. And believe it or not, Frank Reynaud is also a great athlete and co-guerrilla leader with mountain guide Pierre-Olivier Hugonin of the Cabaret des Violettes. A d'course perhaps, but certainly another opportunity to eat well, surrounded by the Valais Alps at 2,200m.

Chief Reynaud also oversees the hotel's more casual dining option, **Le Bistrot des Ours**, which was also recognized by Gault&Millau with a score of 14 points. Here you can enjoy his contemporary magic touch in a beautifully traditional stone and wood chaser setting.

Frank Reynaud also reigns over the end-of-the-day **Partage** (13 points) at the Aïda Hotel & Spa, an adults-only hotel on a Chaux property that was renovated in 2021. Here you can enjoy fantastic, creative dining from the building's living room or the panoramic terrace, with a menu that offers both individual options and a host of shareable plates. Beginning December 13, a new Recovery Menu debuts that will offer a curated selection of winter creations influenced by traditional Alpine cuisine - unique gourmet moments guaranteed.





Rates PRINT

<i>Formats</i>	<i>Price</i>
Cover 4	CHF 18'000.-
Cover 2	CHF 15'000.-
Cover 3	CHF 10'000.-
Face editorial	CHF 8'500.-
Face table of contents	CHF 7'500.-

<i>Formats</i>	<i>Price</i>	<i>Technical costs</i>
Double page	CHF 14'000.-	
1/1 page	CHF 7'000.-	
1/2 page	CHF 3'500.-	
Gate Folder front 3 pages	CHF 28'500.-	CHF 7'500.-
Gate Folder back 3 pages	CHF 30'200.-	CHF 7'500.-

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.



