

#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

Winter 2025-2026 — Summer 2026

#helvet

helvet.swiss



© Patrick Güller

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 throughout the 2025-2026 winter and the 2026 summer 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

Winter December 9, 2025 to April 30, 2026

Summer June 16 to September 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



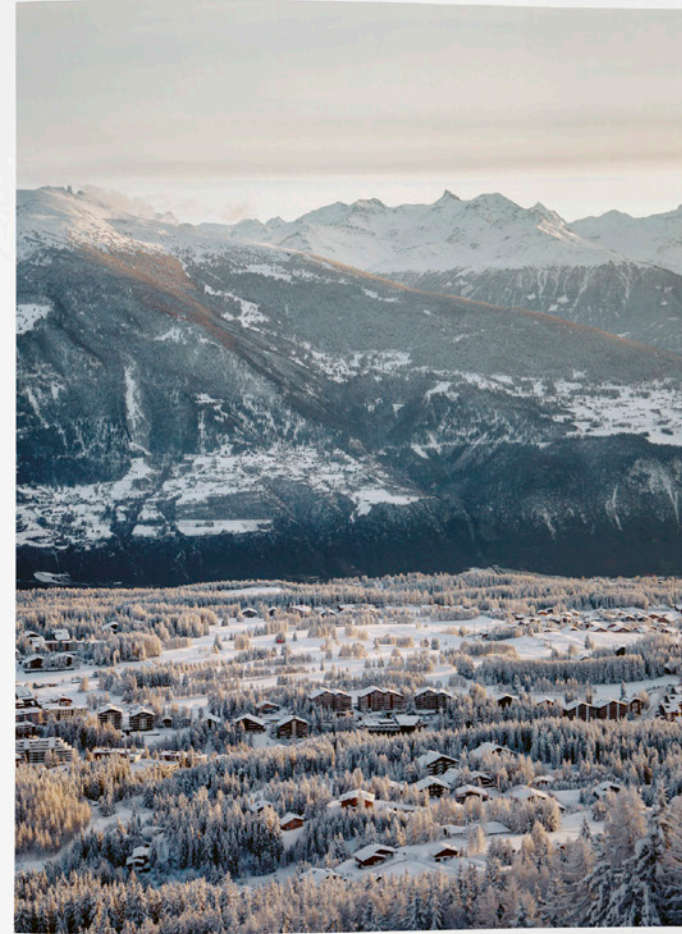
A pre-dawn climb towards the rocky ridge of Mont Forêt Bernin (2422 m) is rewarded with a spectacular sunrise.

P O R T F O L I O

Patrick Güller,
master of beautiful light

Text: Daniel Brachmann
Photos: Patrick Güller

photos



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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).

photos

At L'Alpe d'Huez, Chef Yannick Chénou gives his dishes playful and poetic names. Here, "Vigilante (me with gourmandise)", with duck, potato, beetroot, miso, coconut milk and green pepper, yuzu kani.

The top prize goes to **L'Ours**, Franck Reynaud's gourmet restaurant within a charming hotel of the same name, with 18 points and 1 Michelin star. Only a handful of restaurants in the country can claim the same – and the Provençal chef was also awarded the 2023 Swiss Culinary Merit award. Having been in Valais for 20 years now, he's built an empire around his quality work and use of the right seasonal ingredients, sourced from a prized network of local artisan producers. His regulars speak highly of his aesthetics and his dishes. And believe it or not, Franck Reynaud is also a great athlete and co-guardian (along with mountain guide Pierre-Olivier Bagard) of the Cabane des Violettes. A devoted perhaps, but certainly another opportunity to eat well, surrounded by the Valais Alps at 2,200 m.

