

#helvet

# ZERMATT

The majestic Alps and the ultimate  
ski experience loom ahead and, under the  
snow-covered rooftops, time stands still.



WINTER 2025-2026

*since 2017*

# ZERMATT

MEDIA KIT PRINT & DIGITAL

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 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 Zermatt. 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 Zermatt for more than 5 months in the winter season 2026-2027, with more than 180 distribution points! Qualified distribution in the famous commercial avenue of Bahnhofstrasse: sports shops, fashion boutiques, jewellers, restaurants, banks, tea rooms, guide offices, notaries, lawyers, doctors, dentists, hairdressers... The magazine is deposited in 5, 4 and 3 star hotels (there are more than 222 locally), chalet rentals and real estate companies. It is also available in Täsch, the arrival and departure point for the resort, in the 8 taxi/limousine companies.

*helvet* magazine is also sent by post to international sports federations, multinationals, some airport lounges, private banks and kiosks in Switzerland's largest cities. Copies are distributed by Renzi Communication to over 800 outlets in 20 Swiss towns and cities, including Geneva, Verbier and Crans-Montana.

**Publication** December 9, 2026 to April 30, 2027

**Number of pages** 100 pages

**3 languages** English | Deutsch | Français

**Global print run** 23'500 copies

**Language distribution** English 10'500 copies German 6'500 copies French 6'500 copies

**Distribution area** 80 % in Zermatt and its region, the rest 20 % in Switzerland



## The art of delightful dining

The stars of Zermatt

Text: Claude Hervé-Bath

Photos: The Omnia | Alain Gourmet Photo (omni) | Schöngig



If Switzerland is a foodie paradise, then Zermatt sets the bar. Each year, the exact number of Gault&Millau rated restaurants and points varies, but never descends the summits, this year being no exception: 22 rated restaurants for a total of 315 points!

At The Omnia, wild mushrooms are transformed with a shortbread biscuit and polenta infused with Jeancenise maple.

©infiel



## Matterhorn ski paradise

All the reasons in the world  
to ski in Zermatt

Text: Daniel Beuckevoet  
Photos: Zermatt Tourism

## Portfolio

Marco Schnyder  
Passionate about Valais

Text: Daniel Beuckevoet  
Photos: Marco Schnyder





## *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 - German (separate editions)

### Print

COVER  
 recto verso four-colour printing  
 INSIDE  
 recto verso four-colour printing

### Finishing

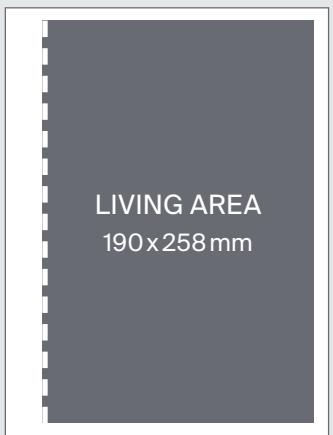
COVER  
 Glued square back P.U.R.



