



LADIES DRIVE

Business Sisterhood since 2007

Media Kit 2025  
Switzerland

VERSION OCT24

#BusinessSisterhood

# We are here for you

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# History

Why did we establish Ladies Drive?

Because we felt there was an urgent need for a female perspective on business, culture, politics, and sports.

So, we created a community that connects through a blog, social media, and a print magazine, but most importantly, also meets beyond the virtual world.

Established: **2007**

Founders: **Sandra-Stella Triebel & Sebastian Triebel**

Employees: **46, incl. freelancers**

Chief Editor: **Sandra-Stella Triebel**

Authors & Creators:







Switzerland's largest business platform for women.

And one of the largest business magazines on the market.

# What's so special about this Sisterhood?

## Our Goals

- ▶ Create female role models
- ▶ Share knowledge
- ▶ Establish intergenerational and cross-industry platforms for ambitious women who want to make a difference and change things
- ▶ Model diversity
- ▶ Make possible and promote exchange and discourse
- ▶ Shaping and embodying the Kindness Economy

## Our Mission

Accompany the Female Shift in our society, economy, culture and politics.

## Our Values

- ▶ Credibility
- ▶ Collaboration
- ▶ Sustainability
- ▶ Honesty
- ▶ Transparency
- ▶ Trust

**Magazine  
Blog  
Social Media  
Newsletter**  
LADIES DRIVE

English Version  
of Ladies Drive  
Magazine

New in 2025

**Events &  
Business Club  
National**

**Bargesprache  
Events**



**Bargesprache  
Club Digital**



**Bargesprache  
Privé**



LADIES DRIVE  
Business Sisterhood since 2007

**Overview**  
ladiesdrive.world



**Start Up  
Event**  
Female Innovation Forum



LADIES DRIVE  
ACADEMY

**Events &  
Business Club  
International**

**League  
of Leading Ladies  
Club**



**League  
of Leading Ladies  
Conference**





## AT A GLANCE

# Magazine Social Media Blog Newsletter

LADIES DRIVE

[www.ladiesdrive.world](http://www.ladiesdrive.world)

### Print Magazine

- Quarterly author's magazine
- Approx. 160,000 readership
- Print run of 40,000 (notarially certified) copies per edition
- Distributed mainly in Switzerland, with a small number of copies in Germany and Austria
- Sold at point of sale at Coop, at bookshops and newsstands
- 80% of the copies are pre-sold, thanks to long-term collaboration with various (female) business clubs

### New in 2025: Ladies Drive Magazine in English

Starting in 2025, the "Ladies Drive" magazine will be available as an ePaper in English, opening the door for us and you to an international audience as well as expatriates in Switzerland. The ePaper will be published through our own channels and relevant ePaper distribution platforms in the market.

If you're interested, please contact us here:

[sst@swissladiesdrive.com](mailto:sst@swissladiesdrive.com)

or by phone at

[+41 79 480 19 85](tel:+41794801985).

### Social Media


\*10,000 to 140,000 post reach

 LinkedIn with over 19,000 organic followers, reach per post up to 50,000\* views  
[linkedin.com/in/sandrastellatrieb/](https://www.linkedin.com/in/sandrastellatrieb/)

 Facebook 8,000 followers  
[facebook.com/ladiesdrivemagazin](https://www.facebook.com/ladiesdrivemagazin)

 Instagram 5,100 followers  
[instagram.com/ladiesdrive](https://www.instagram.com/ladiesdrive)

 YouTube with two seasons of „Ladies Drive Coffee Run“, one season of „The Stella Interviews“, one season of „Money Walk“ two seasons of „Holistic Health Podcast“  
[youtube.com/ladiesdrive](https://www.youtube.com/ladiesdrive)

 Holistic Health Podcast on Spotify, Apple Podcasts, and all podcast platforms. 2 seasons (3<sup>rd</sup> season coming in 2025).

### Ladies Drive Blog

- Curated blog with guest contributions, video posts & podcasts
- 3-5 new posts per week

[ladiesdrive.world](https://www.ladiesdrive.world)

### Newsletter

- Newsletter with 8,000 Subscribers
- Open Rate: 70-80%

[ladiesdrive.world](https://www.ladiesdrive.world)

# Events & Business Club National

[www.bargesprache.ch](http://www.bargesprache.ch)



## Bargesprache Events

3 events during the summer months, approx. 250-300 guests per event in Zurich



## Bargesprache Club Digital

5 webinars per year on Zoom, each 60 minutes. Interactive with Q&A. Content focus on business context with a clear value added for leaders.