Chef 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 chalet setting.

photos

Franck Reynaud also reigns over the undisputed **Portage** (15 points) at the Aids Hotel & Spa, an adults-only Relais Châteaux property that was renovated in 2021. Here you can enjoy fantastic, convivial dining from the sparkling living room or the panoramic terrace, with a menu that offers both individual options and a host of sharable plates. Beginning December 13, a new Discovery Menu debuts that will offer a curated selection of winter creations influenced by the alpine cuisine – unique gourmet moments guaranteed.

photos



In Crans-Montana, skiing is a way of life. It was here, on the high plateau's natural overlook, that a group of British skiers staged the world's first downhill race in 1911. Ever since, these slopes have been a popular ski destination, boasting 180° views of the Alps.

When the earliest skiers disembark from the car of the day at Plaine Verte, the sun is shrouded in its lush winter coat of snow. But it won't take long for the sun to shine – with 300 sunny days in the books – Crans-Montana holds the record for the most sunshine in the Alps. Below, the powder-covered slopes descend towards the crease of the Rhodanese Valley as the shadows of dawn slowly recede.

The ski area unfolds north towards 2,527 m in altitude, beneath the Piz de la Trilogie of summits – led by the 3,000 m. These blessed hillside flowers – an incredible set of neighboring peaks – an incredible set of neighboring peaks. Further west, there's the Grimsy. Further west, there's the Grimsy. Further west, there's the Grimsy. Further west, there's the Grimsy.

ASLOPE FOR EVERY LE
Welcome to Crans-Montana: luxury hotels, Montana-style friendly, while Amisano is in charm, and both offer



Peur Les Violette, the gondolas soar over a white expanse with silent tracks imprinted in the fresh powder.



#watches



Chopard
Happy Sport

Free, joyful, precise: The Happy Sport collection lets its diamonds dance across the dial. If you hold it to your ear, you can even hear them delicately tickle as they swing. Yet Happy Sport is still pragmatic, having been designed for sporting use and entirely forged in steel. And there's a wonderfully wide range of options to choose from.

chopard.com

W190101

Patek Philippe
Calatrav Grande Date, ref. 5822P-001

The greatest watchmakers all master the ability to refine themselves while staying faithful to their core DNA. In a rare move, Patek Philippe launched Calatrav, a new square-shaped, casual-chic collection with a bezel that echoes the Nautilus – the Holy Grail for collectors. It features a newly developed movement that displays a grand date at 12 o'clock.

patek.com

Swatch
SHIMMER AT DUSK

At nightfall, the stars begin to sparkle, and we lose ourselves in the infinity of the sky. The blue sun-brushed dial of SHIMMER AT DUSK reproduces this emotion. Its heart beats to the rhythm of the SYSTEM51 movement, an innovative mechanical self-winding calibre. It's distinguished by its extreme simplicity, as it's only composed of 51 pieces.

swatch.com



Audemars Piguet
Code 11.59 by Audemars Piguet
Self-winding

The Code 11.59 collection celebrated its 50th anniversary in 2024. While its round shape was a surprise when it first launched – a departure from the famous octagonal Royal Oak – this timeless has since solidified its presence over a range of models, including one with a lovely blue dial and rose gold case, in 38 mm for slender wrists.

audemarspiguet.com

Zenith
Dely Skyline 36

It's love at first sight for slim-wristed mechanical watch lovers: The Dely Skyline owes credibility from its modest 36 mm diameter. Within the octagonal case beats the heart of the watch, powered by the Elite 907 automatic manufacture movement, while the brand's iconic light, green-toned sunray-patterned dial is sure to capture the eye.

zenith-watches.com

Breitling
Premier B01 Chronograph 42

Flashback to the 1940s, when Willy Breitling first dreamt up the Premier Chronograph: functional, elegant and easy to wear. This modern reinterpretation – here in midnight blue – lives up to its founder's guidelines and aesthetics. Its manufacture-made movement is COSC-certified to ensure both precision and reliability.

breitling.com

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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 4 pages	CHF 36'000.-	CHF 3'500.-
Gate Folder back 3 pages	CHF 24'000.-	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