## Ad formats



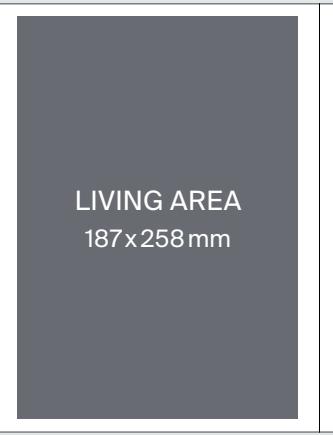
*Cover 2*  
RIGHT-HAND GROOVING 7MM



*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

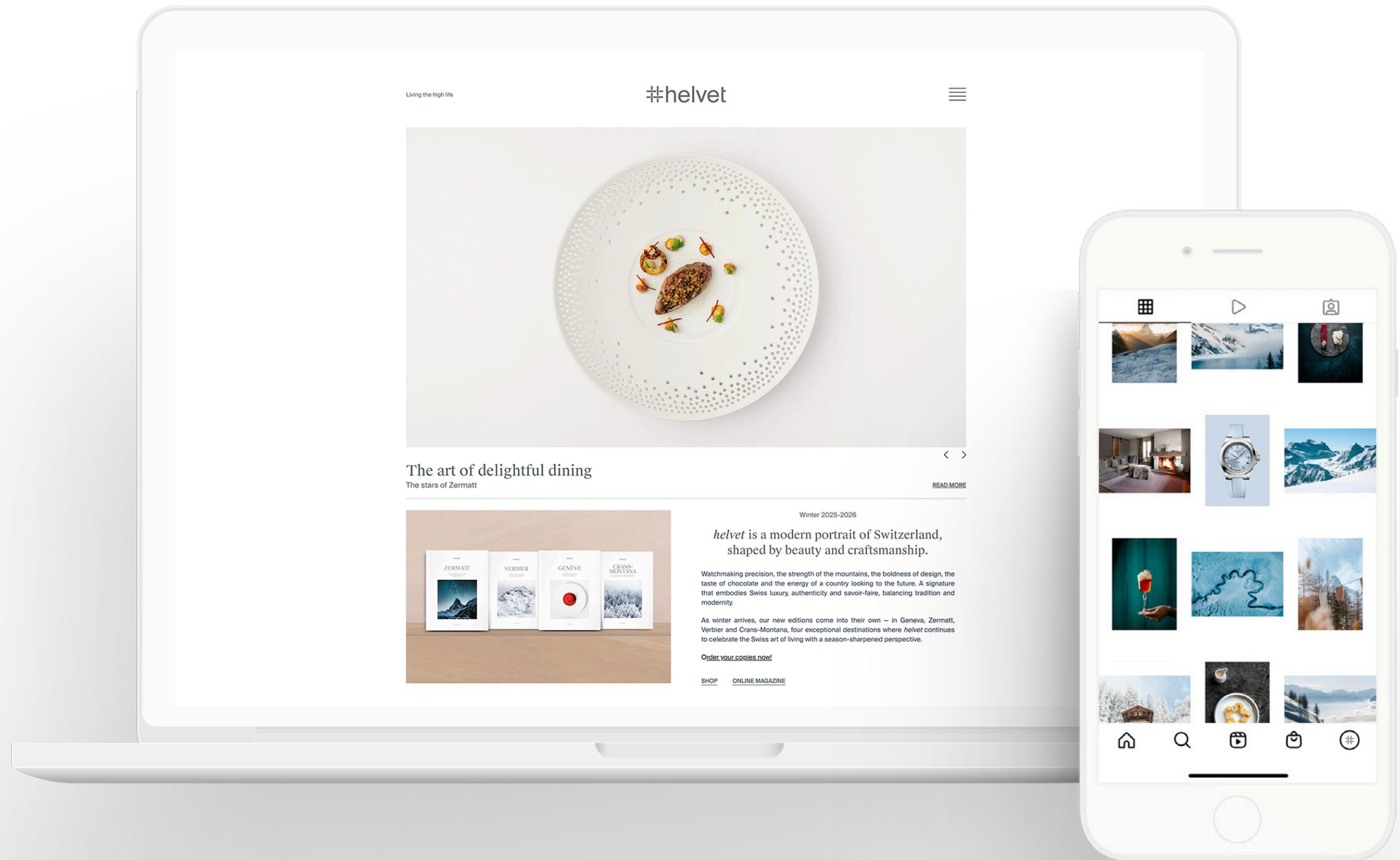


*Gate Folder in the beginning of the magazine*



*