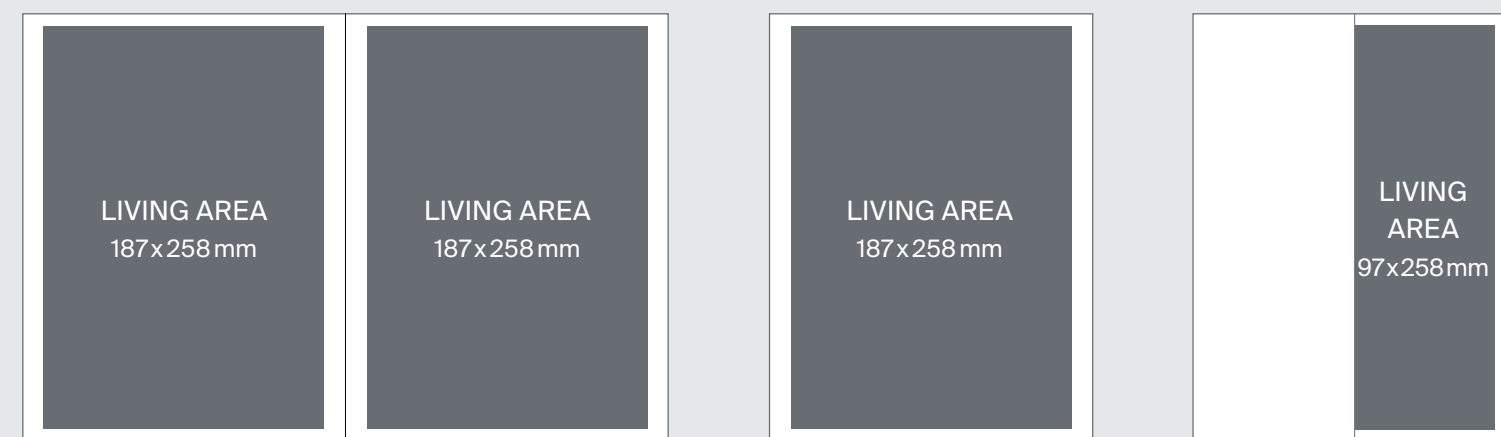
Ad formats



Cover 2
RIGHT-HAND GROOVING 7MM

Cover 3
LEFT-HAND GROOVING 7MM

Cover 4
RIGHT-HAND GROOVING 7MM



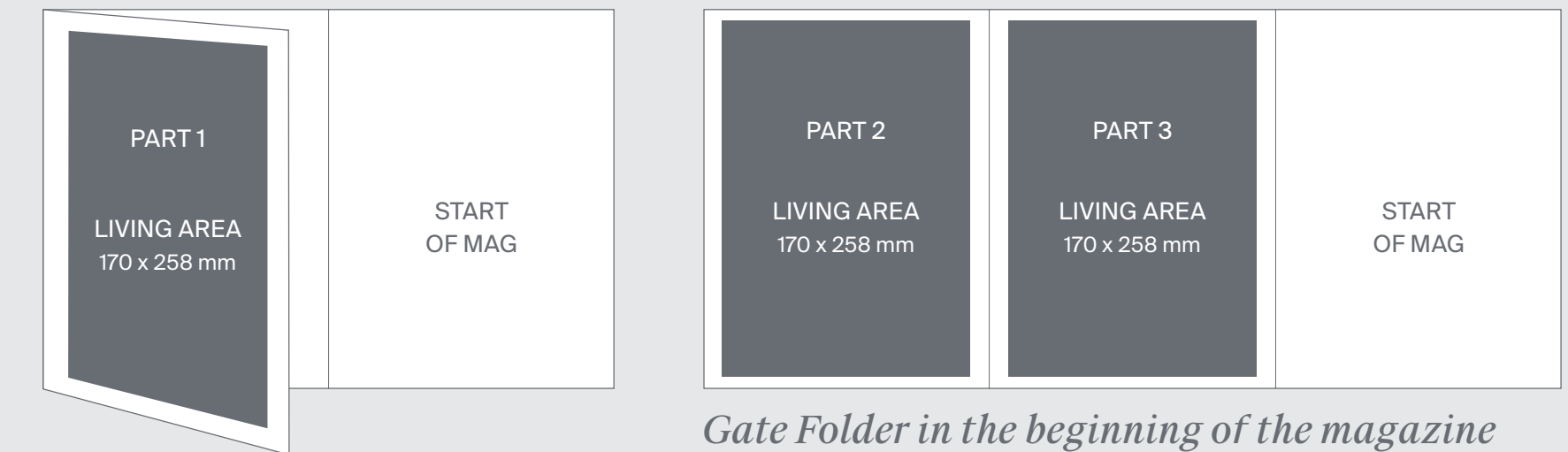
Double page

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

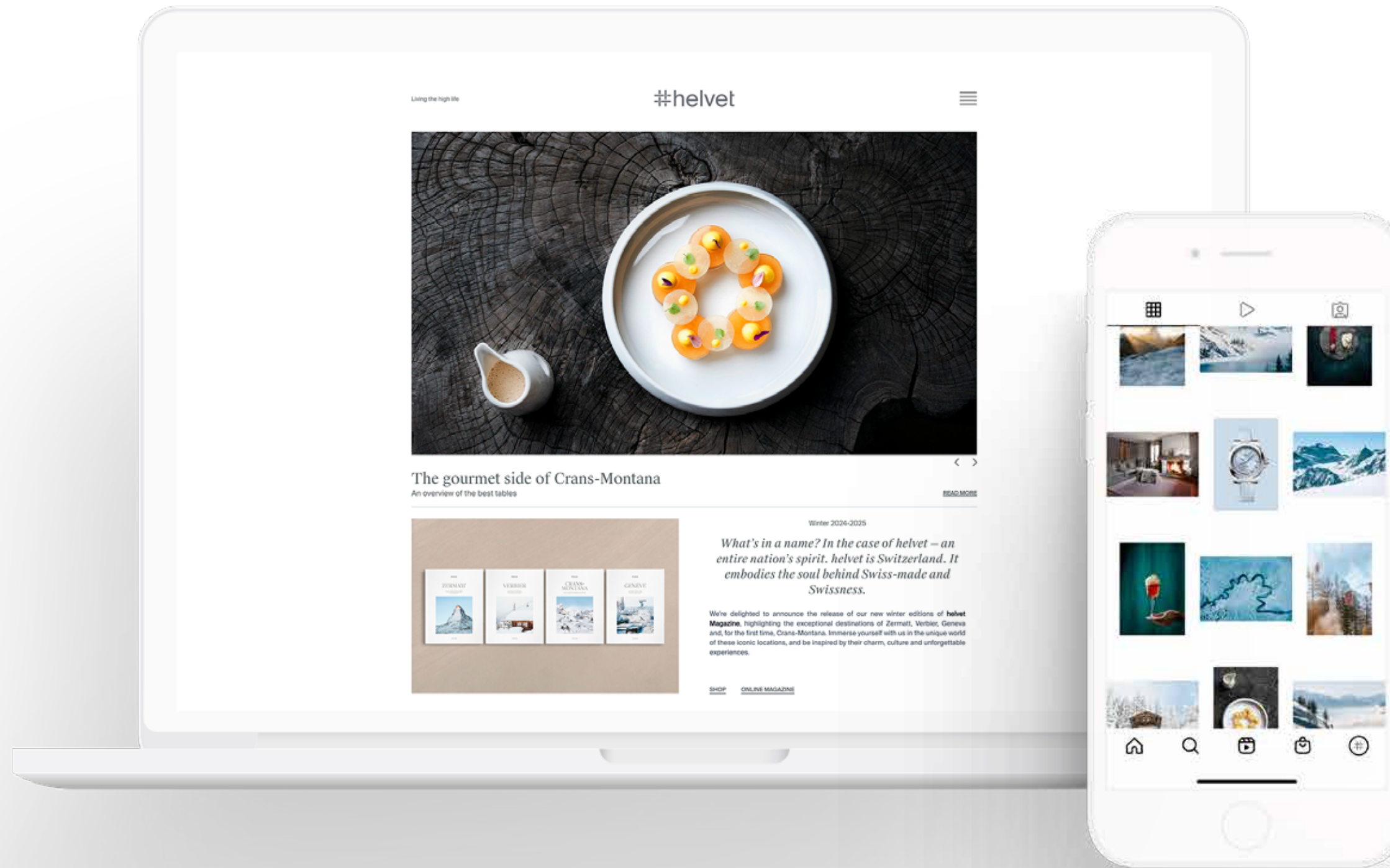


Gate Folder in the beginning of the magazine



