

#helvet

MEDIA KIT

The Shopping Map of Zermatt

SUMMER 2026 | WINTER 2026-2027

helvet.swiss



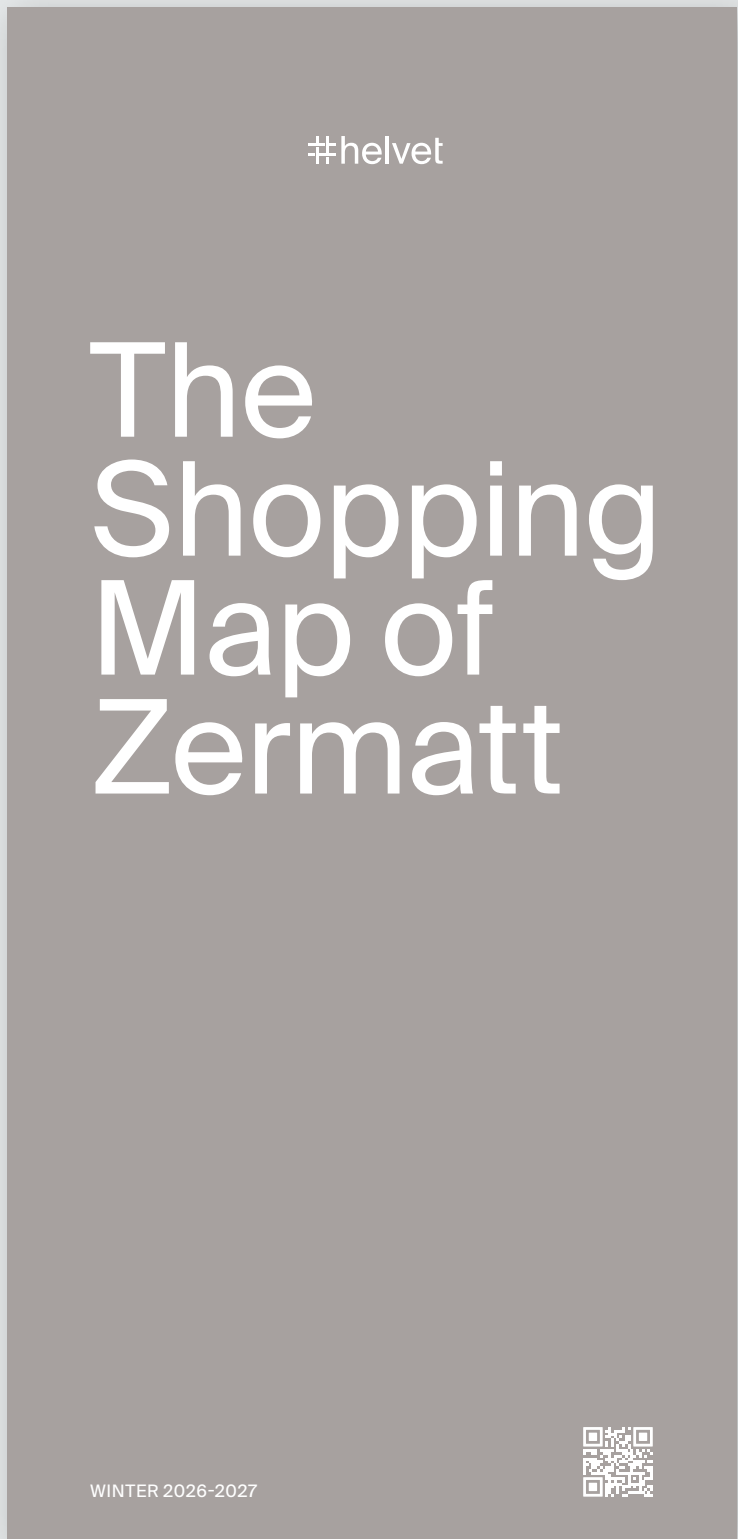
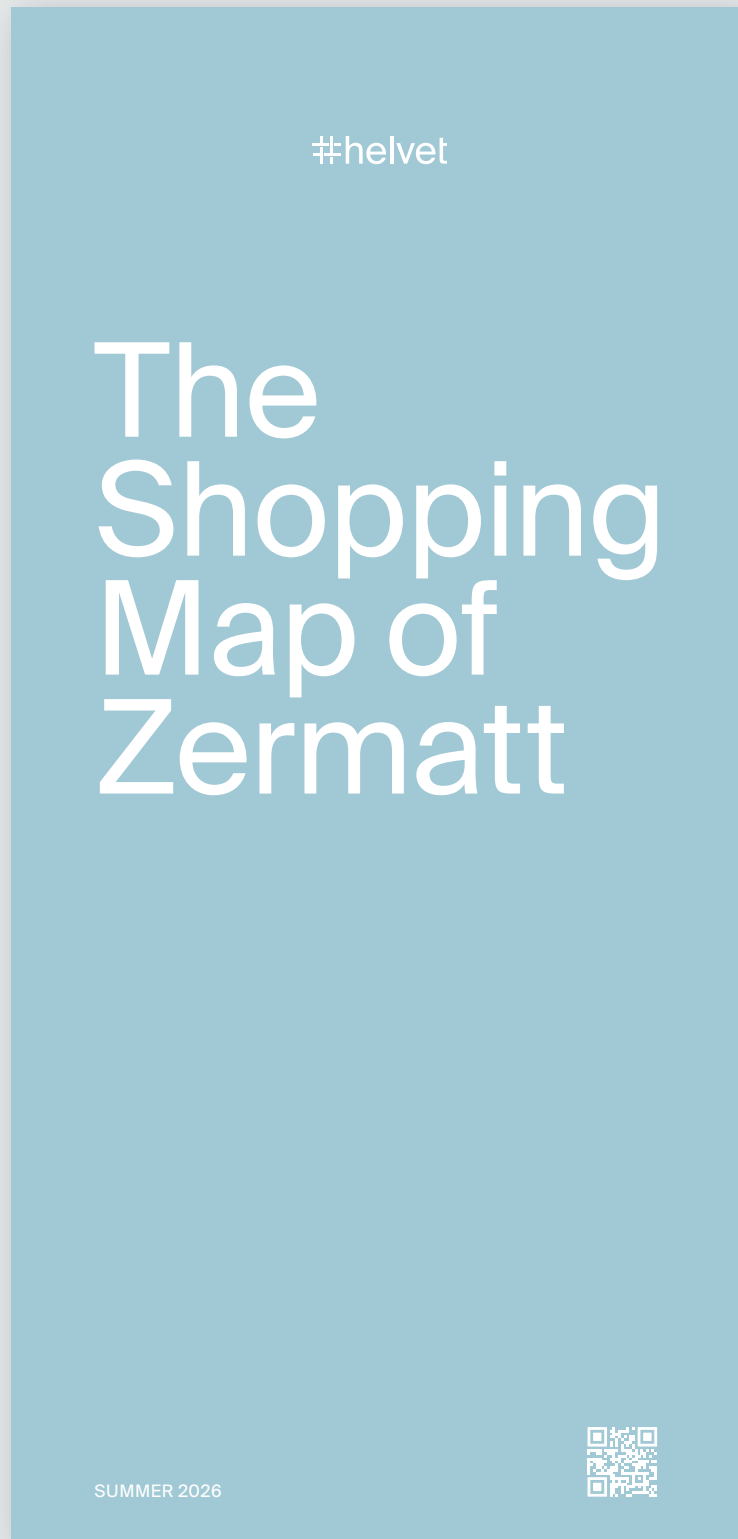
The Shopping Map of Zermatt is there to guide and accompany people visiting Zermatt in their shopping on the famous *Bahnhofstrasse*.

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 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
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.

