

#helvet

CRANS-MONTANA

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



WINTER 2025-2026

since 2017

CRANS-MONTANA

MEDIA KIT PRINT & DIGITAL

Winter 2026-2027 – Summer 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 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 2026-2027 winter and 2027 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, 2026 to April 30, 2027

Summer June 16 to September 30, 2027

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



Six Senses Crans-Montana

Emotional hospitality

Text: Sandy Tseng
Photo: Six Senses Crans-Montana / Christopher Klotz



The Six Senses is its own universe... From the moment you arrive, this cosy and luxurious establishment invites its guests to embrace the present and become one with their senses... six senses, of course!

#helvet



Omega European Masters

A culture of excellence

Text: Christopher Klotz
Photo: Omega European Masters / Omega European Masters / Omega European Masters



Enjoy the wind in your face across 22 marked enduro and cross-country routes (totaling 131 km of discovery), three downhill tracks accessible by lift, and a cumulative elevation gain of 2,300 m between the wild shores of the Palud-Morte Glacier and the sunlit vineyards of the Illouze Valley... The numbers say much about the quality of Crans-Montana's bike domain, yet they can't express the most essential part: the scale and the endlessly unobstructed views, which shape sensations at every turn.

One of the most loved routes is the 26-km Stage 1 of the Valais Alpine Bike (VAB) (67 km total), linking Crans-Montana to Valais village of Varen (with a dip to Leukerbad (with a dip to the wine valley via the charming Alp Meledon pasture and the 11 'Lèche valley. Nothing exhuming, but trails include a lot of rocky terrain and a few ramps. Or for something more literal and demanding, try the challenging Alptide in the solitude of high alpine.

UCS STAMP OF APPROVAL
The boost in popularity of these vertical journeys comes in the wake of the recent UCI World Championships, which, from late August to mid-September 2023, brought all seven MTB disciplines together for the first time in a single region (Valais). No fewer than 27 World Champion titles were awarded, in front of 110,000 spectators who made the journey (in addition to 523 million who watched from home on a screen).

Crans-Montana hosted the Championships' premier event: the Cross-country Olympic (XCO), held on an unforgettable and widely acclaimed course, which stretched between the heart of Crans-Montana and Lac de Chermignon. It featured an explosive mix of highly technical forest descents, sweeping panoramas and punchy climbs! It also marked the triumphant international rise of Swiss ten-time cross-country World Champion Nino Schurter – a tribute to an emotional farewell.

Let Nino Schurter descend between the stark mineral world of the high mountains and the alpine grass and forests of the alpine meadows.





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

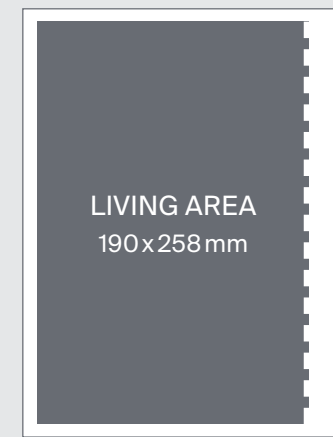
COVER
recto verso four-colour printing
INSIDE
recto verso four-colour printing

Finishing

COVER
Glued square back P.U.R.



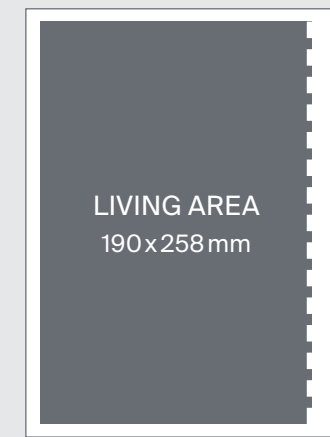
Ad formats



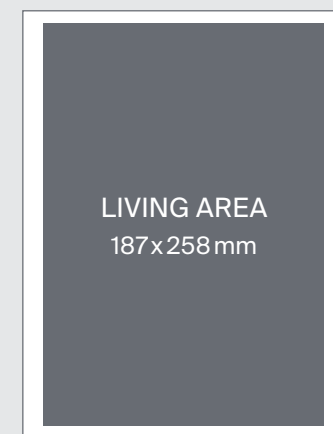
Cover 2
RIGHT-HAND GROOVING 7MM



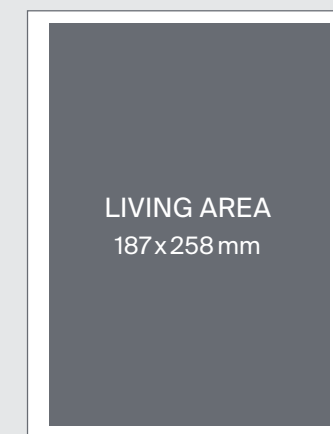
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LEFT-HAND GROOVING 7MM



