

#helvet

GENEVA

Cosmopolitan and yet quintessentially Swiss;
Dive into the nation's greatest small city,
where the water is the mirror of the world.



WINTER 2024-2025

since 2017

GENEVA

MEDIA KIT PRINT & DIGITAL

Winter 2025-2026 — Summer 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 our

country is doing, embodied under a single brand name. With the dexterity of a Swiss Army 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 – online, of course, and in high-end magazines dedicated to Switzerland's greatest destinations, including Geneva. It's about enjoying the best in life and the constant reinvention of what that means. *helvet* is Switzerland. Its logo unites the hashtag and the Swiss cross, a union of today's digital era and our country's traditions that make us who we are today.



Distribution & key figures

Available throughout the 2025-2026 winter and 2026 summer seasons, these editions of *helvet* will be available in over 250 locations in central Geneva. This includes the city's most prestigious hotels (5, 4, and 3 stars).

Nearly every key venue in the city is involved in this project. The most prestigious companies along the famous rue du Rhône, who breathe life into Geneva's economy from the heart of downtown, will also receive copies: jewellery stores, watchmakers, fashion boutiques, and, of course, banks, restaurants, and bars. Copies of the magazine will also be available at lawyer and notary offices, doctor and dentist offices, hair salons, the Hotel Management School of Geneva, and even certain Cointrin Airport lounges, at private airline companies.

helvet Geneva will simultaneously be mailed by post to renowned national and international organizations, while the busiest kiosks in the city and the airport will have copies of the magazine for sale. Copies are distributed by Renzi Communication to over 800 outlets in 20 Swiss towns and cities, including Zermatt, Verbier and Crans-Montana.

Publication

Winter December 9, 2025 to April 30, 2026

Summer June 16 to September 30, 2026

Number of pages

100 pages

2 languages

Français | English

Global print run

23'500 copies

Language distribution

French 10'000 ex. English 15'000 ex.

Distribution area

80 % in Geneva and its region, 18 % in Switzerland, 2 % abroad



FISKEBAR

Chef Francesca Fucci

Within the elegant, Ritz-Carlton Hotel de la Pile, Fiskehus sits up Geneva nicely: an embassy of flavour, a halfway point that merges "the essence of Nordic gastronomy with the vibrant flavours of the Mediterranean", punctuated with harmonizing Asian notes. Originally from Apollia, Italy, Chef Francesca Pucci loves surprising diners with her refined techniques as much as she loves to pull from her olfactory memories, rooted in foraging adventures with her father. She embraces traditional Scandinavian smoking and curing. The informal raw oak in the dining room is reminiscent of Nordic fish markets, complete with slate tables and ceramic wall-mounted suns, large windows that overlook Lake Geneva, and the open kitchen with its glass-fronted display cases. Catch, below the sea, are neatly arranged stacks of fresh produce in wooden crates. Nature's greens, peels, and vegetables decorate the plates, a tribute to the restaurant's use of locally sourced organic produce and zero-waste practices.

October 2005

35

White Days in Geneva

When the Bise winds come

Text Claude Hervé-Bazin
Editor Stephen Torr

Normally a green oasis in the city of Geneva, here Parc Bertrand's lawns are covered in snow and its remarkable trees crystallized in frost.



Bars in Geneva vie with one another to be the most stylish and charming. Discover the city's trendiest locales for enjoying a cocktail... or two.

1. THE MO BAR (MANDARIN ORIENTAL)

This elegant and sophisticated bar underwent a recent redesign, featuring warm English-style wood panelling. House mixologists propose an exquisite selection of unique cocktails and mocktails, crafted using infusions and teas inspired by the Silk Road. Here, quality ingredients and eco-friendly practices reign – even the coffee grounds are preserved and transformed into syrup, which you can enjoy in the Espresso Martini! Don't forget to try the unforgettable MO club sandwich.