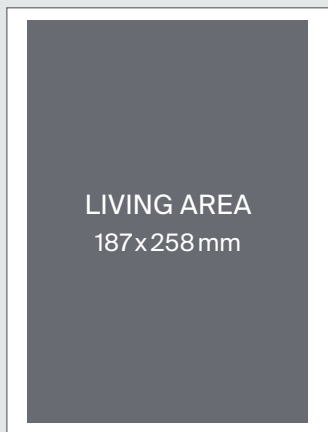
Cover 2
RIGHT-HAND GROOVING 7MM



Cover 3
LEFT-HAND GROOVING 7MM



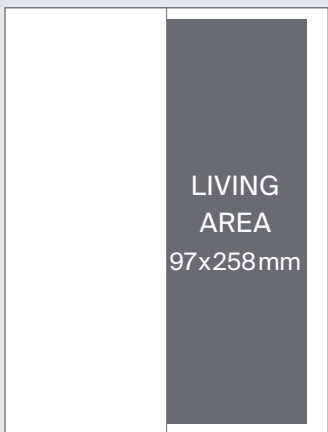
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RIGHT-HAND GROOVING 7MM



Double page



Full page



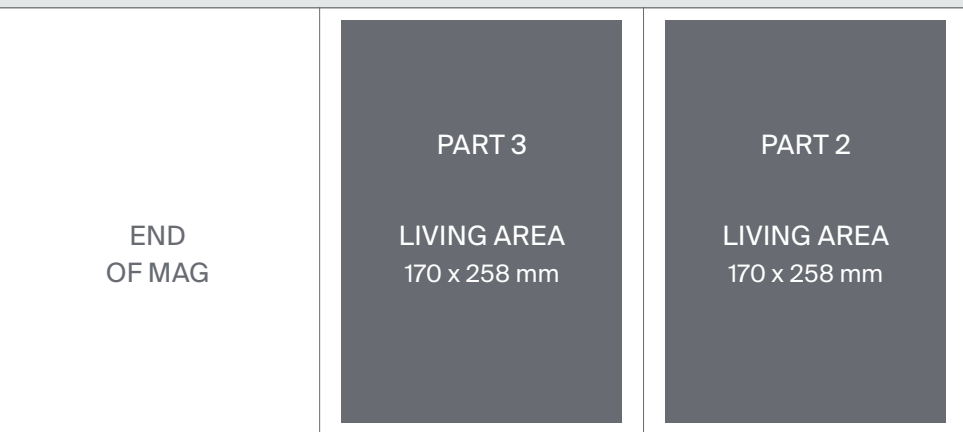
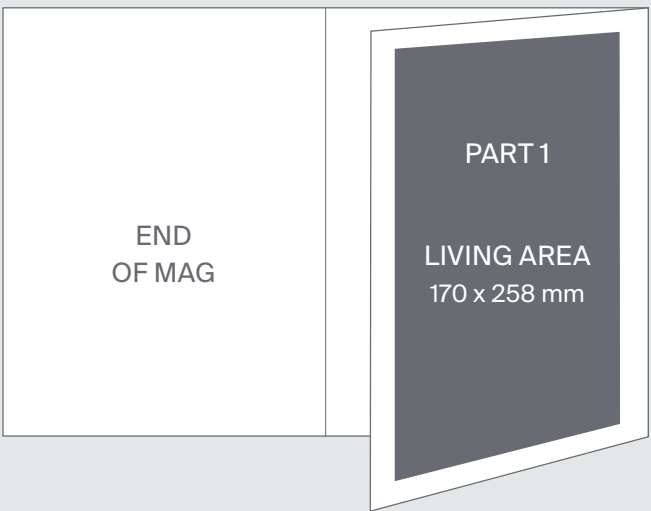
Half page

