

#helvet

MEDIA KIT

*The Shopping Map  
of Zermatt*

SUMMER 2025 | WINTER 2025-2026

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helvet.swiss



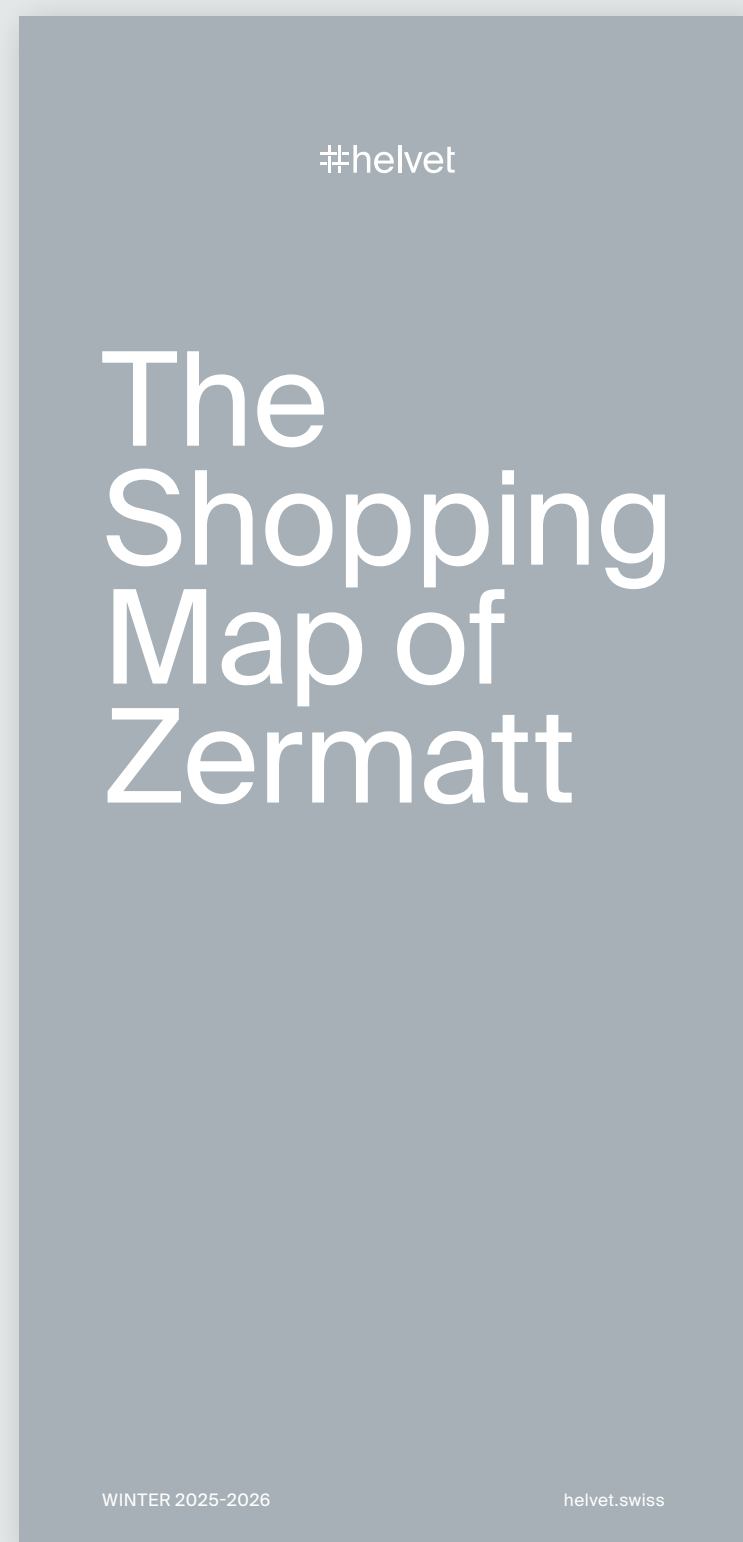
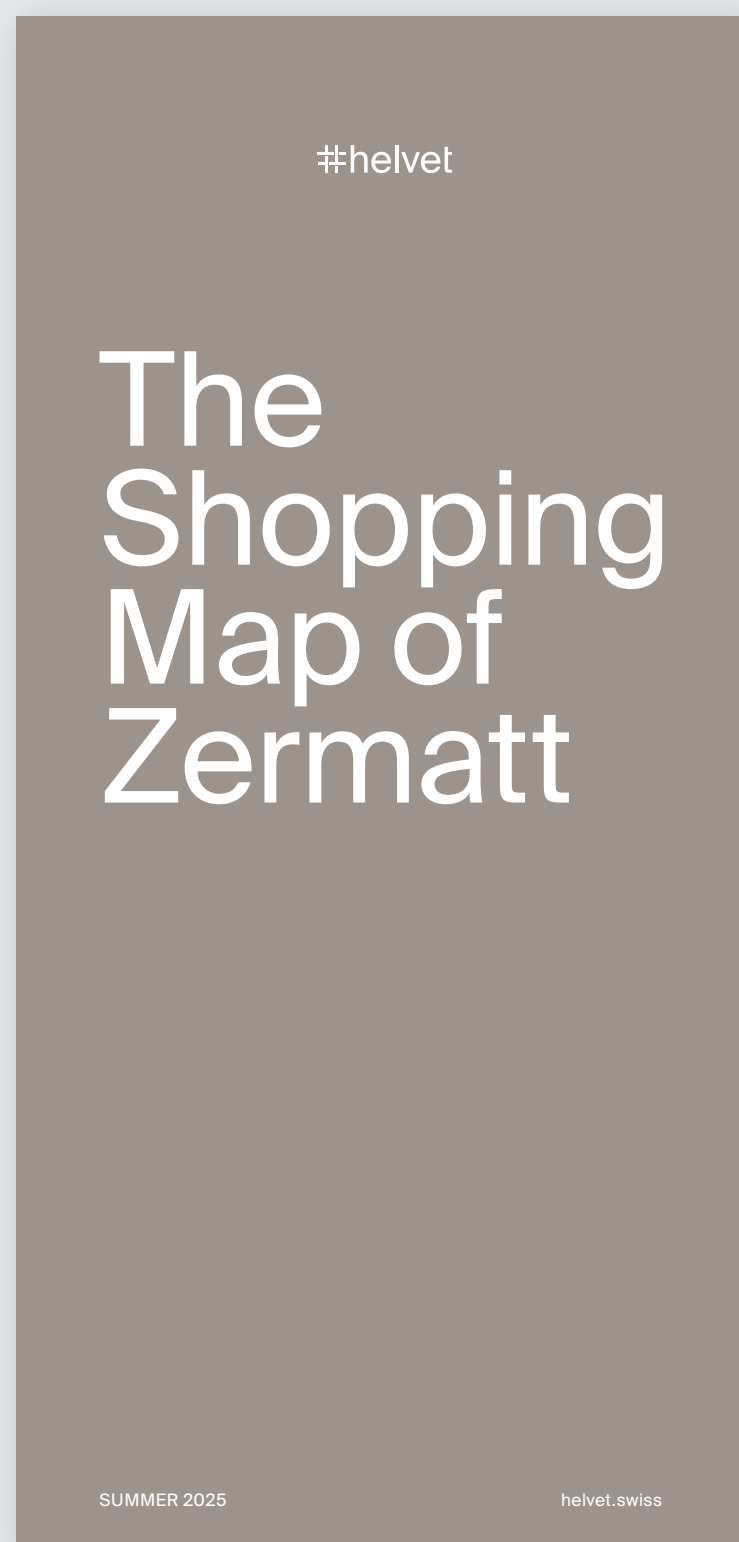
*The Shopping Map of Zermatt* is there to guide and accompany people visiting Zermatt in their shopping on the famous *Bahnhofstrasse*.

The map will be available in more than *220 distribution points*; chalets, hotels, jewellers, restaurants, bars, tea-rooms, shops (sport, luxury, fashion), ski lifts, banks, railway stations, taxi ranks.

*Print run*

60'000 copies per year

Updated and printed twice a year (summer and winter seasons)



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

*Technical informations*  
 Open format: 220 x 630 mm  
 Closed format: 105 x 220 mm  
 12-pages / 6-panel leaflet  
 3 accordion folds  
 File **PDF/X-4 with cutting lines and 3 mm overflow**  
 Profile **PSO Uncoated V3 (FOGRA52)**

| Prices (for both seasons) | Formats      | Prices      |
|---------------------------|--------------|-------------|
| Cover 1                   | 105 x 77 mm  | CHF 8'000.- |
| Cover 4                   | 93 x 208 mm  | CHF 6'000.- |
| Full page                 | 93 x 208 mm  | CHF 2'000.- |
| Footer                    | 220 x 76 mm  | CHF 2'000.- |
| Top                       | 100 x 150 mm | CHF 3000.-  |
| Logo on the map           | -            | CHF 1'050.- |

Prices do not include VAT

There is also the possibility to choose only one season.