Cover 4
RIGHT-HAND GROOVING 7MM



Double page



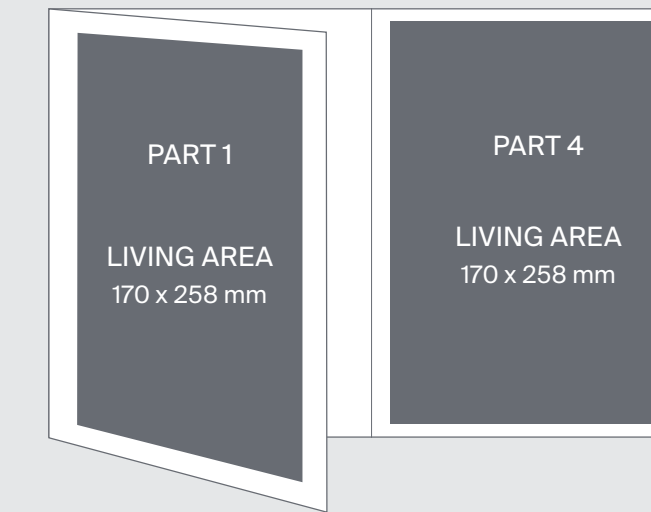
Full page



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

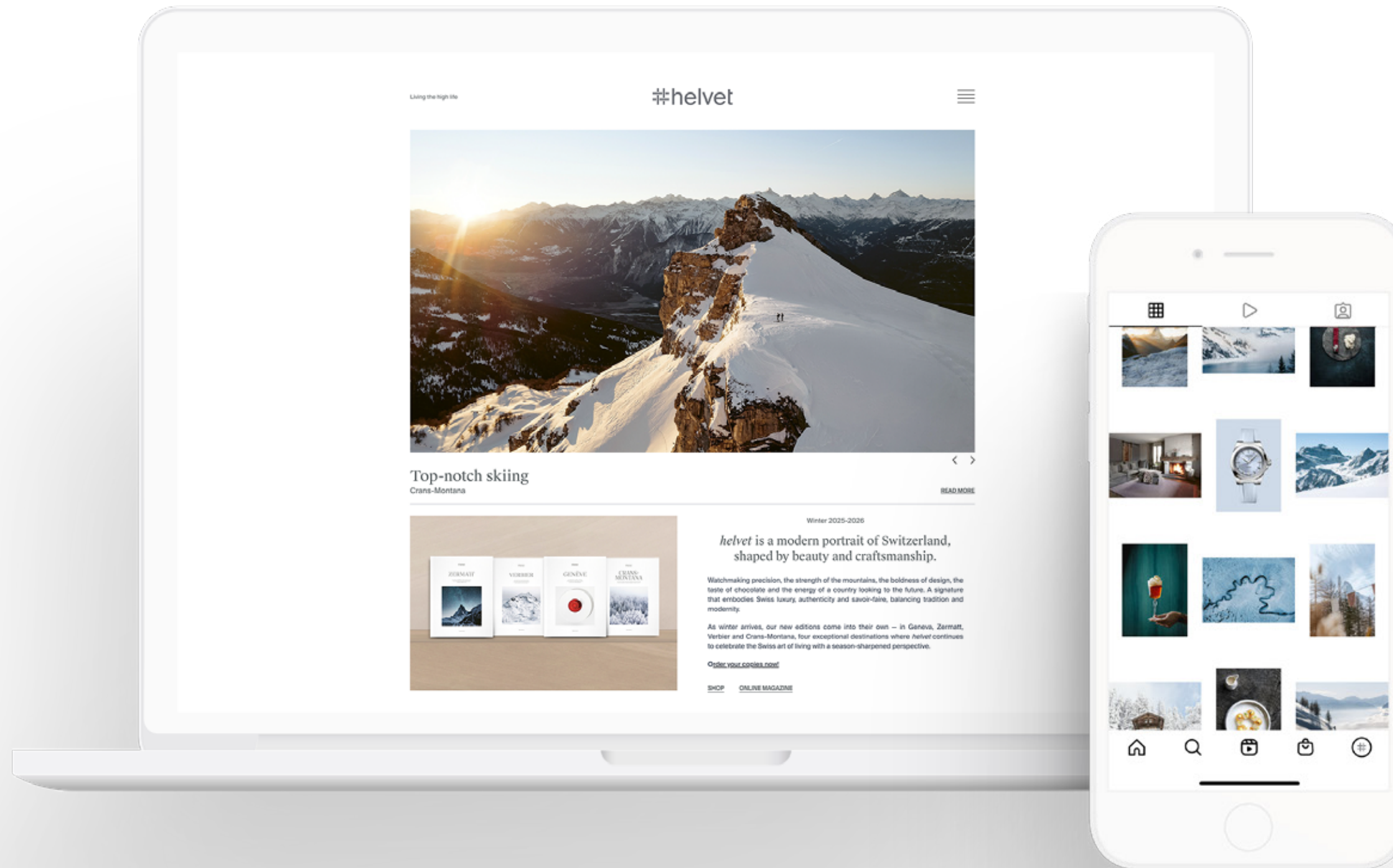