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 



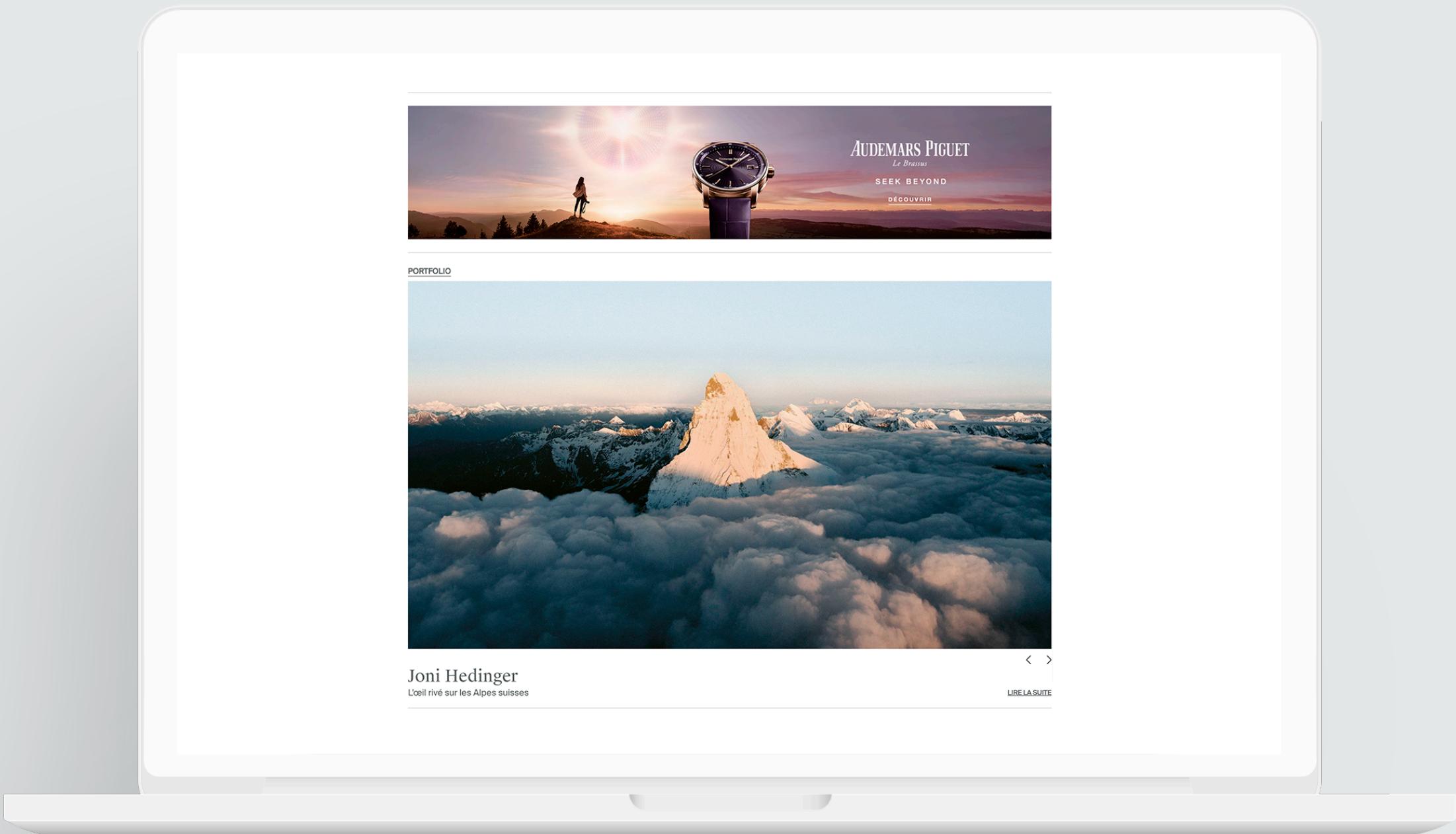
## *Rates* DIGITAL

<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