Qual Tarrettini 1, 022 909 00 00
Open Monday-Friday 09:00-01:00
Saturday and Sunday 10:30-01:00
www.italiaindentale.com

2. FRED BY FISKEBAR (RITZ CARLTON)

2. FRED BY FISKEBAR (TRITON)
The quirky style of Fiskebar celebrates cosmopolitan life-style and local glamour, bridging cultures with a global art collection and a touch of Scandinavian mysticism felt across the menu and eight signature cocktails. These experimental, "interactive" drinks are inspired by Nordic fables and traditions. Even the herbal aquavits are served with a national pipette. Enhance your experience by indulging in national bites.

Quai du Mont-Blanc 11, 022 909 607
Open daily from 17:00-00:00
ruebach

3.37 (THE WOODWARD)

3. 37 (THE WOODWARD)
Inspired by its sister concept, Bar Bastion in New York City, 37 is set within one of the Woodward mansion's stunning verandas, offering breathtaking views of Lake Geneva. This piano bar features creative cocktails like an Apricot Sonata or a Mont Blanc Royale. Olivier Jean and Titouan Claudet, of Atelier Robuchon, have also crafted an exceptional "bar menu that includes shrimp croustilles and lemon-herbade cocktails you will thank you!"

Qual Wilson 37, 022 901 37 00
Open daily from 10:30-00:00
Qual Wilson.com

recent **LIBERTINE (BEAU-RIVAGE)**

4. ALBERTINE (BEAU-RIVAGE)
Albertine pays homage to Albertine Mayer, the wife of Jean-Jacques Mayer and co-founder of the Beau-Rivage Genève. The refined atmosphere features gorgeous views of the lake from the terrace, and cozy couch seating near a fireplace, making Albertine the ideal place to relax over a cocktail or a chic gourmet lunch. Expect an expertly curated selection of signature cocktails, fine wines and rare spirits.

Quai du Mont-Blanc 13, 022 716 69 40
Open daily from 10:30-00:00
henry-rivage.com

5. HELIA (OLD TOWN)

5. HELIA (OLD TOWN)
It's been three years since Helia came to life in one of Geneva's most dynamic Old Town plazas. This floral bar offers natural and organic wines along with a rotating menu of delightful, seasonal cocktails, like the Wino: an elixir that incorporates whiskey, cherry liqueur and red wine. The menu also features a selection of Swiss craft beers and sublime local delicacies.

Pl. du Bourg-de-Four 14, 022 314 47 61
Open weekdays from 08:00 (09:00 on weekends)
Closes at 00:00 (02:00 on Fridays and Saturdays)
Instagram: @hella.bei

Instagram: @aliaha







Rates PRINT

| <i>Formats</i> | <i>Price</i> |
|------------------------|--------------|
| Cover 4 | CHF 21'000.- |
| Cover 2 | CHF 17'000.- |
| Cover 3 | CHF 13'000.- |
| Face editorial | CHF 8'500.- |
| Face table of contents | CHF 8'000.- |

| <i>Formats</i> | <i>Price</i> | <i>Technical costs</i> |
|---------------------------|--------------|------------------------|
| Double page | CHF 15'000.- | |
| 1/1 page | CHF 7'500.- | |
| 1/2 page | CHF 3'750.- | |
| Gate Folder front 4 pages | CHF 39'500.- | CHF 3'500.- |
| Gate Folder back 3 pages | CHF 28'000.- | 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