## Bargesprache Privé

6 events in different cities with 60-120 guests per event (only club members and sponsor guests are allowed). Club members also have access to all Bargesprache Digital and Bargesprache in Zurich as part of their annual fee.

# Events & Business Club International

[www.leagueofleadingladies.com](http://www.leagueofleadingladies.com)



THE LEAGUE OF  
LEADING LADIES  
CLUB

## League Of Leading Ladies Club

- 10 Monthly Dinners (each with up to 50 participants)
- Business club for women in international leadership positions/C-Level and business owners (by invitation only)
- Club members have access to the Bargesprache Digital and the Bargesprache Events



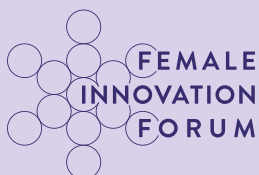
THE LEAGUE OF  
LEADING LADIES  
CONFERENCE

## League Of Leading Ladies Conference

- Guests per conference: 200 (limited), C-Level Management (CEO, CFO, COO), Businesswomen in an international environment.
- 5 keynotes, 5 workshops @ 2 days. The conference is held in English with a hybrid concept. Location: Victoria-Jungfrau Grand Hotel & Spa, Interlaken

# Start Up Event

[www.femaleinnovationforum.ch](http://www.femaleinnovationforum.ch)



## Female Innovation Forum

- All-day event with an interactive workshop and Award Night (Female Innovator of the Year)
- 250 guests
- Most prestigious award in Switzerland for female founders/startups in cooperation with Equal Voice/Ringier
- Ecosystem for female founders with access to investors and Business Angels



# Demographics



Startups founded by women



Business Angels & Investors



Businesswomen/ Entrepreneurs  
(self-made women, medium-sized and large companies 10-250 employees)



Businesswomen from small companies (up to 10 employees)



Managers of middle-sized and large companies



Managers of large companies/corporations  
(more than 250 employees)



Influencers (Instagram, Youtube)



**Gina Domanig**

Managing Partner & CEO Emerald Technology Ventures,  
Member of multiple Boards, Clean Tech Venture Capitalist  
[www.emerald.vc](http://www.emerald.vc)

# Demographics

Our demographic analysis showed that over 3,000 people attend our events each year. The following figures apply to the print magazine, as well as to our blogs and events.

**33–55 years**  
**90 % female**  
**(on social media:**  
**25 - 55 years old)**

## Interested in

Networking, Career Development,  
Personal Growth, Mobility,  
Innovation, Work-Life Balance,  
Finance, Investments,  
Flexible Work(ing) Models,  
Leadership Styles,  
Purposeful Leadership,  
Digitization & Digitalization,  
Sustainability,  
Diversity & Inclusion,  
Lifestyle, Beauty & Fashion,  
Holistic Health,  
Kindness Economy,  
Trend Research,  
Analyses and Assessments



## Represent values such as

Conscious living, family, mindfulness, sustainable business management, sustainable leadership principles, honesty, transparency and trust.

## Very well networked

in the business regions Basel, Bern, Zurich, St. Gallen, Lausanne/Geneva, Zug and Lucerne.

## Above average education & above average monthly income

(CHF 10,000.00 or more)

**Sara Aduse**

Sara Aduse Foundation  
[www.saraadusefoundation.org/de](http://www.saraadusefoundation.org/de)



# Offers and Prices at a Glance



## Blog Ladies Drive

Featured videos landing page (runtime 14 days)	CHF	5,000.00	<b>13</b>
Featured blog post	CHF	2,500.00	
Raffle, incl. programming	CHF	3,800.00	

## Newsletter

(approx. 8,000 contacts)

Standalone with individual accompanying text	from CHF	6,800.00	<b>13</b>
Newsletter integration with linking	from CHF	2,800.00	



## Social Media Ladies Drive

(approx. 40,000 followers)

Social Seeding / per platform	from CHF	1,500.00	<b>15</b>
Native Ad/Post (text or video possible)	from CHF	2,500.00	
LinkedIn-Posts	upon request		

## Female Innovation Forum

Presenting sponsor with complimentary tickets, jury member, possible speaker, booth and more	from CHF	22,000.00	<b>17</b>
Co-Sponsor	from CHF	12,000.00	
Prize sponsor for award winner	upon request		



## League of Leading Ladies

### League Of Leading Ladies Club

Main sponsor for single dinners	from CHF	5,000.00	<b>19</b>
Main sponsor for all LLL dinners (10 per year) and all LLL online events	CHF	50,000.00	
Corporate membership with alternating membership for 2 people	upon request		

### League Of Leading Ladies Conference

Main sponsor	CHF	40,000.00	
Co-sponsor	CHF	15,000.00	

All prices are exclusive of value-added tax (VAT)