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



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 

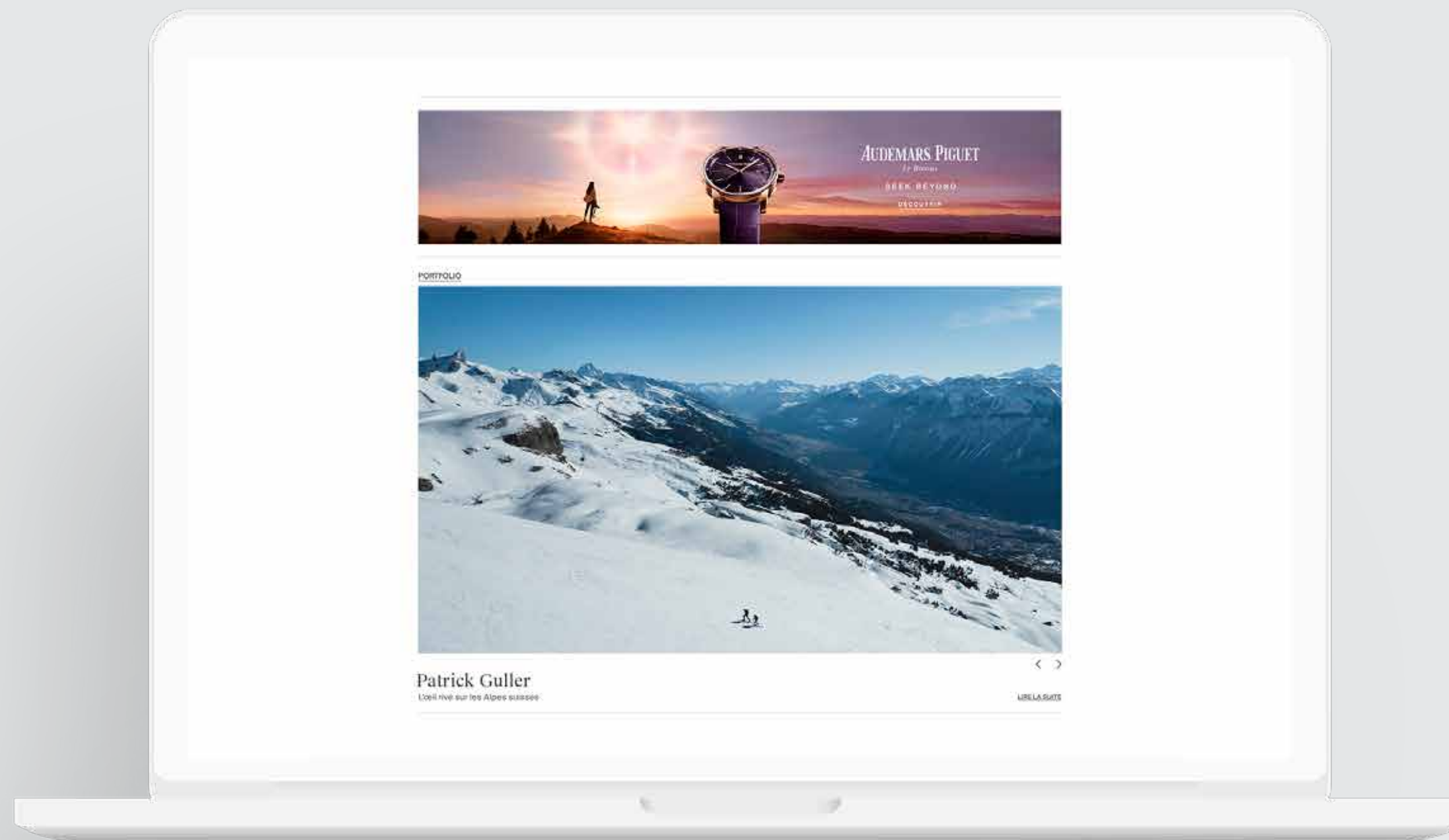


Rates DIGITAL

<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 weeks	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 weeks	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.



