

#helvet

MEDIA KIT

*The Shopping
Map of Zermatt*

SUMMER 2022 | WINTER 2022-2023

helvet.swiss



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

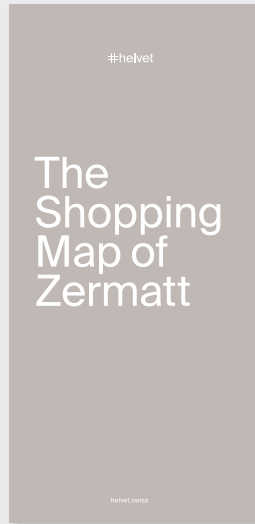
The map will be available in more than *220 distribution points*; chalets, hotels, jewellers, restaurants, bars, tea-rooms, shops (sport, luxury, fashion), ski lifts, banks, railway stations, taxi ranks.

Print run

60'000 copies per year

Updated and printed twice a year (summer and winter seasons)





SUMMER EDITION 2023
JUNE - OCTOBER



WINTER EDITION 2023-2024
NOVEMBER - APRIL

Technical informations
 Open format: 220 x 630 mm + 3 mm bleed area
 Closed format: 105 x 220 mm + 3 mm bleed area
 12-pages / 6-panel leaflet
 3 accordion folds
 Profile **PSO Uncoated V3 (FOGRA52)**

SUMMER AND WINTER 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 pages	93 x 208 mm	CHF 2'000.-
Footer	220 x 76 mm	CHF 2'000.-
Top	100 x 150 mm	CHF 3'000.-
Logo on the map	-	CHF 1'050.-

Prices do not include VAT There is also the possibility to choose only one season.