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

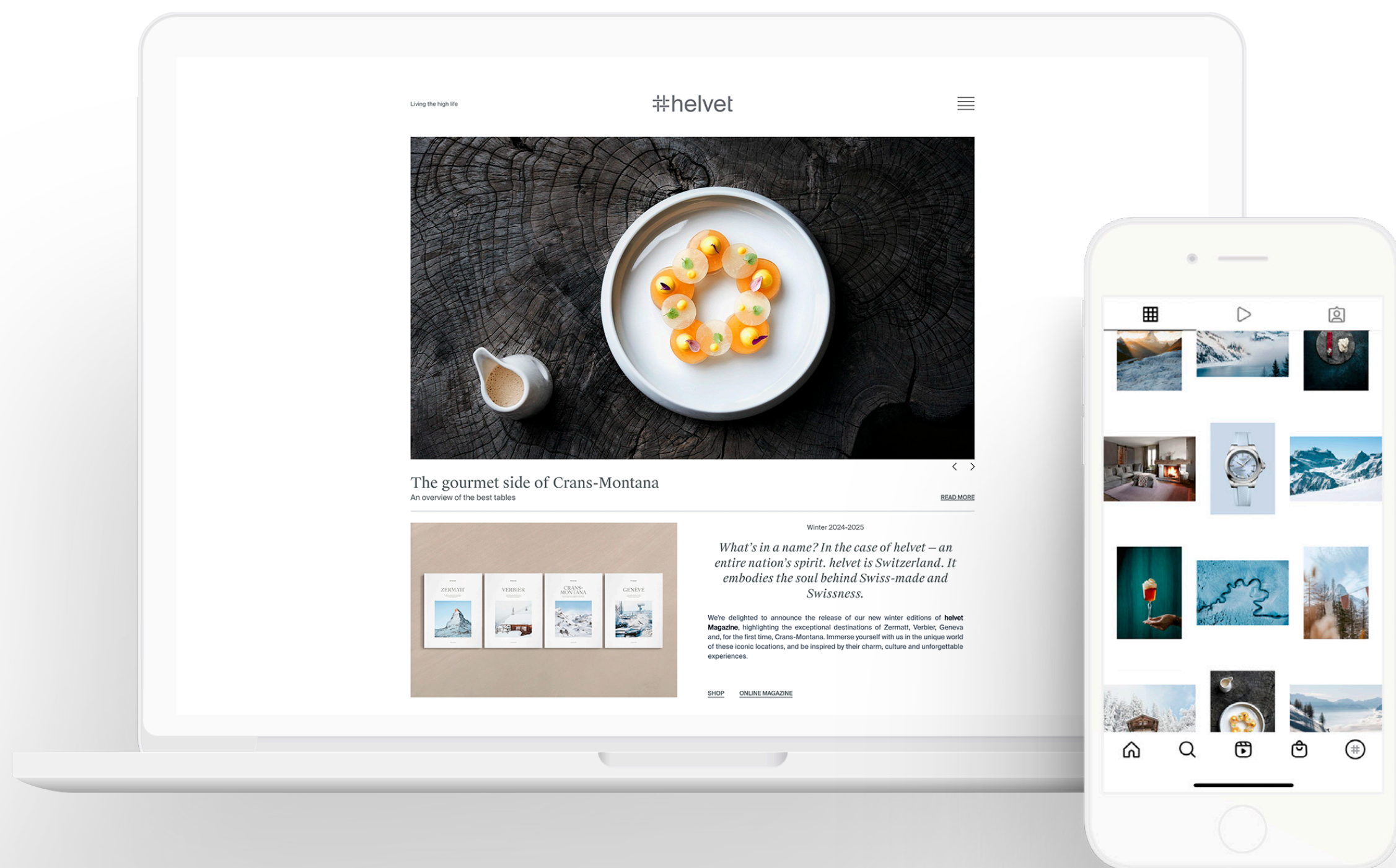


Gate Folder in the beginning of the magazine