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

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

Video

HOME PAGE

Size: 1224 x 635 px

Formats: lien vidéo direct

Video + Monsterboard

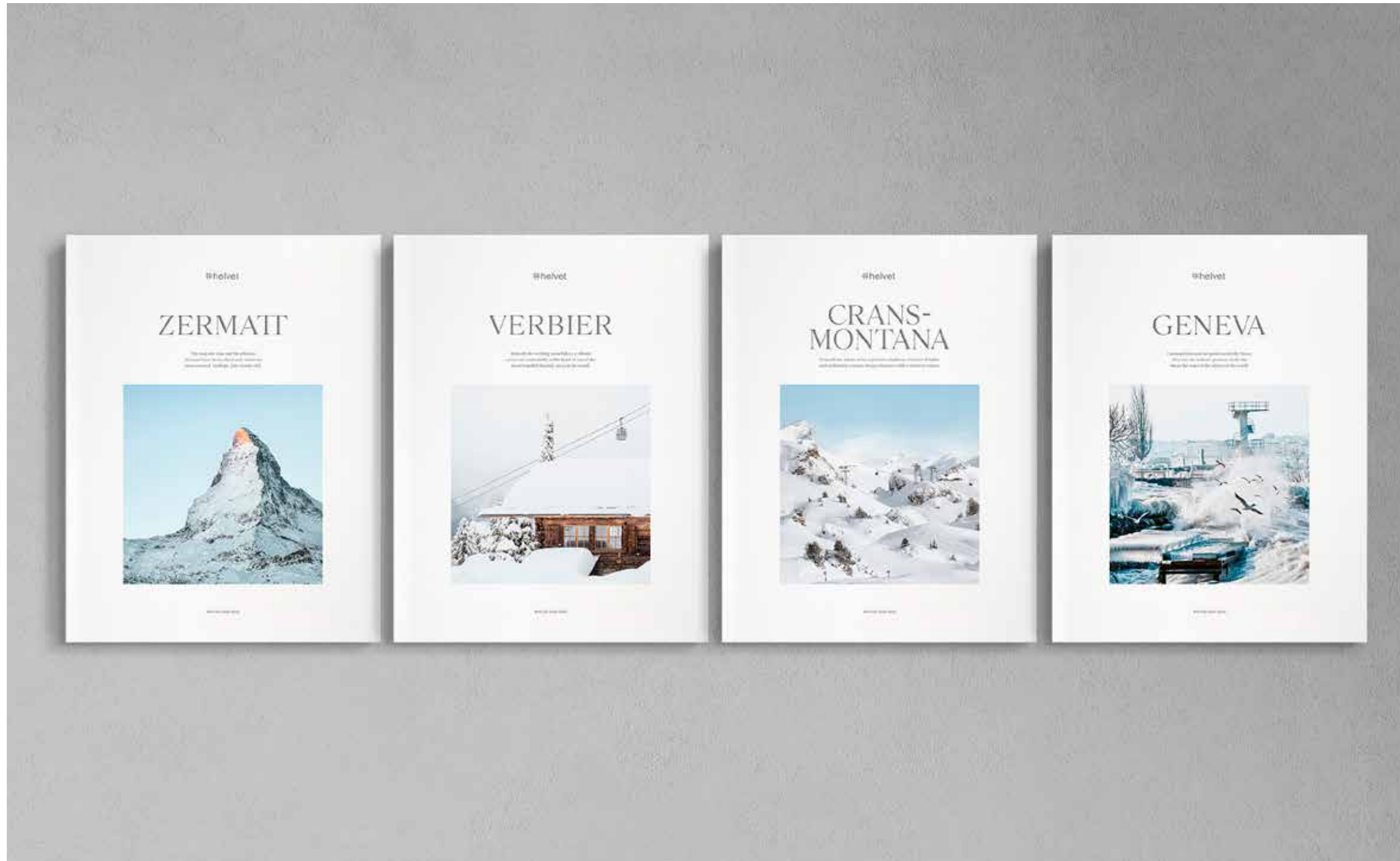
HOME PAGE

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

Mobile formats: video direct link + jpg



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.

