

#helvet

ZERMATT

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



WINTER 2024-2025

since 2017

ZERMATT

MEDIA KIT PRINT & DIGITAL

Winter 2025-2026

#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 great- est 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 2025-2026, 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, 2025 to April 30, 2026

Number of pages 116 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



At Le Murin, South American dishes merge with Japanese traditions in fusion cuisine, which has a strong emphasis on seafood.

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Wandering tastebuds

Zermatt restaurants with global flavours

Text: Claudia Herve-Rossi
Photos: Michael Reigler Hospitality

While it's certainly unusual to overdose on cheese fondu and cured meats, sometimes you simply crave an ethnic culinary experience. Zermatt's cosmopolitan clientele means there are plenty of delicious international options to choose from.

ASIAN MYSTERIES

When it comes to dining, Asian options – and especially Japanese restaurants – are always popular, and Zermatt is no exception. **Shogun**, at the Hotel Continental, offers all the Japanese classics you know and love: edamame, gyoza, ramen, salmon teriyaki and, of course, sushi for dessert. The three chef's menus are also reasonably priced.

At its new location inside the Schweizerhof Hotel, **Myoko** (13 points with GaultMillau) features dedicated rooms for a prix-fixe option or teppanyaki along with a sushi counter. Enjoy watching the impressive juggling of the grill chef while other chefs expertly roll and cut nigiri, sashimi, maki and temaki. The high-quality ingredients are flawless, the dishware is elegant, and the ice is always grilled to perfection.

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Zermatt

The king of Alpine skiing

Text: Helvetia Cultural
Photos: Zermatt Tourism / Oliver Zoller / Swiss Tourism



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"150 shades of blue" When the snow takes flight, new perspectives of nature's whiteness are revealed. Here, on the Gorner Glacier.

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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 - 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