## Bargespräche

23

Main sponsor with complimentary tickets, possibly speaker, booth and more \_\_\_\_\_ from CHF15,000.00

Commitment to more than one event or for two years \_\_\_\_\_ from CHF12,000.00

Goodie Bag sponsor \_\_\_\_\_ from CHF 2,500.00

### Bargespräche Privé

Main sponsor for selected Privé-Events \_\_\_\_\_ from CHF 5,000.00

Sponsor for all Privé-Events (6 per year) \_\_\_\_\_ CHF 27,000.00

### Bargespräche Digital

Sponsoring of a single Bargespräche Digital \_\_\_\_\_ CHF 3,000.00

Sponsoring of all Bargespräche Digital (5 per year) \_\_\_\_\_ CHF 15,000.00

## Ladies Drive Academy

29

Sponsoring \_\_\_\_\_ from CHF 5,000.00

## Holistic Health Podcast

31

Product Placements & Sponsorings \_\_\_\_\_ from CHF 2,800.00

## Print Magazine Ladies Drive

33

(40,000 copies, approx. 160,000 readers)

2/1 pages \_\_\_\_\_ CHF 25,000.00

1/1 page \_\_\_\_\_ CHF 15,500.00

1/2 page \_\_\_\_\_ CHF 10,000.00

1/3 page \_\_\_\_\_ CHF 8,500.00

Inserts (depending on size and weight) \_\_\_\_\_ from CHF10,000.00

Editorial content is not offered. We support our partners upon agreement and according to the quality criteria of the publishing house.

## Corporate Magazine Subscriptions

To enhance your diversity and inclusion efforts, per annual subscription and person (4 issues, delivery by post to the address of your choice) \_\_\_\_\_ from CHF 20.00

## Keynotes & Workshops

Given by Sandra-Stella Triebel on the following topics:

Entrepreneurship / The Art of Networking / Kindness Economy \_\_\_\_\_ upon request

All prices are exclusive of value-added tax (VAT)

**PLEASE NOTE:** All prices are subject to VAT. Prices are subject to change without notice. A booking is only valid once it has been confirmed. Please refer to our GTCs:

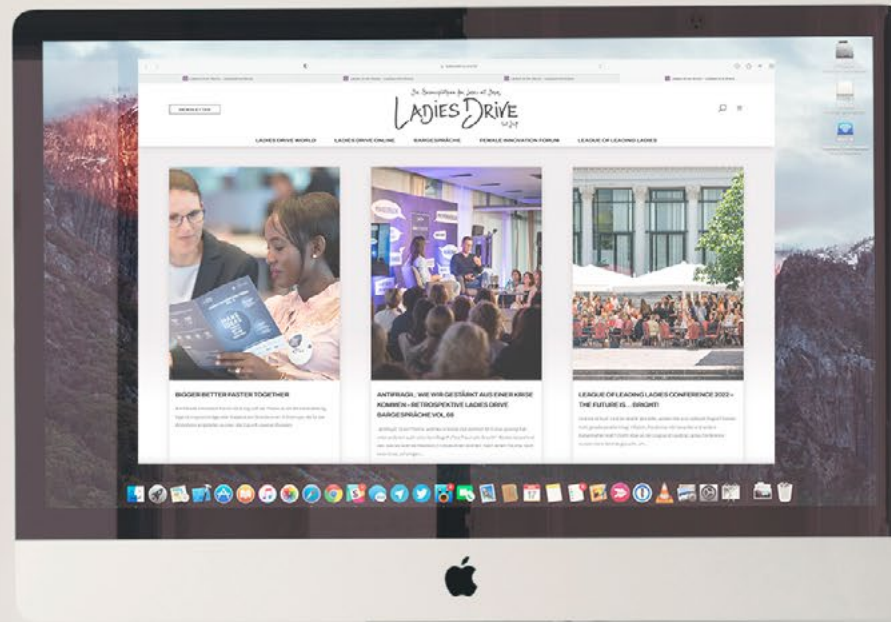
<https://ladiesdrive.world/agb/>

ADVERTISING OPPORTUNITIES

LADIES DRIVE  
Business Sisterhood since 2007

# Blog & Newsletter

[www.ladiesdrive.world](http://www.ladiesdrive.world)



Curated blog with its own editorial team.  
An average of 4-5 new posts per week.  
Includes video content and podcasts.

# Blog

Our blog is curated by Sandra-Stella Triebel. A total of 45 different authors regularly contribute. Your Native Ads (Blog Posts) remain on our blog indefinitely. Giveaways/Contests stay on the blog for a minimum of 2 years. Content created by us can also be used on your own channels.

