

#helvet

MEDIA KIT

*The Shopping Map
of Geneva*

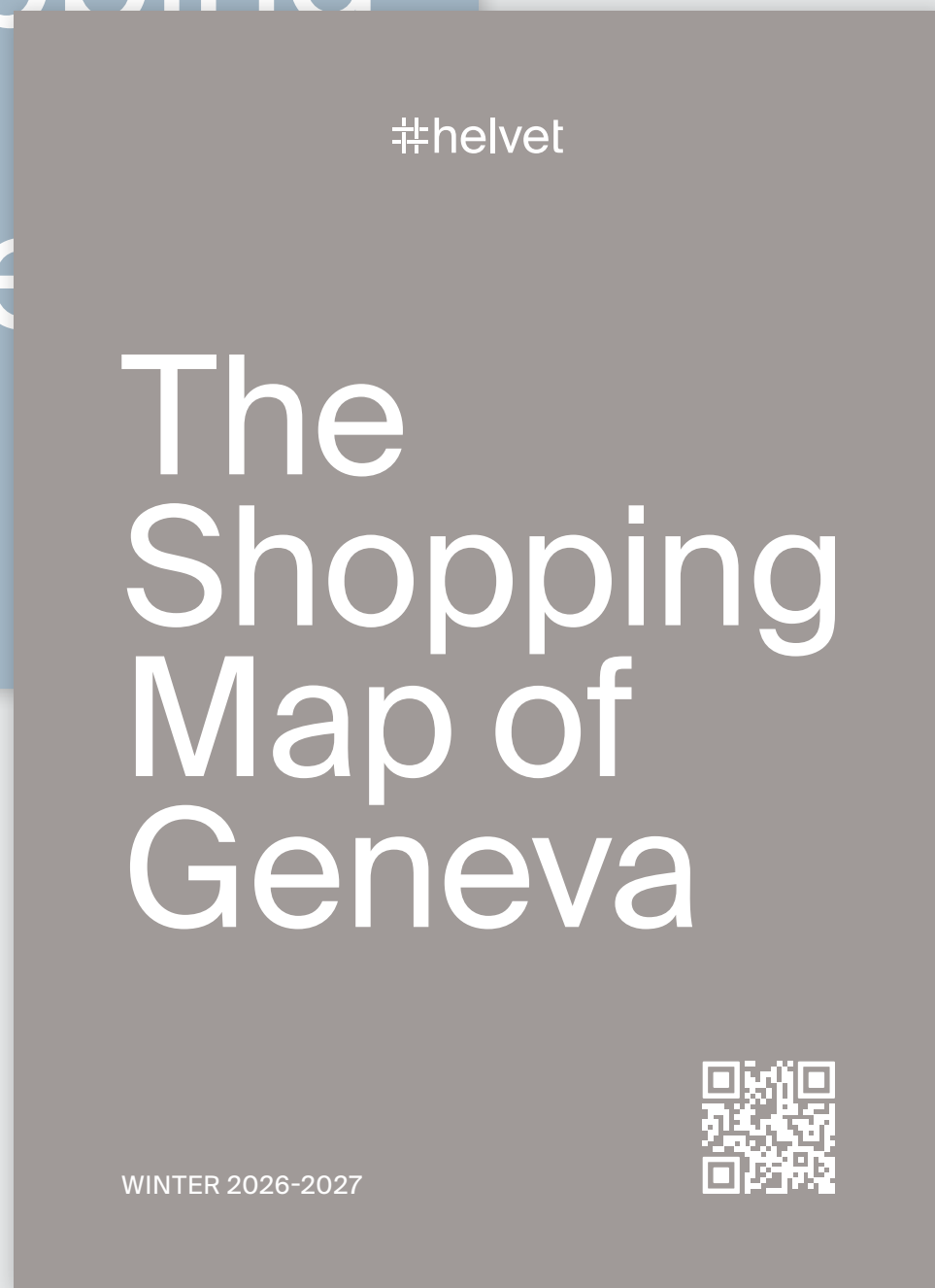
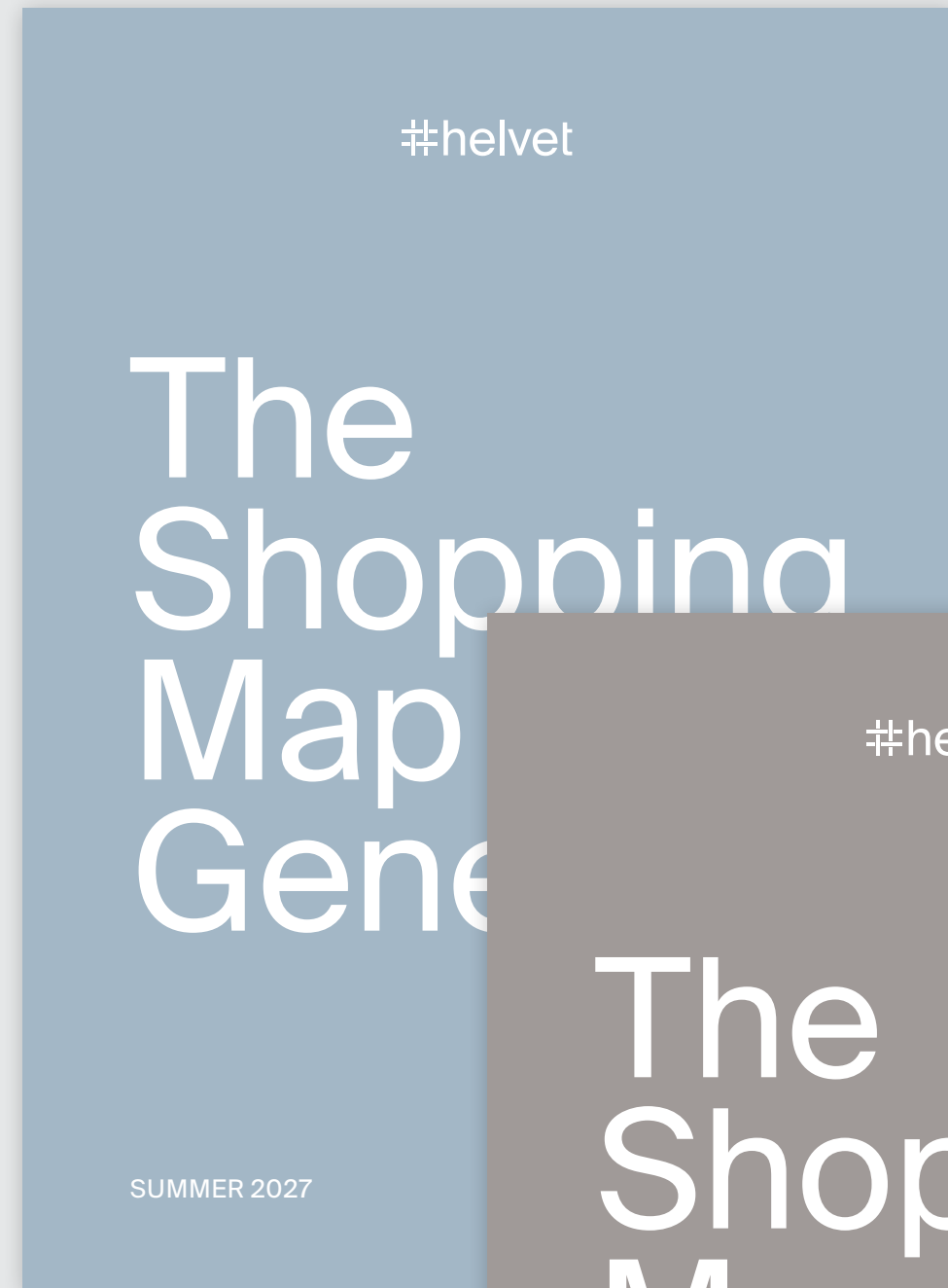
WINTER 2026-2027 | SUMMER 2027

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The Shopping Map of Geneva, available in over 300 distribution outlets, is there to guide visitors to Geneva as they shop on the famous *Rue du Rhône* and its surrounding area.

Print run
60'000 copies per year
Updated and printed twice a year (summer and winter seasons)



Winter edition 2026-2027 November – April
 Print run 30'000 copies
 Summer edition 2027 June – October
 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