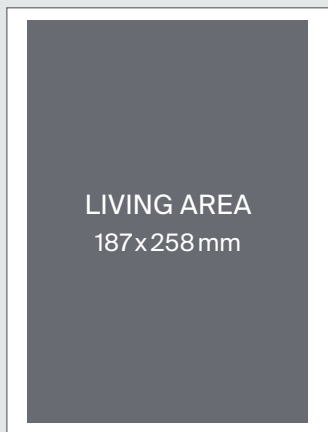
Cover 2
RIGHT-HAND GROOVING 7MM



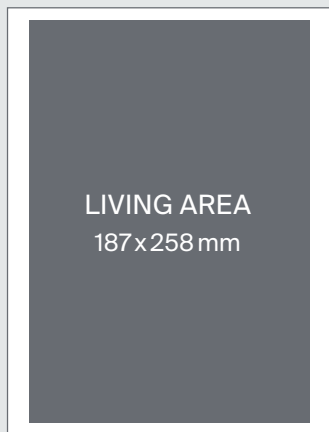
Cover 3
LEFT-HAND GROOVING 7MM



Cover 4
RIGHT-HAND GROOVING 7MM



Double page



Full page



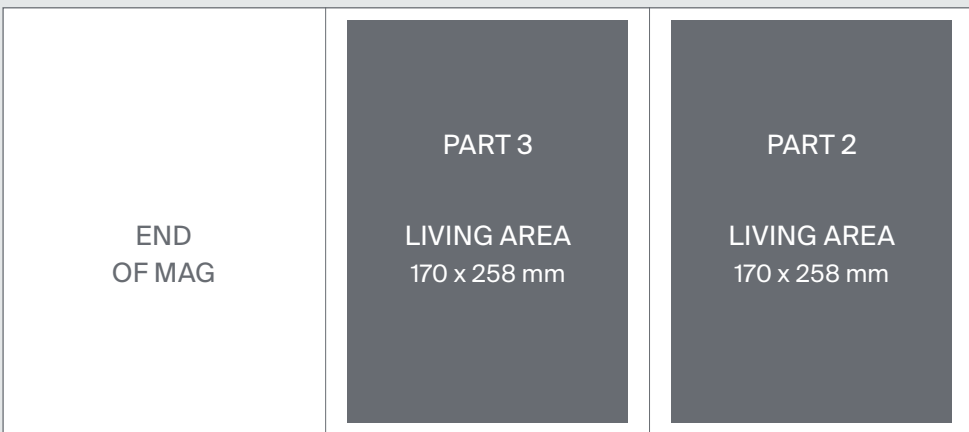
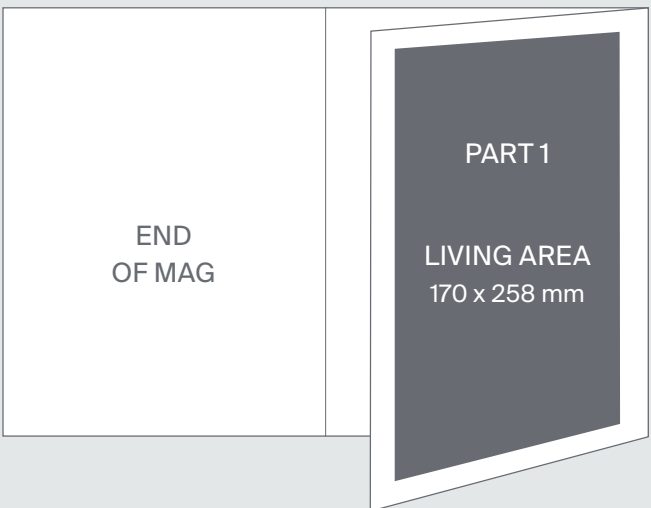
Half page