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 

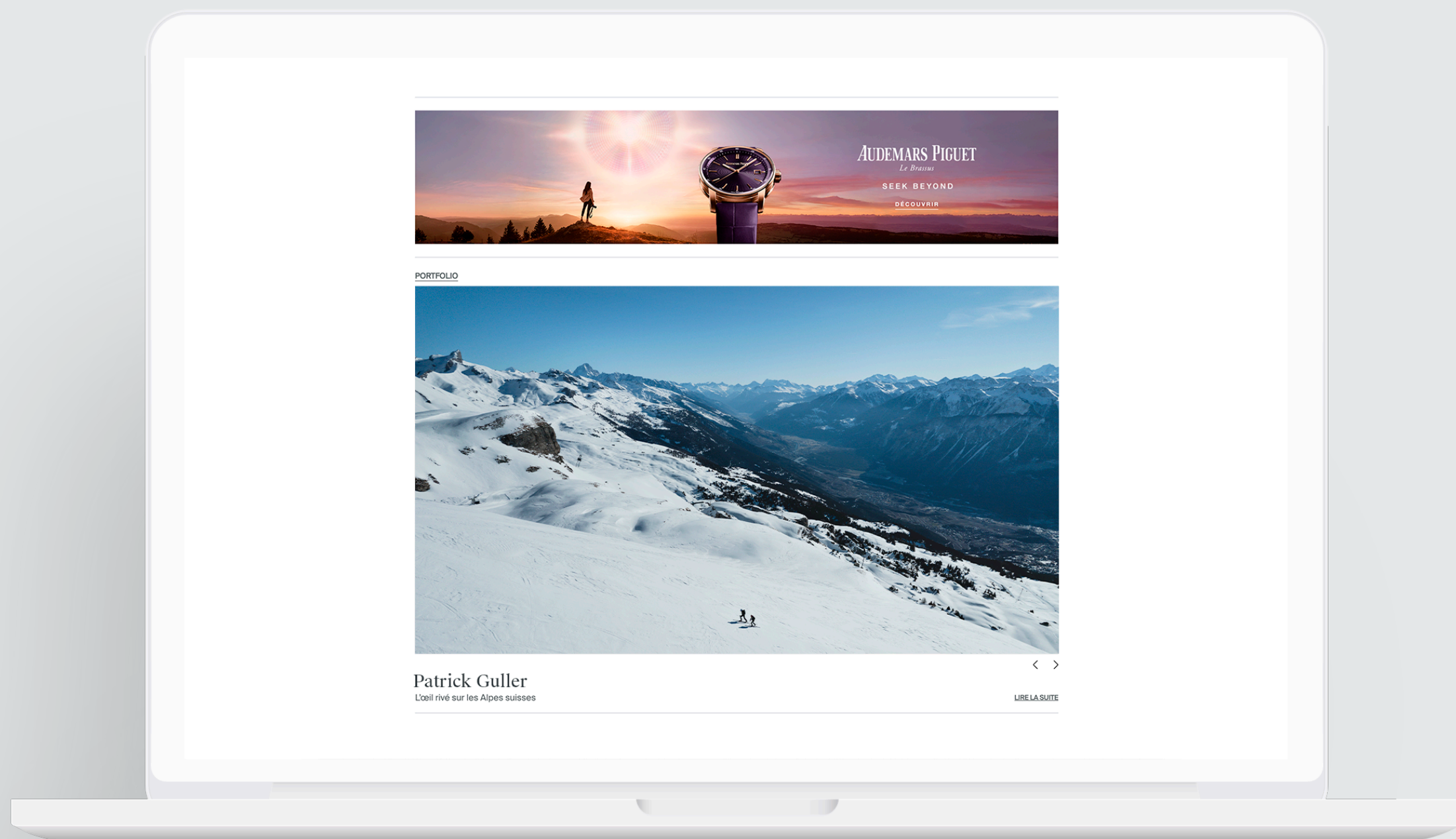


Rates DIGITAL

<