Gate Folder in the beginning of the magazine



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 

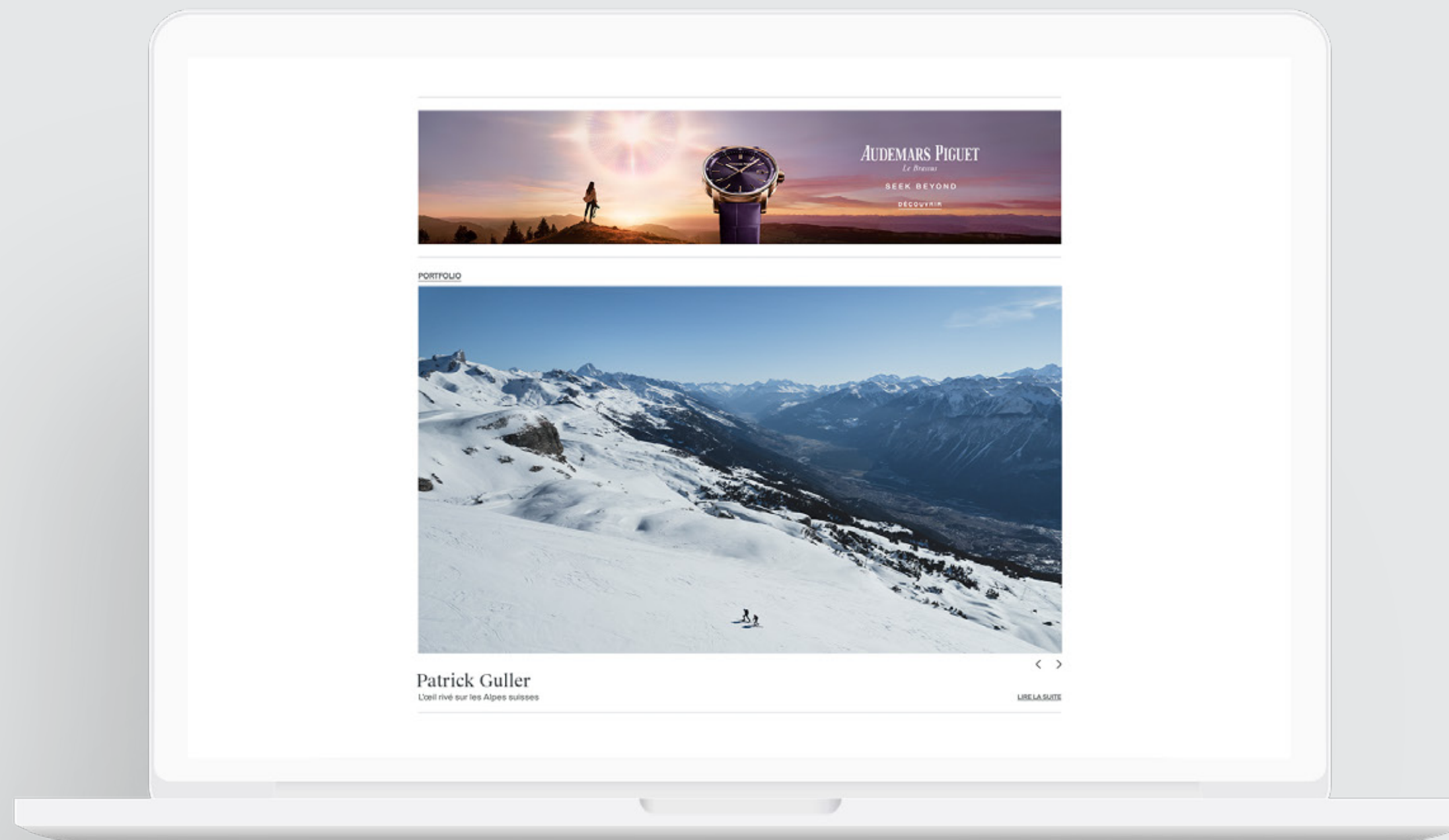


Rates DIGITAL

<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