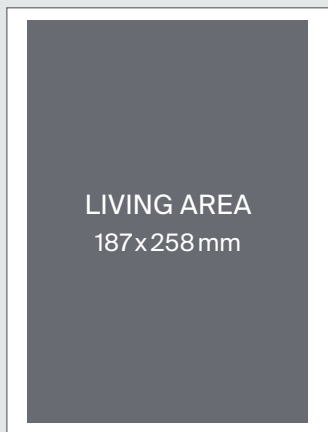
Cover 2
RIGHT-HAND GROOVING 7MM



Cover 3
LEFT-HAND GROOVING 7MM



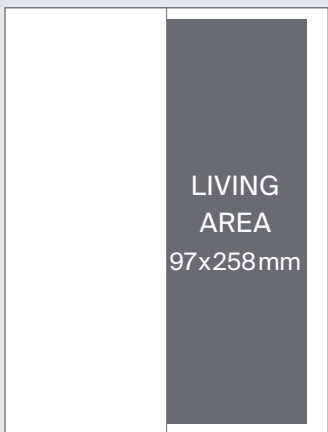
Cover 4
RIGHT-HAND GROOVING 7MM



Double page



Full page



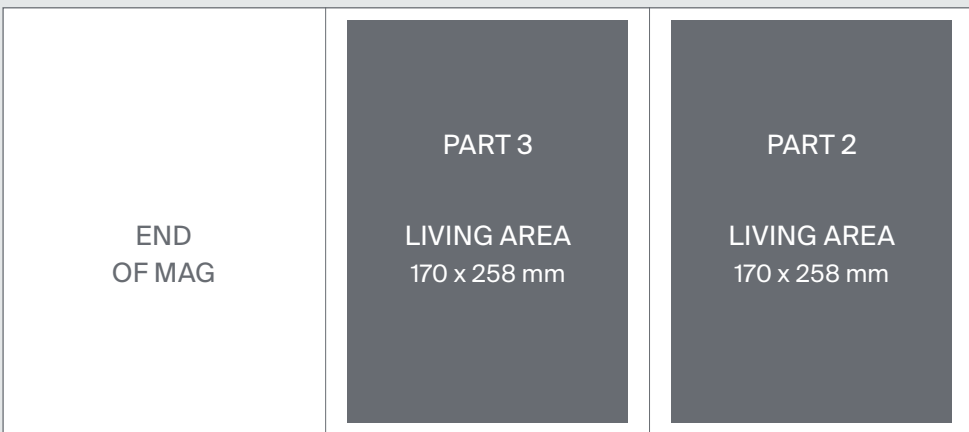
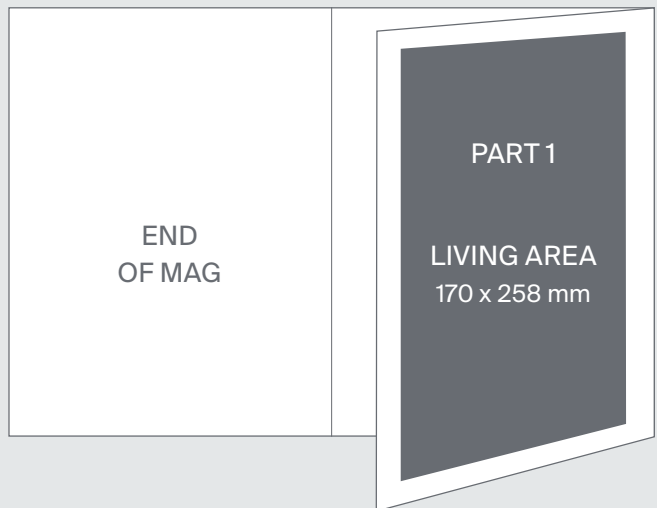
Half page

| | |
|-------------|---------------------------------|
| 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