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

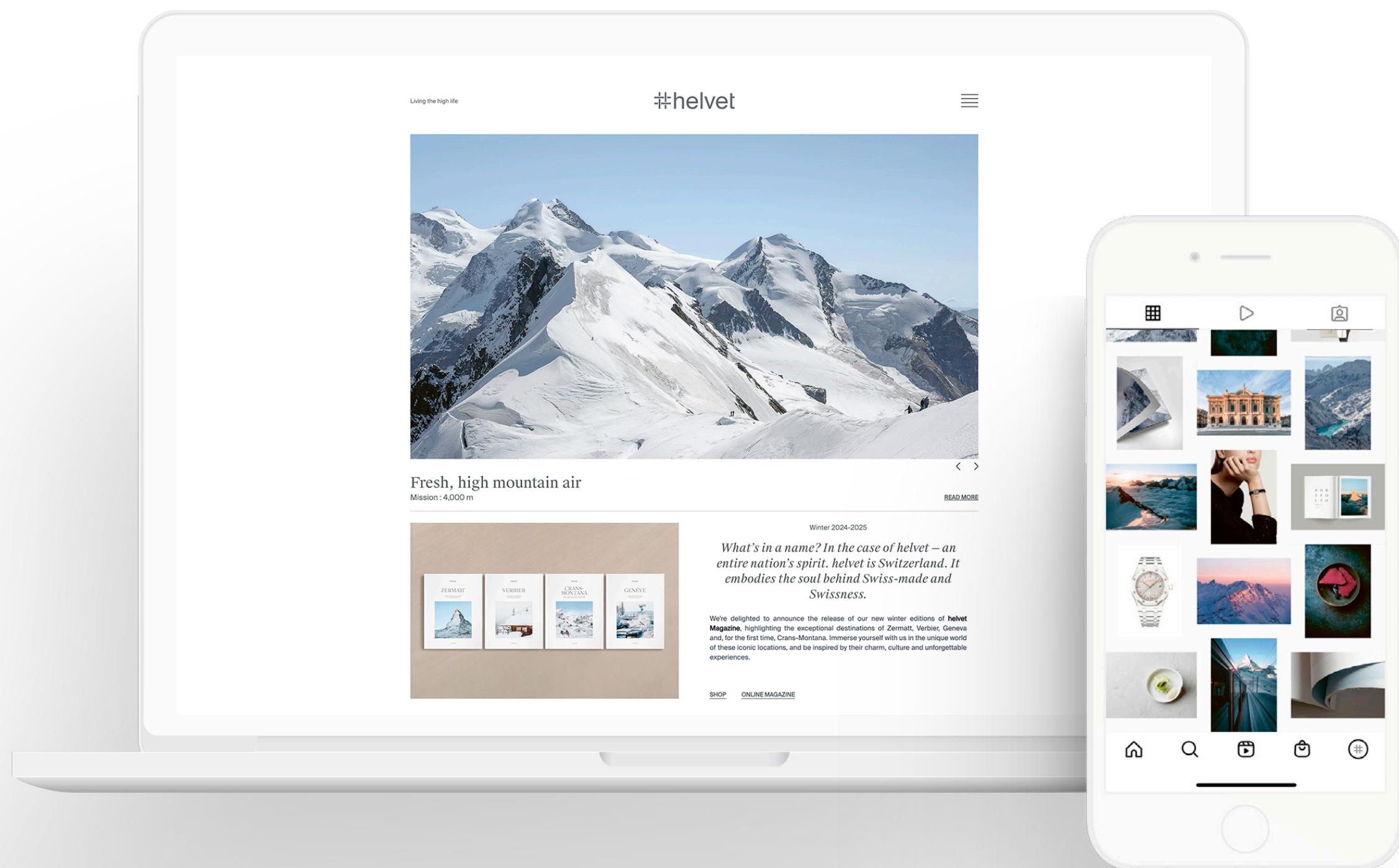


Gate Folder in the beginning of the magazine



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 

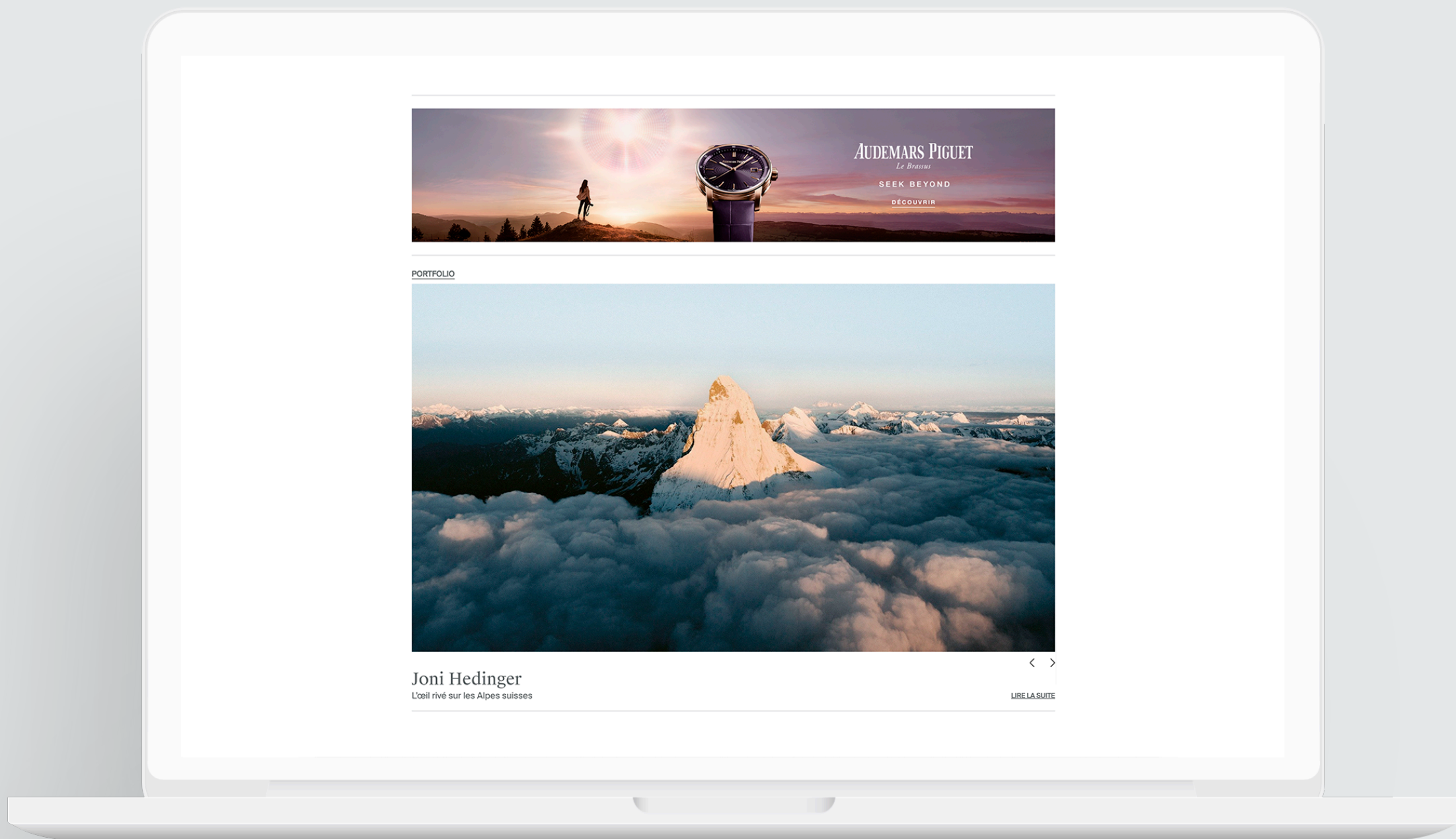