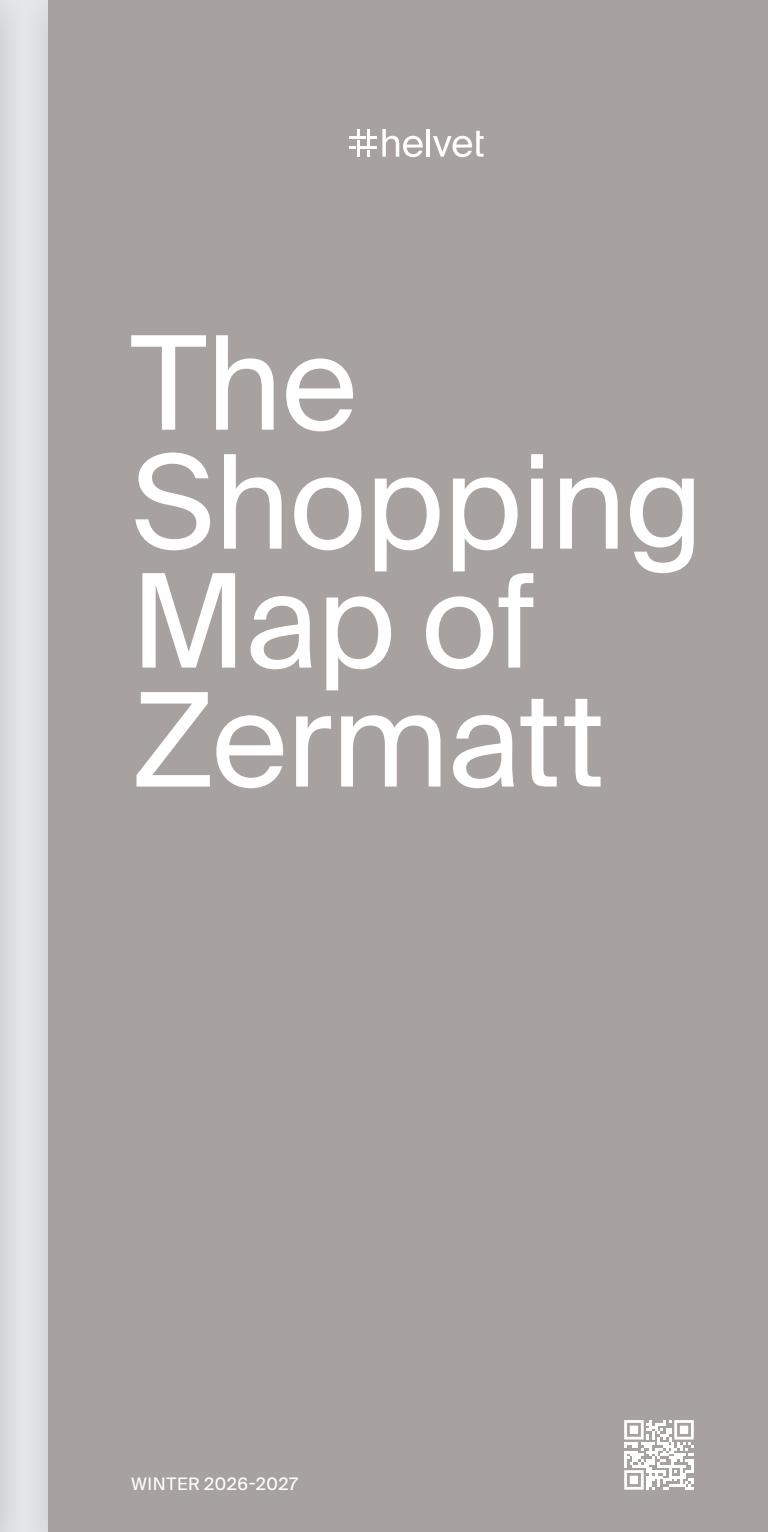
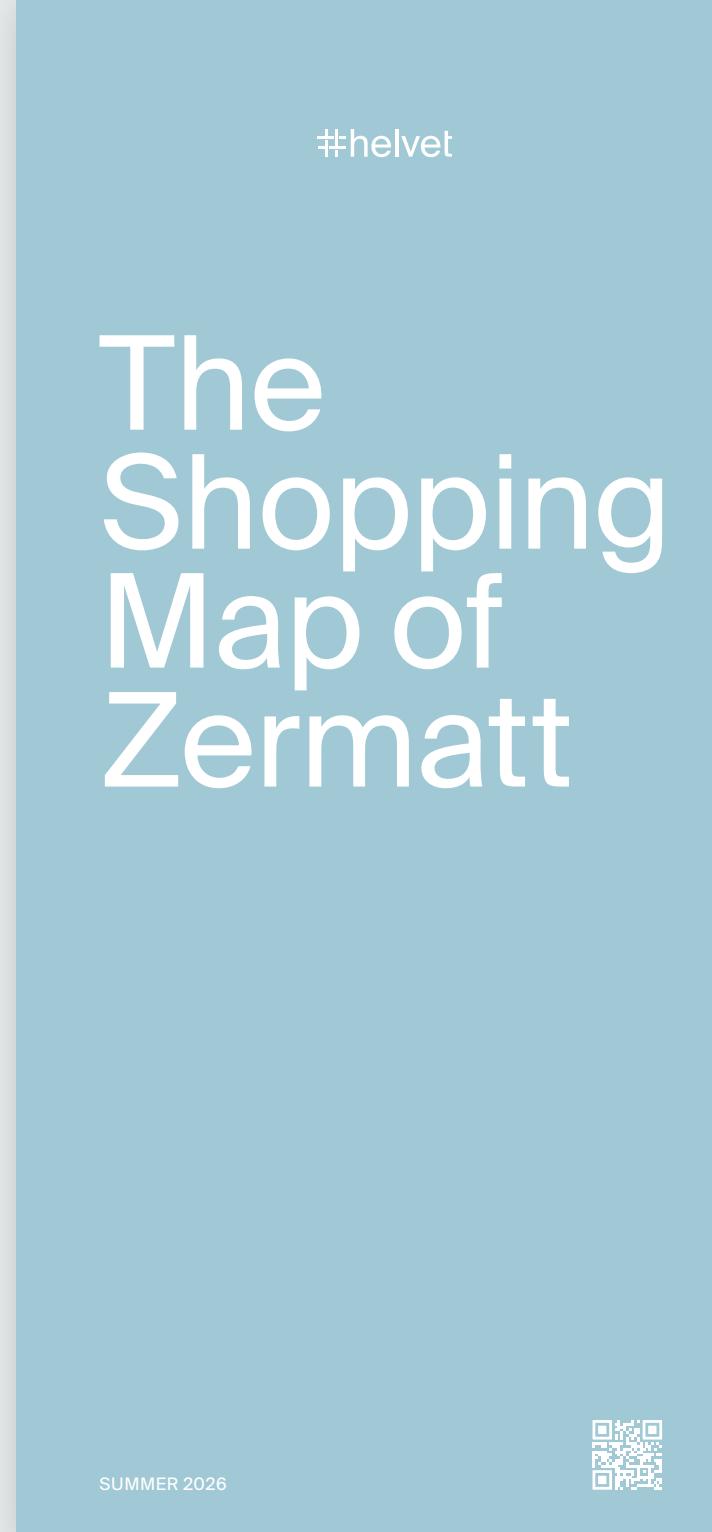
Formats: lien vidéo direct