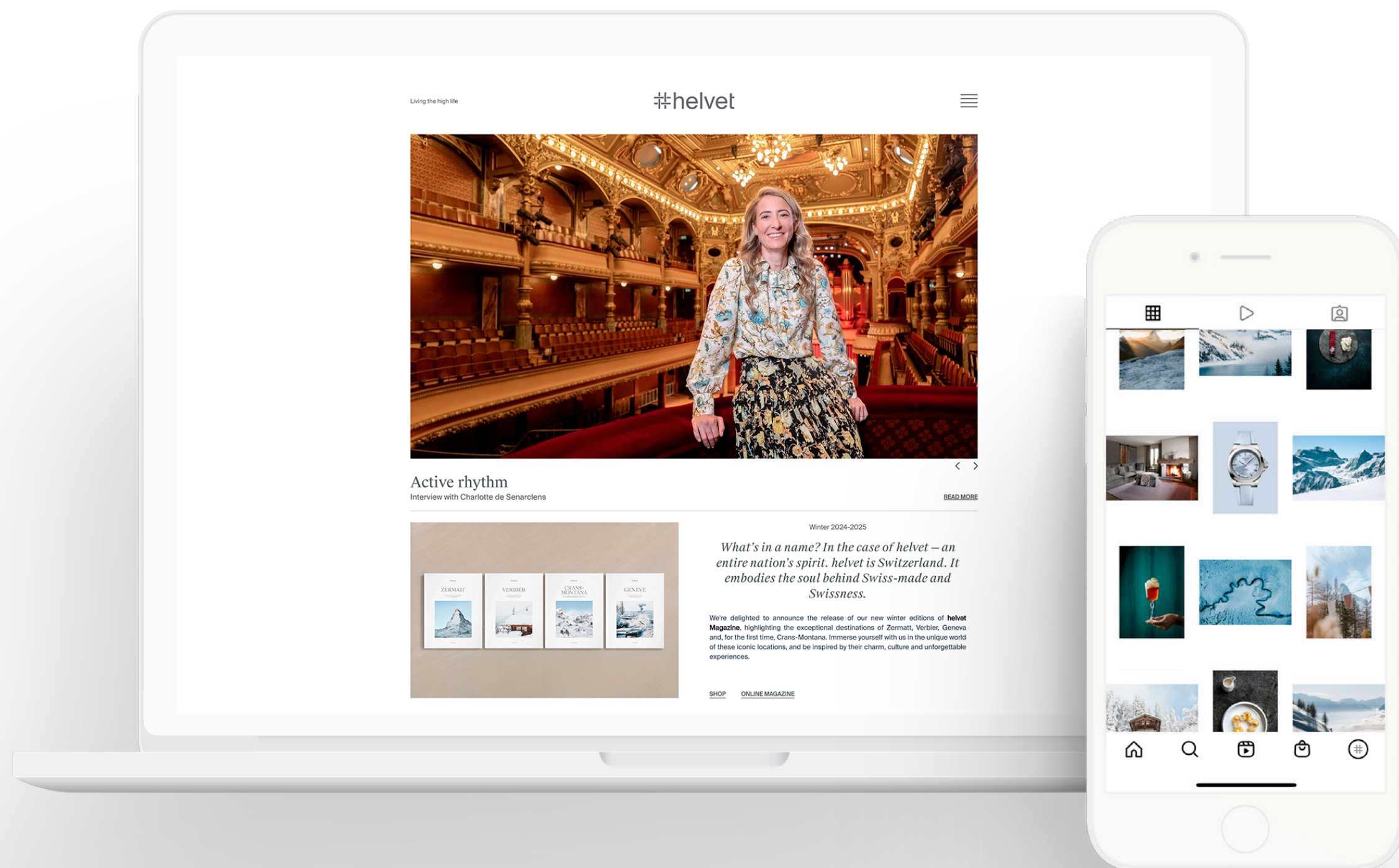


Gate Folder in the beginning of the magazine



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 |

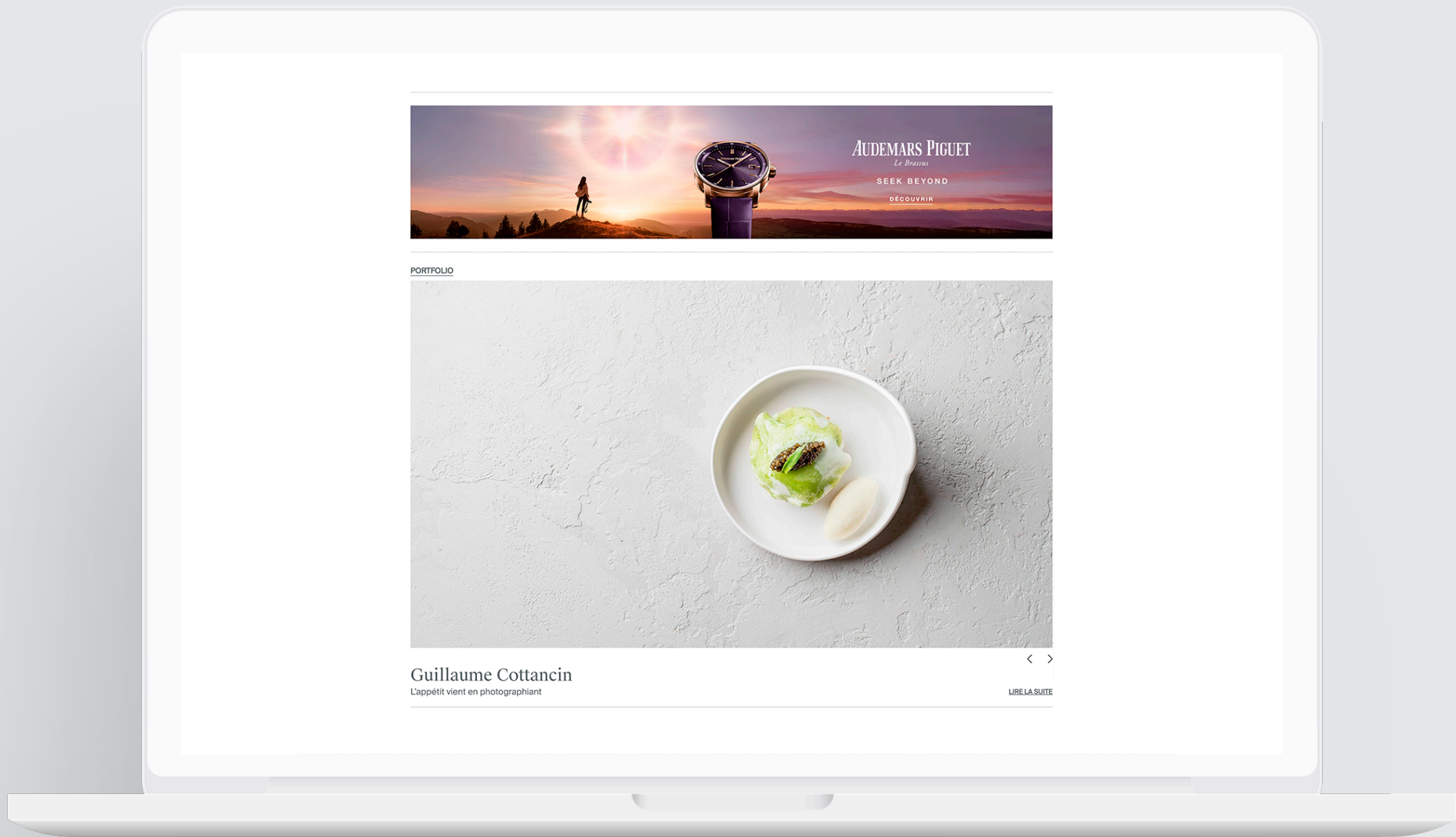


Digital

*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 



Technical details DIGITAL

Wideboard

RUN ON SITE

Size desktop : 1480 x 307 px

Formats : gif, jpg, html 5 (fully responsive fluid design)

Size mobile : 800 x 280 px

Format : jpg

Weight : 500 Ko max.

CPM : CHF 99.-

Ad impressions/month : min. 60'000

Monsterboard

HOME PAGE

Size : 607 x 635 px

Formats : gif, jpg, html 5 (fully responsive fluid design)

Size mobile : 607 x 635 px

Format : jpg

Weight : 500 Ko max.

CPM : CHF 85.-

Ad impressions/month : min. 54'000

Video

HOME PAGE

Size : 1224 x 635 px

Formats : lien vidéo direct

CPM : CHF 85.-

Ad impressions/month : min. 54'000

Video + Monsterboard

HOME PAGE

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

Mobile formats : video direct link + jpg

CPM : CHF 60.-

Ad impressions/month : min. 81'000



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 week | 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 week | 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.