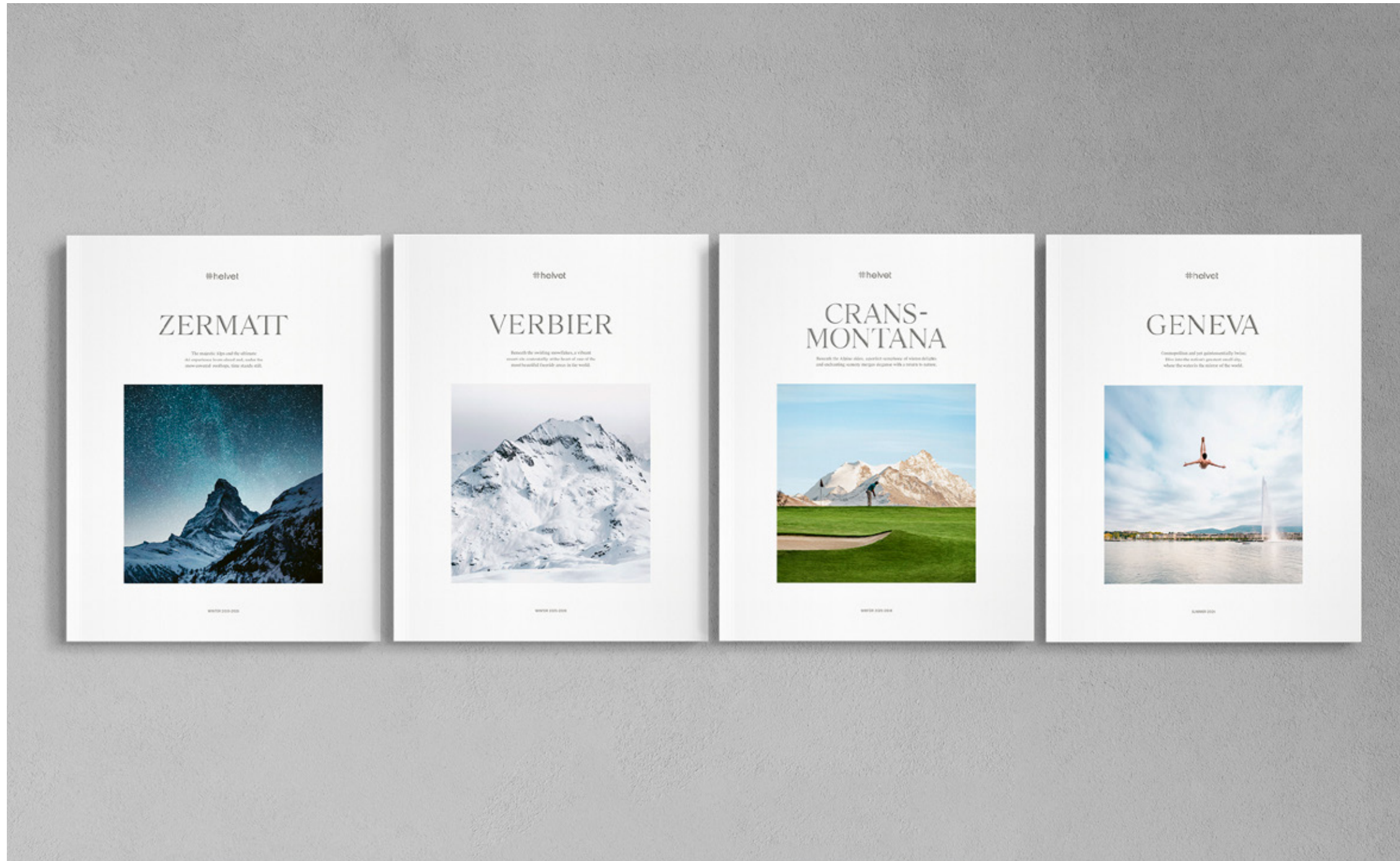
HOME PAGE

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

Mobile formats : video direct link + jpg



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.