Rates DIGITAL

<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

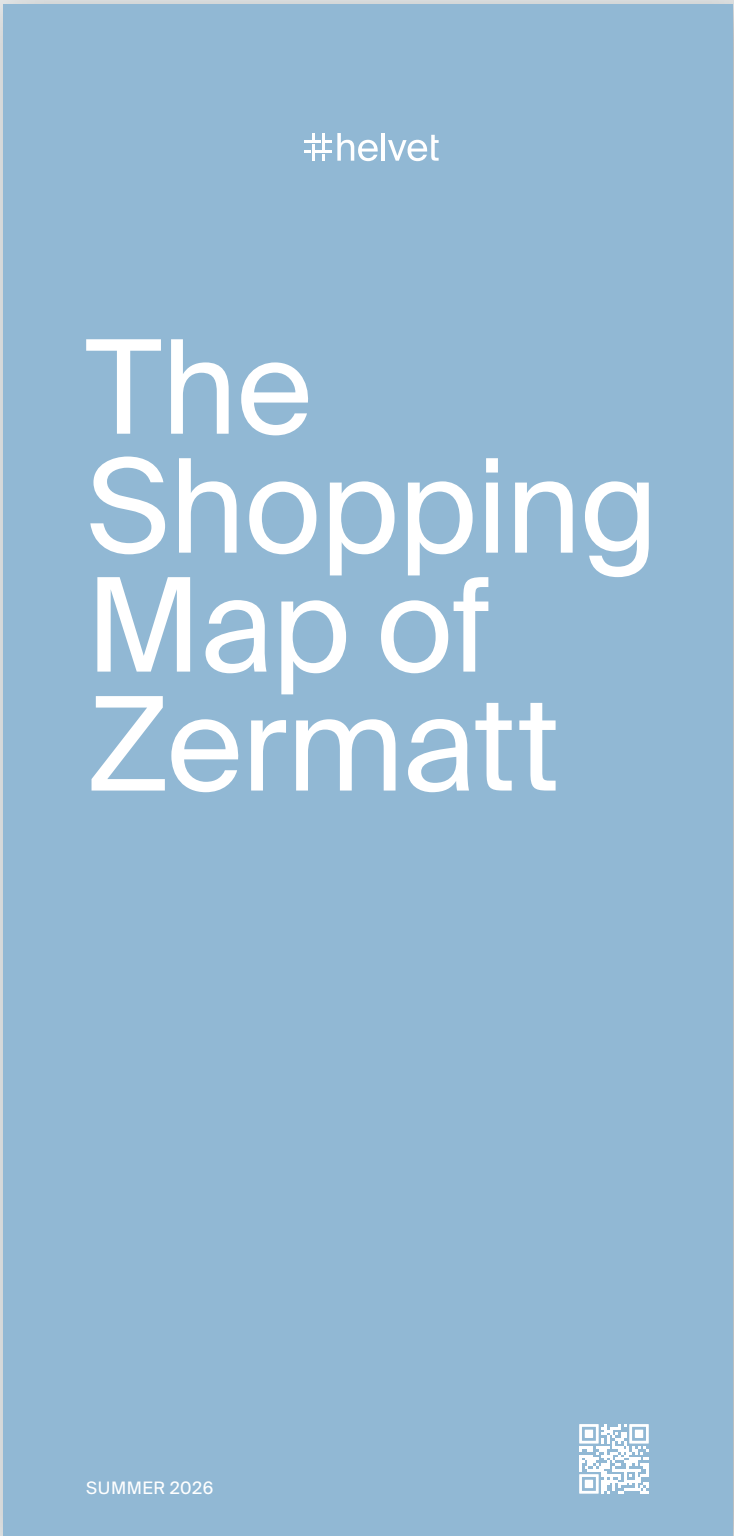
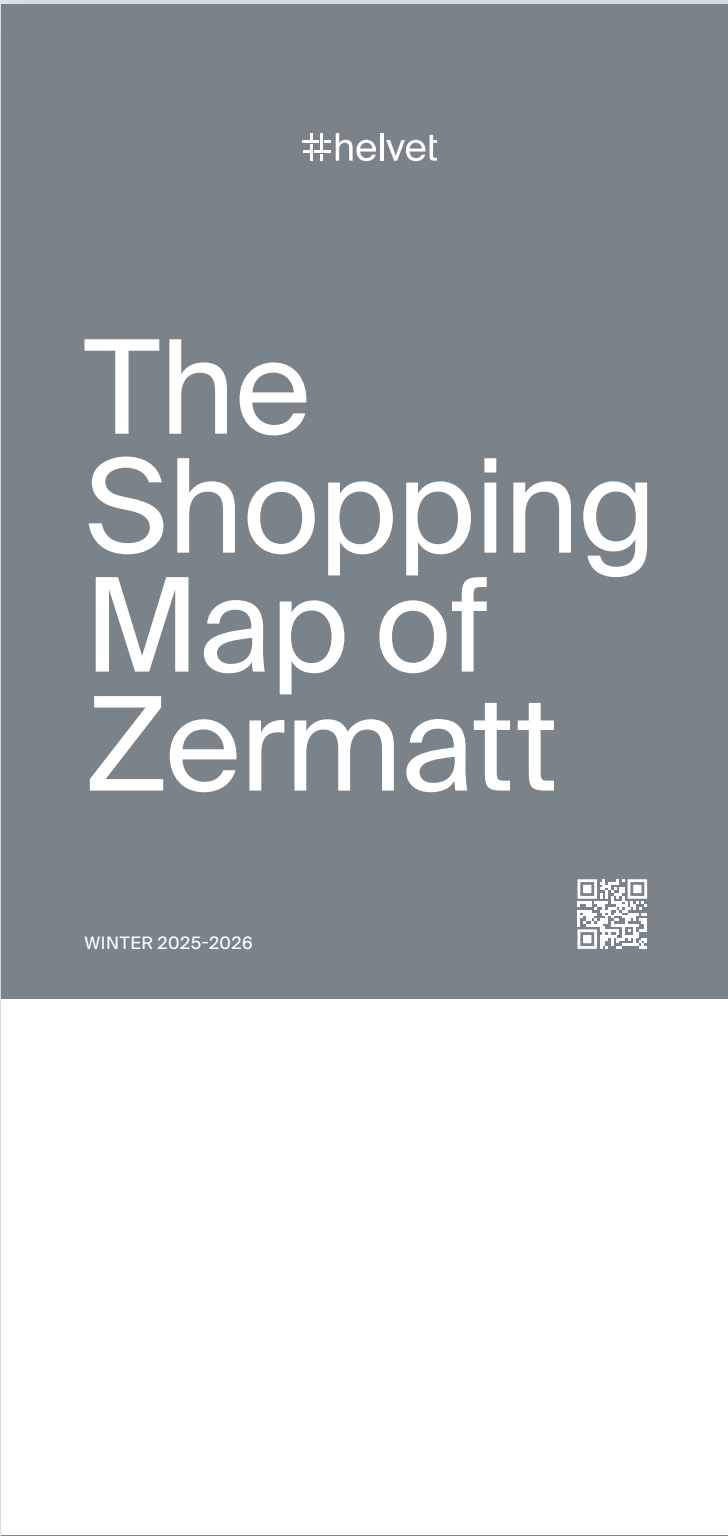
Formats : lien vidéo direct

Video + Monsterboard

HOME PAGE

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

Mobile formats : video direct link + jpg



Winter edition 2025-2026 November – April
Print run 30'000 copies
Summer edition 2026 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)**