FLAT RATE  
WITHOUT  
REPORTING

<b>Featured video on landing page (runtime 14 days)</b>	<b>CHF 5,000.00</b>
<b>Featured blog post</b>	<b>CHF 2,500.00</b>
<b>Raffle, incl. programming</b>	<b>CHF 3,800.00</b>

Bookings are based on flat rates without reporting and evaluation. For more information see: [ladiesdrive.world](https://ladiesdrive.world)

# Newsletter (About 8,000 contacts, open rate: 70-80%)

In the newsletter, Sandra-Stella Triebel personally addresses the community and makes recommendations. Credibility is our top priority. You can use the newsletter and its contacts for your product or service. This is done in consultation with the chief editor. The timing of when the newsletter is sent is done by mutual agreement.

**Note:** Booking without reporting. Image rights must be clarified in advance and supplied (first and last name of the photographer). Texts must already be proofread.

**Standalone with individual accompanying text to approx. 8,000 people** \_\_\_\_\_ **from CHF 6,800.00**

Number of characters, video integration, number of images and links based on agreement.  
Technical info: resolution 150dpi, size: 1280px width or height.

**Newsletter integration with linking** \_\_\_\_\_ **from CHF 2,800.00**

Number of characters: max. 800 (in Word).  
Number of images: max. 4, resolution 150 dpi, 1280px width or height.

All prices are exclusive of value-added tax (VAT)





Example: Standalone newsletter with economiesuisse, Autumn 2024




## ADVERTISING OPPORTUNITIES

# Social Media

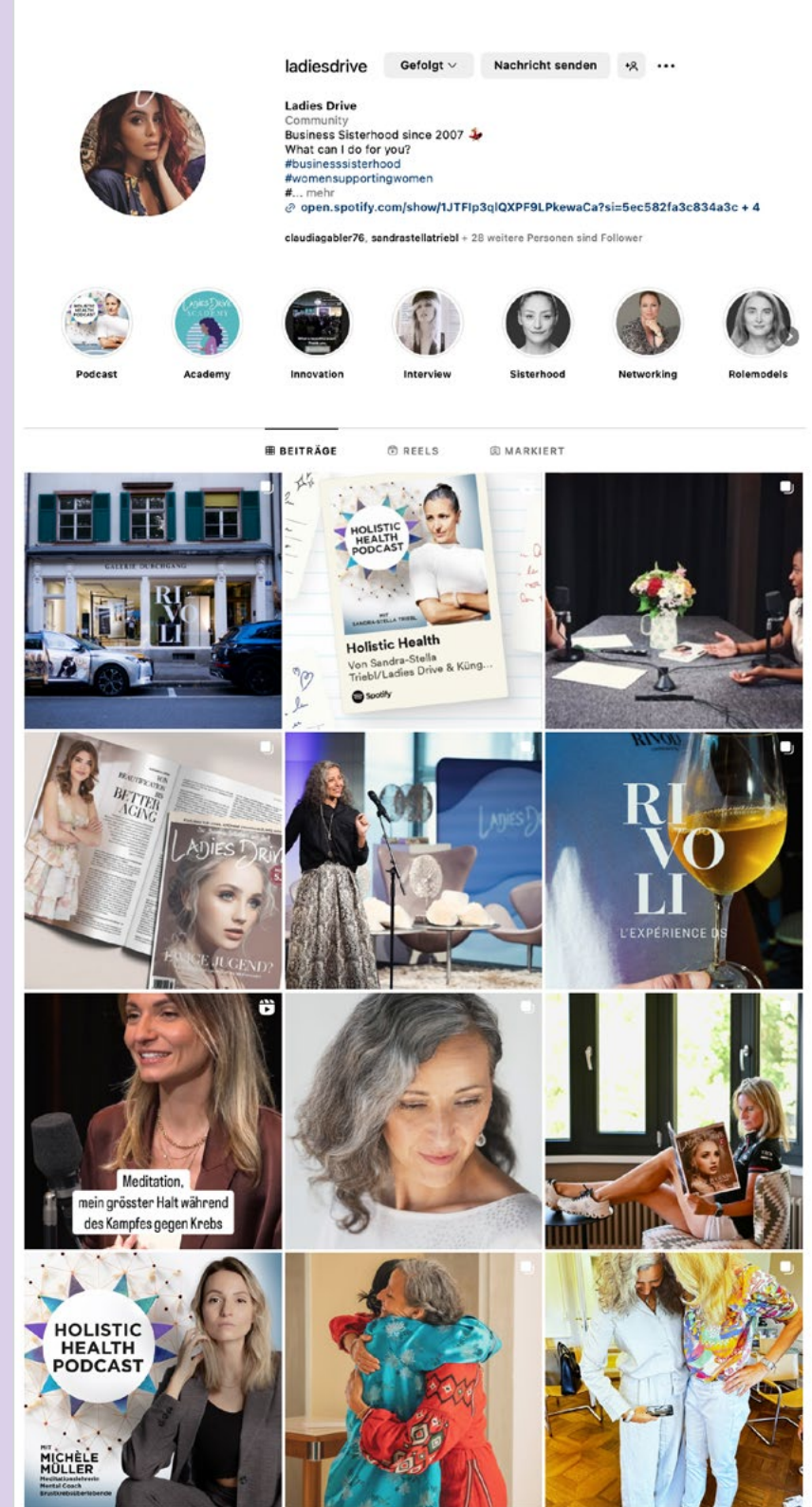
 [www.linkedin.com/in/sandrastellatriebl](https://www.linkedin.com/in/sandrastellatriebl)