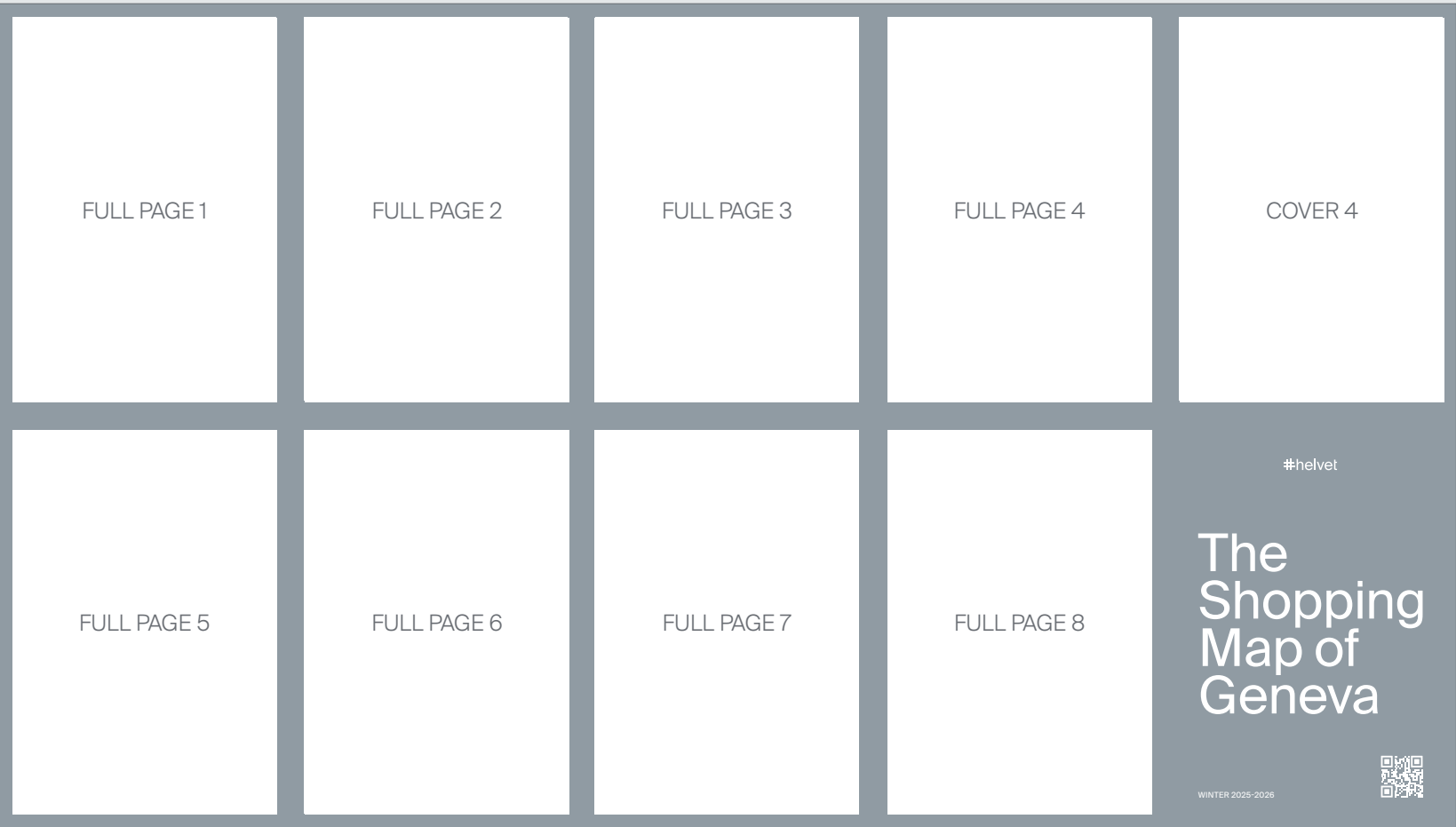


Winter edition 2025-2026 November – April
Print run 30'000 copies
Summer edition 2026 June – September
Print run 30'000 copies

Technical informations
Open format: 525 x 297 mm + 3 mm bleed area
Closed format: 105 x 148.5 mm + 3 mm bleed area
20-pages / 10-panel leaflet
4 accordion folds + 1 central fold
File **PDF/X-4 with cutting lines and 3 mm overflow**
Profile **PSO Uncoated V3 (FOGRA52)**

| Placements | Formats | Prices |
|-----------------|-------------|-------------|
| Cover 4 | 95 x 138 mm | CHF 3'900.- |
| Inside page | 205 x 70 mm | CHF 4'500.- |
| Full pages | 95 x 138 mm | CHF 1'900.- |
| Logo on the map | – | CHF 500.- |