### *Video + Monsterboard*

HOME PAGE

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

Mobile formats: video direct link + jpg



Summer edition 2026 June – October  
Print run 30'000 copies

Winter edition 2026-2027 November – April  
Print run 30'000 copies

## *Technical informations*

Open format: 220 x 630 mm

Closed format: 105 x 220 mm

2-pages / 6-panel

3 accordion folds

File PDF/X-4 with cutting lines and 3 mm  
Profile PSO Uncoated V3 (FOGRAE2)

<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.-

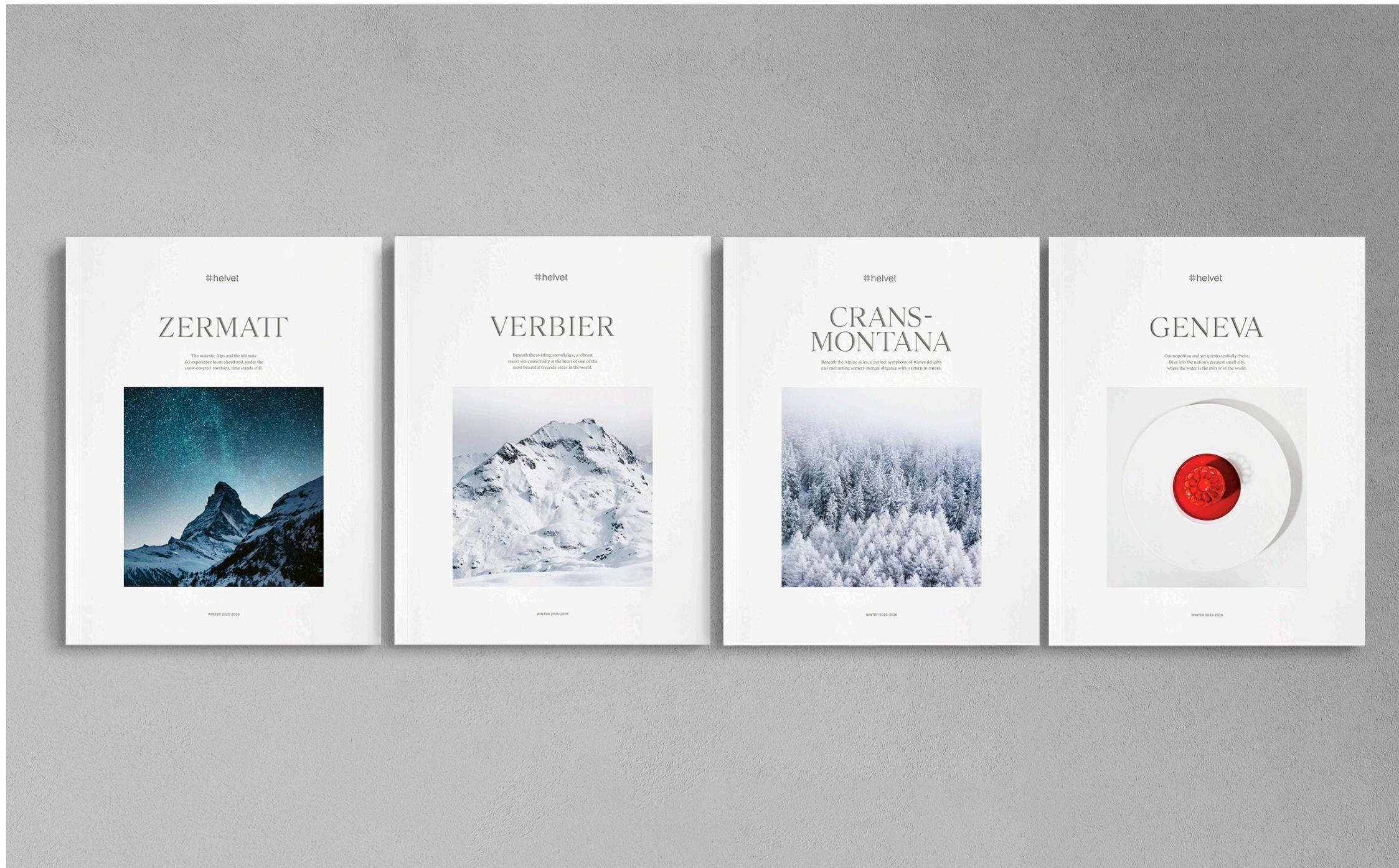
Prices do not include VAT

There is also the possibility to choose only one season.





## 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.