 [www.facebook.com/ladiesdrivemagazin](https://www.facebook.com/ladiesdrivemagazin)  
[www.facebook.com/ladiesdrive](https://www.facebook.com/ladiesdrive)

 [www.instagram.com/ladiesdrive](https://www.instagram.com/ladiesdrive)  
[www.instagram.com/sandrastellatriebl/](https://www.instagram.com/sandrastellatriebl/)

 [www.youtube.com/ladiesdrive](https://www.youtube.com/ladiesdrive)

 [tiktok.com/@ladiesdrive](https://tiktok.com/@ladiesdrive)



# Social Media Ladies Drive

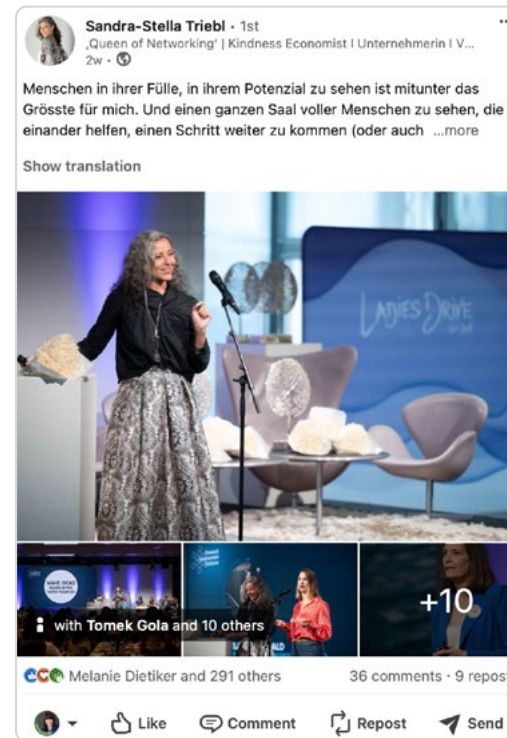
(approx. 40,000 followers)

LADIES DRIVE  
Business Sisterhood since 2007

Our followers have grown organically. Many of them are part of our community thanks to a longstanding relationship through offline activities and events. It's possible to book individual platforms or all channels (Facebook, LinkedIn and Instagram). All together, just under 40,000 people are following us on social media.

**Social Seeding / per platform** \_\_\_\_\_ **approx. CHF 1,500.00**  
**Native Ad/Post (Text or Video)** \_\_\_\_\_ **from CHF 2,500.00**

Our strongest social media channel is LinkedIn.  
Our account has over 19,300 followers (as per October 2024), the maximum post reach is 130,000.  
You can book content collaboration with us for only one or as a package for all of our social media channels (incl. YouTube).



All prices are exclusive of value-added tax (VAT)

Average Reach on LinkedIn:  
15,000 - 20,000 Views, 40-60 Comments





MAKE IDEAS  
BIGGER BETTER  
FASTER TOGETHER

# Female Innovation Forum

[www.femaleinnovationforum.ch](http://www.femaleinnovationforum.ch)

1 Full-Day Event per year.  
Maximum of 250 guests.

At the Female Innovation Forum (FIF) the motto is: **Make Ideas Bigger Better Faster Together.**

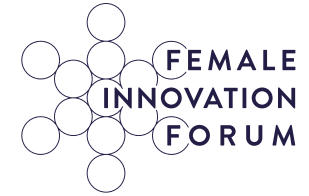
Over the last several years, we have created an ecosystem for young entrepreneurs and founders, where all the relevant partners (such as Impact Hub, digitalswitzerland or Business Angels Schweiz) are brought together. The FIF is also an event, where we celebrate the power of female innovation and share powerful business ideas with a broader audience, as well as with interested parties and investors.