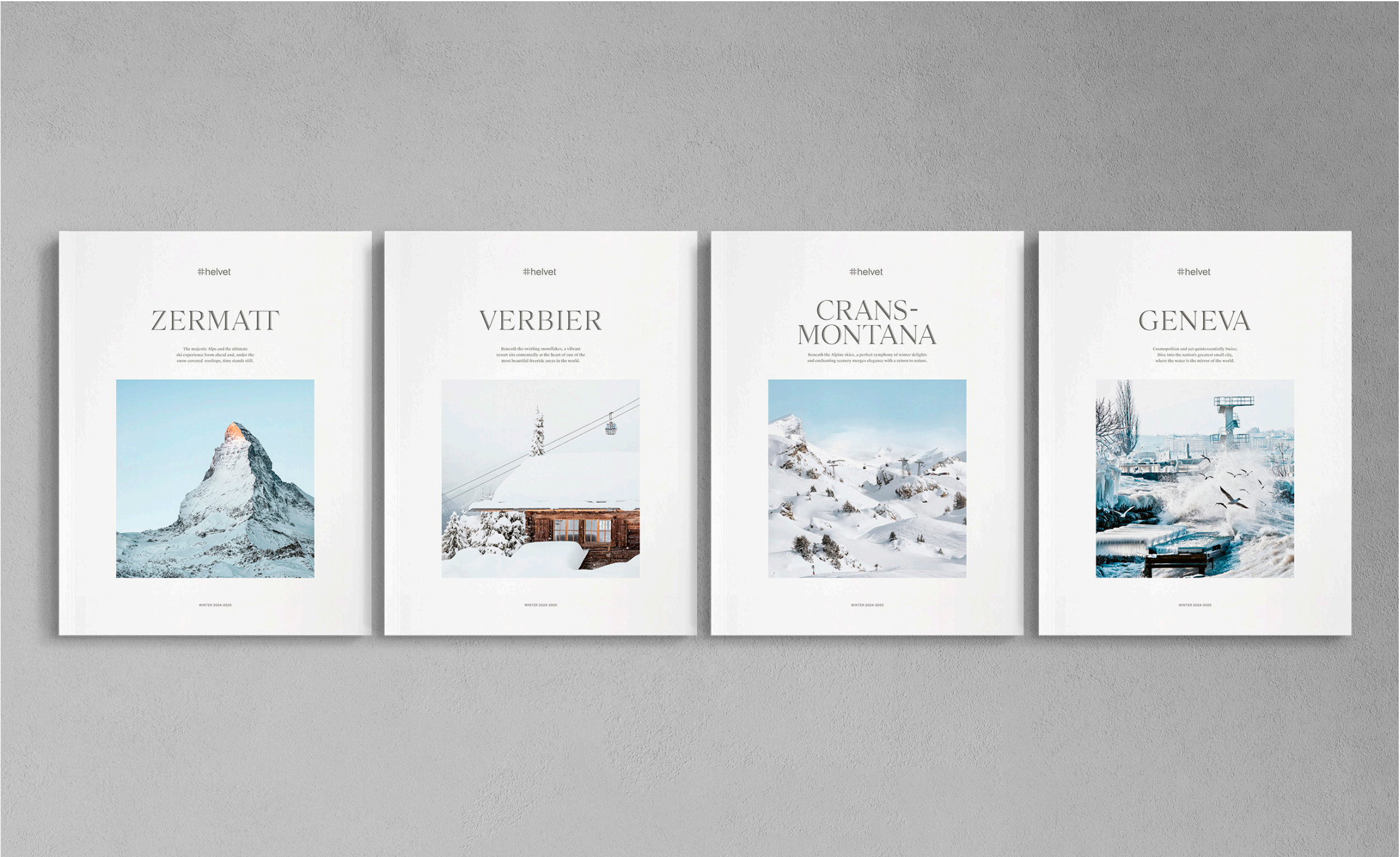
Prices do not include VAT



Non contractual visual / work in progress



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.

