

#helvet

MEDIA KIT

*The Shopping Map
of Zermatt*

WINTER 2026-2027 | SUMMER 2027

helvet.swiss



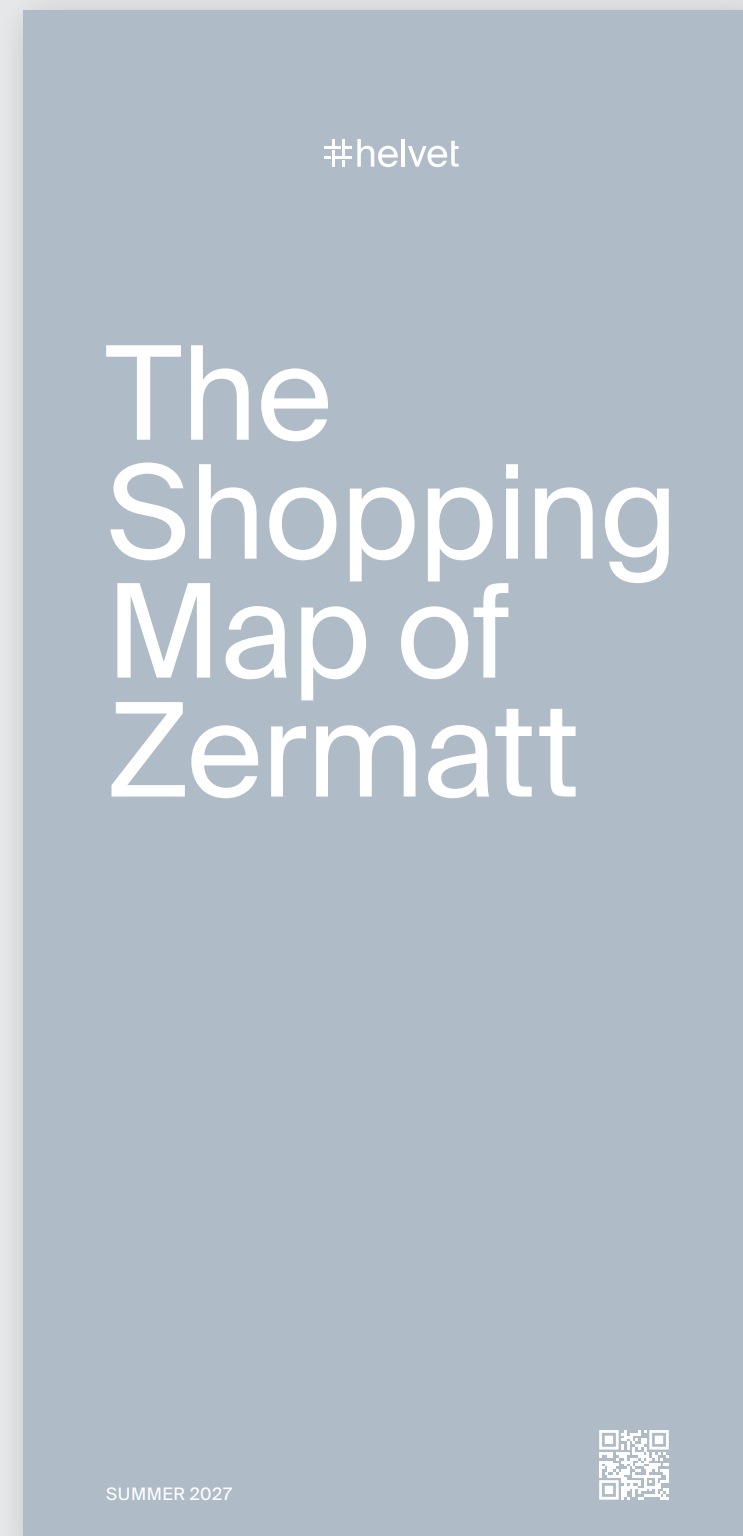
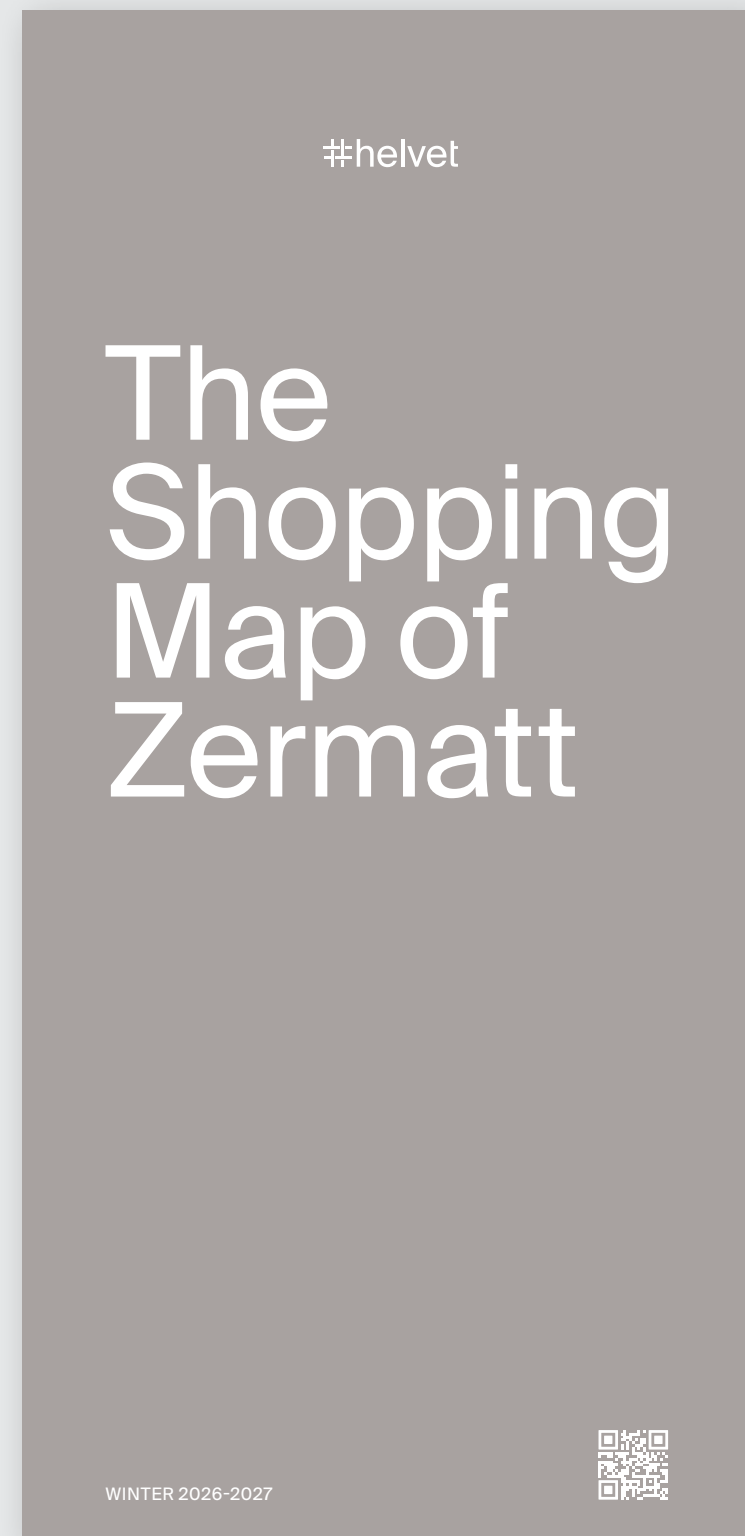
The Shopping Map of Zermatt is there to guide and accompany people visiting Zermatt in their shopping on the famous *Bahnhofstrasse*.

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)



Winter edition 2026-2027 November – April
 Print run 30'000 copies
 Summer edition 2027 June – October
 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)**

| <i>Prices (for both seasons)</i> | <i>Formats</i> | <i>Prices</i> |
|----------------------------------|----------------|---------------|
| 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.- |
| 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.