This all-day event is concluded by awarding the Female Innovator of the Year (jury award).

Pictures, agenda, selection process and jury members can be found online at: [www.femaleinnovationforum.ch](http://www.femaleinnovationforum.ch)



# Benefits Female Innovation Forum



## Presenting Sponsor

- Leading a workshop by the sponsor/integration of a keynote speaker from the sponsor's ranks
- Content coordination with the sponsors. This allows us to integrate innovative companies and internal startups
- 20 to 30 complimentary tickets, incl. gala dinner (valued at CHF 270.00 each)
- POS/Partner as desired (good for lead tracking & conversion)
- Voucher/Rebate Coupon Giveaway for future online webshop orders (lead tracking & conversion)
- Goodie Bag integration with a product or gift
- Booth and raffle on site (interaction)
- Joint mailing following the event using the Ladies Drive newsletter service
- A spot on the jury that selects the „Female Innovator of the Year“
- Chance to handover/sponsor/donate a prize to the winner.
- Individual requests are welcome anytime.

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**CHF 22,000.00 per year**

## Co-Sponsor

- Booth and raffle on site (interaction)
- 4 complimentary tickets, each valued at CHF 270.00
- Goodie Bag integration with a product or gift
- Chance to handover/sponsor/donate a prize to the winner.
- Additional options upon request

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**CHF 12,000.00 per year**

## Prize Sponsor

For award winner \_\_\_\_\_ **upon request**

All prices are exclusive of value-added tax (VAT)

Link to the video of the Female Innovation Forum:  
<https://youtu.be/y7zt3wQcwmQ>



## Female Innovation Forum 2025

22 September 2025 @ JED Schlieren





ADVERTISING OPPORTUNITIES

# League of Leading Ladies Club

[www.leagueofleadingladies.com](http://www.leagueofleadingladies.com)

125 Members.

10 Dinners per year in Zurich.

30-50 participants per dinner.

The club, launched in 2015, consists of 125 women (aged 28 - 68 years) who hold leadership positions and work as managers or business owners in an international context.

The club convenes for a monthly dinner, to which you as the sponsor of the club have exclusive access.

The club membership fee is CHF 2,222.00 per year. Joining the club is strictly by invitation from the club's president (Sandra-Stella Triebel) - by invitation only.



# Benefits LLL Business Club



There are 10 dinners held per year, each with up to 50 participants.  
Participation in the conference with the same name is mandatory for club members.  
Club members receive free access to the offerings of the Bargesprache Club Digital as well as the Bargesprache events in Zurich.

**Company membership with alternating membership for 2 people a year** \_\_\_\_\_ **upon request**

**Main sponsor for a single dinner** \_\_\_\_\_ **from CHF 5,000.00**  
(max. 30-50 people), incl. 2 complimentary tickets

**Main sponsor for all 10 dinners during the year** \_\_\_\_\_ **CHF 50,000.00**  
1 x 1/1 page free space in Ladies Drive Magazine (valued at CHF 15,500.00), as well as dinner tickets, upon agreement

All prices are exclusive of value-added tax (VAT)

## **LLL Monthly Dinners 2025** Last Monday of the month, 5:30 -10:00 pm, dinner in the Zurich area.

- 27.01. 2025
- 24.02. 2025
- 31.03. 2025
- 26.05.2025
- 30.06.2025
- 25.08.2025
- 29.09.2025
- 27.10. 2025
- 24.11. 2025 Pre-Christmas Dinner
- 04.12.2025 Breakfast together with the Bargesprache Privé Club

Link to the video of the LLL Conference 2024:  
<https://youtu.be/eDpRoTixgM>





ADVERTISING OPPORTUNITIES

# League of Leading Ladies Conference

[www.leagueofleadingladies.com](http://www.leagueofleadingladies.com)

1 two-day event per year.  
Conducted in English.  
Maximum of 200 guests.

Target audience: C-Level management (CEO, CFO, COO), entrepreneurs with international exposure.  
Format content: Various keynotes and workshops in a special hybrid format, each with a main topic (2025: Planting Ideas).  
Goal: To bring together women and men who wish to develop a deep connection to one another, mutually inspire each other with their stories, and support each other in the realization of their goals. The format deliberately targets both the heart and mind.  
Additionally, each year at the conference, the Empowering Women Award, in cooperation with Ringier (Equal Voice), the ZEIT and Porsche Switzerland, will be presented.