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.-
Top	100 x 150 mm	CHF 3000.-
Logo on the map	–	CHF 1'050.-

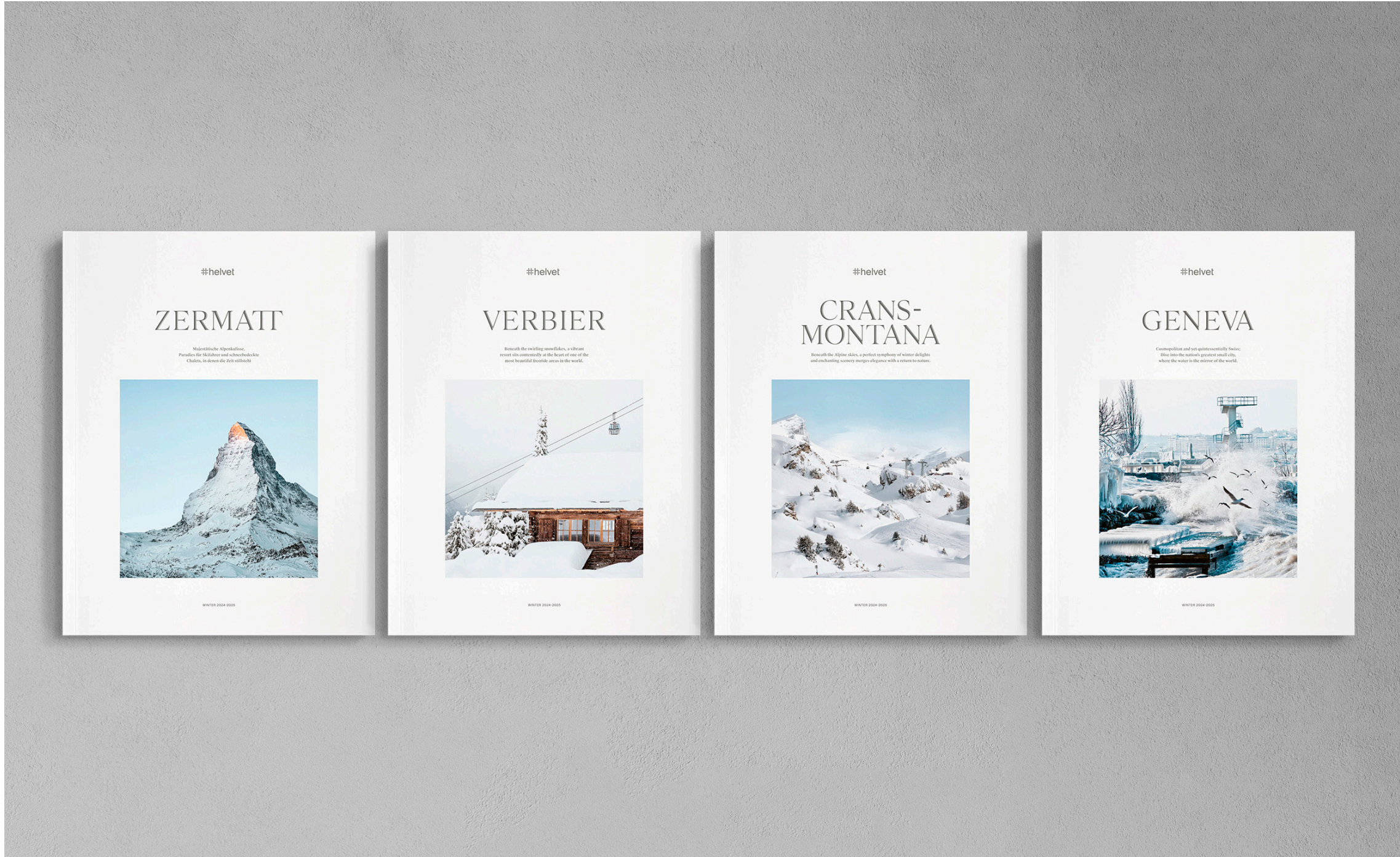
Prices do not include VAT

There is also the possibility to choose only one season.





helvet collection



GENEVA – ZERMATT – VERBIER – CRANS-MONTANA

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.