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

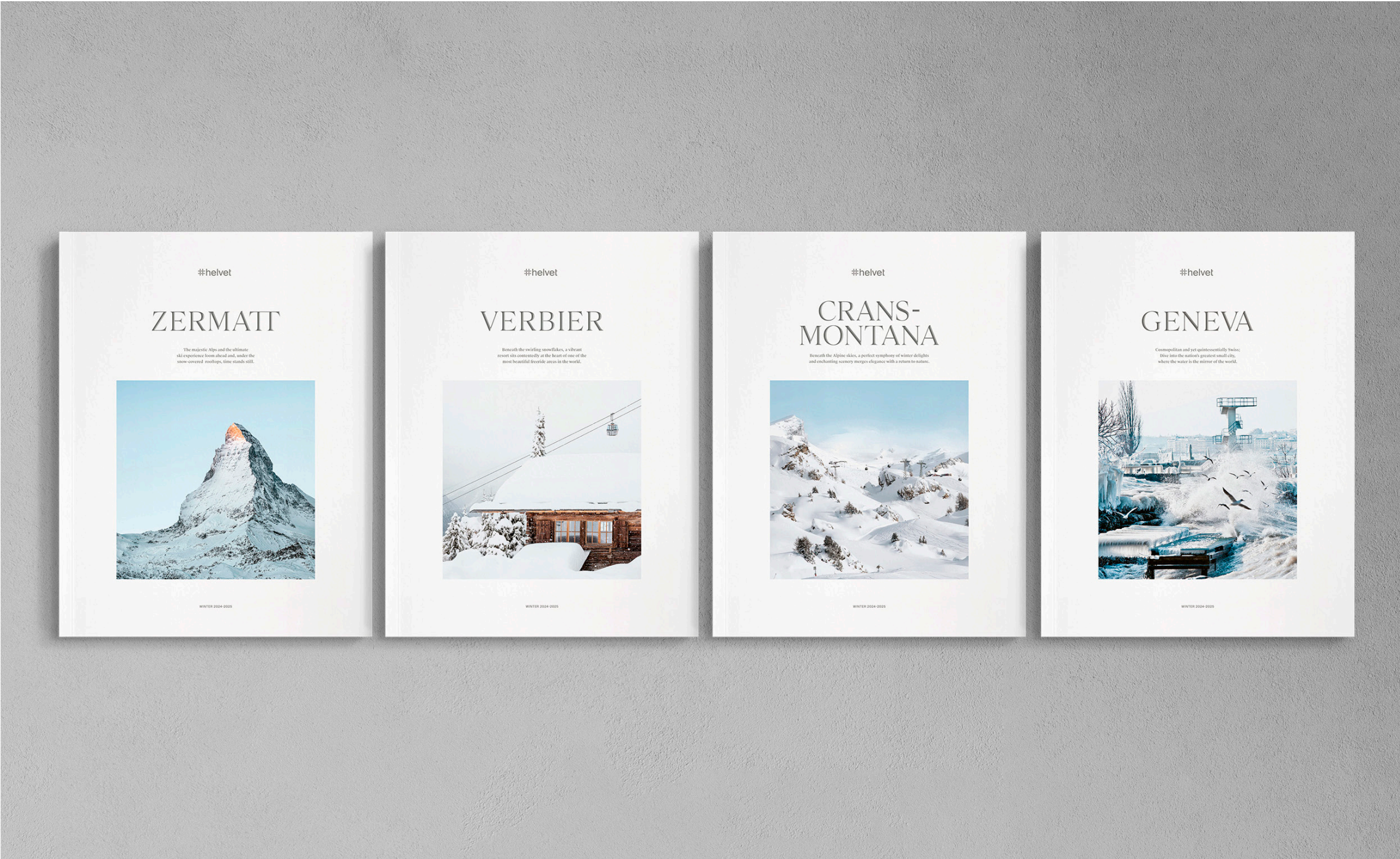
HOME PAGE

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.