# Benefits LLL Conference



## Presenting Sponsor

- Logo presence in print/online/offline with a link on the Conference Website [www.leagueofleadingladies.com](http://www.leagueofleadingladies.com)
- 1 Newsletter sent in advance to all registered attendees to introduce the sponsor
- 1 Featured Post in the closed Conference LinkedIn Group
- Logo presence & 1-page feature in the event booklet.
- On-site booth with integration of a gift/voucher from you in our Goodie Bags (Interaction/Lead Conversion)
- 4 day-tickets (either for day 1 or 2) without accommodation, each worth CHF 1,500.00 (total CHF 6,000.00)
- 2 Conference Tickets including accommodation with a single room at the Victoria-Jungfrau Grand Hotel & Spa, Interlaken (Value per ticket CHF 2,300.00 excl. VAT)
- Limited number of discounted tickets for distribution to the sponsor's customers or employees
- 1 Newsletter after the conference with a personal thank you from the sponsor (invitation to a sponsor's follow-up event or similar)
- Presenting a workshop or keynote ("featured by...")
- 1 full-page Freespace in the print magazine Ladies Drive (Value CHF 15,500.00)

**CHF 40,000.00 per year**

 **LLL Conference 2025**  
April 7<sup>th</sup> & 8<sup>th</sup>, 2025 @ Victoria-Jungfrau Grand Hotel & Spa, Interlaken

## Co-Sponsor

- Logo presence, print/online/offline with a link on the conference website [www.leagueofleadingladies.com](http://www.leagueofleadingladies.com)
- Logo presence & 1-page feature in the event booklet.
- On-site booth/Goodie Bag integration
- 2 day-tickets (either for day 1 or 2) without accommodation (valued at CHF 3,000.00)

**CHF 15,000.00 per year**

All prices are exclusive of value-added tax (VAT)





ADVERTISING OPPORTUNITIES

# Bargespräche

[www.bargesprache.ch](http://www.bargesprache.ch)

3 Events per year in Zurich.

Up to 300 guests per event.

Video recording for Youtube.

The Bargespräche have been taking place since 2009. Over 75 events with 35,000 attendees have been conducted since then. The Bargespräche aim to facilitate networking among women in business - spanning across all industries and management levels.

During the evening talks, host Sandra-Stella Triebel invites personal and extraordinary guests to discuss specific topics. These talks are designed to help guests engage in conversations more easily. The maximum number of attendees for Bargespräche events is 250-300 people. All interviews/talks are recorded on video and broadcasted with a time delay on Facebook, Instagram, and Youtube.



# Benefits Bargespräche



## Presenting Sponsor

- Logo print (1/1-page ad), online and on social media (40,000 followers)
- Complimentary tickets (valued at CHF 190.00 each, incl. flying dinner and Goodie Bag)
- On site visibility, for example with a booth (interaction & lead generation - works best via contests/raffles)
- POS/Partner Integration as requested (lead tracking & conversion)
- Give away a voucher/rebate code for future online orders (lead tracking & conversion)
- Goodie Bag integration with a product or gift
- Visibility thanks to a max. 3-minute promotional film, which runs without sound in a loop on several screens on/near the stage (Full HD)
- After the event: posts on all social media channels, coverage with photos and your logo in the print magazine, post on [www.ladiesdrive.world](http://www.ladiesdrive.world)
- Additionally: 1 complimentary mailing to all of our guests at the event via our newsletter service (Mailchimp). Content and timing to be agreed upon (the perfect way to stay in touch with your newly generated leads).
- Additional services upon request

**One-time booking** \_\_\_\_\_ **CHF 15,000.00**

**After 2<sup>nd</sup> booking /per event** \_\_\_\_\_ **CHF 12,000.00**

## Goodie Bag Sponsor

- 4 complimentary tickets for the event
- Sponsorship of a gift for the Goodie Bag (product, gift certificate)
- The Goodie Bags are put together by the Ladies Drive team

\_\_\_\_\_ **CHF 2,500.00**

## Booth Sponsor

- 4 complimentary tickets for the event
- A booth on-site with the option for direct sales

\_\_\_\_\_ **CHF 2,500.00**

All prices are exclusive of value-added tax (VAT)



## Bargespräche 2025

@ ZKO-Haus Zurich, Dates to be confirmed

March 2025  
June 2025  
August 2025

Bargespräch Vol.76  
Bargespräch Vol.77  
Bargespräch Vol.78

Please browse through our archive:  
<https://ladiesdrive.world/bargespraech/>

<https://youtu.be/r2yYgQgpbWI>  
Example of a Bargesprächs with ski world champion  
Daniel Albrecht about a life of meaning



ADVERTISING OPPORTUNITIES

LADIES DRIVE

Die Business Sisterhood seit 2007

# Bargespräche Club Privé

[www.bargesprache.ch](http://www.bargesprache.ch)

6 Events per year.

60-120 guests per event.

Video recording for Youtube.

The Bargespräche Club Privé was established during the pandemic, in order to hold a „Mini Bargespräch“ with fewer people.

That is why the number of members is limited to 100. Two weeks after its launch, the club was „fully booked“.

Club members travel throughout Switzerland in order to attend these events.

The Privé members consist of women in middle to senior management positions (35%) as well as female entrepreneurs (65%).

# Benefits Bargespräche Club Privé



Each year, 6 Exclusive Privé Events are held. Access is granted only to sponsors and club members.  
The club membership fee is CHF 540.00 per year.  
All agreements are tailor-made to meet the needs, KPIs, and preferences of each sponsor.

**Main sponsor for one Bargespräch Privé** \_\_\_\_\_ **from CHF 5,000.00**

**Sponsoring integration on site, complimentary tickets & Goodie Bag** \_\_\_\_\_ **as per agreement**

**Main sponsor for all 6 events during the year** \_\_\_\_\_ **CHF 27,000.00**

(in Basel, Bern, Geneva, Shoppi Tivoli, Zurich (2x))

All prices are exclusive of value-added tax (VAT)

<https://youtu.be/BQgAtkGSWX8>

Example of a Bargespräch Privé  
with Barbara Studer about Brain Hacking



## Bargespräche Privé 2025

Mostly the last Thursday of the month, 5:30 - 10:00 pm. Alternating locations. One interview guest.  
Dates & Locations TBC ( to be confirmed)





# Bargespräche Digital

[www.bargesprache.ch](http://www.bargesprache.ch)

**BARGESPRÄCHE DIGITAL Vol.26**  
**MONTAG, 4.03.2024, 18:00 UHR**  
Dauer: 60 Minuten. Interaktiv mit Q&A.  
Durchgeführt auf Zoom.

LADIES DRIVE  
**BARGESPRÄCHE**  
DIGITAL

## GPT vs. ChatGPT

**ALLES, WAS IHR WISSEN MÜSST!**



Mit  
**SOPHIE HUNDERTMARK**  
Beraterin und  
Chatbot Expertin

**BARGESPRÄCHE DIGITAL Vol.25**  
**MONTAG, 5.02.2024, 18:00 UHR**  
Dauer: 60 Minuten. Interaktiv mit Q&A.  
Durchgeführt auf Zoom.

LADIES DRIVE  
**BARGESPRÄCHE**  
DIGITAL

## MONEY TRENDS 2024

**ALLES, WAS IHR WISSEN MÜSST!**



Mit  
**OLGA MILER**  
Fintech-Unternehmerin,  
ex-Bankerin,  
LinkedIn Top Voice

Here is an example of the contents,  
as well as sponsor integration,  
during the recording of the  
Bargesprache Digital Vol. 7 with  
Olga Miler (Money Trends 2022).



# Benefits Bargesprache Club Digital



In this webinar, speak directly to our community.

The Bargesprache Digital (webinar) take place 5x/year on Zoom. During 60 minutes, an established expert explains (for example reputation expert Susanne Müller Zantop) how a businesswoman can optimize her LinkedIn profile. The content has a clear link to the daily business of women (such as leadership styles, trend topics in business). The webinars last 60 minutes and are interactive.

Participation costs CHF 25.00 per person, unless you are member of Bargesprache Club Privé, Digital or in the League of Leading Ladies. For our club members, all webinars are included in the annual membership fee.

The webinars are recorded and available to all registered users. Reach per webinar is approx. 500-1,000 people. All webinars are posted on YouTube with a time delay.

Our Bargesprache Club Digital membership costs CHF 200.00 per year.

Our sponsors are integrated via short videos (analog YouTube) - or via logo placement, links and raffles as well as product placements as per agreement.

**Sponsoring for one Bargesprache Digital** \_\_\_\_\_ **CHF 3,000.00**

**Sponsoring for 12 months (5 webinars per year)** \_\_\_\_\_ **CHF 15,000.00**

All prices are exclusive of value-added tax (VAT)



## Bargesprache Digital 2025\*

1st Monday of the month from 6:00 -7:00 pm (except on holidays) - 60 minutes with Q&As - on Zoom.

\*provisional dates

03.02.2025

03.03.2025

03.11.2025

01.12. 2025

Additional dates (like with John Strelecky - The Café at the Edge of the World) will be scheduled based on the availability of the celebrity speakers.

ADVERTISING OPPORTUNITIES

LADIES DRIVE  
ACADEMY



# Ladies Drive Founder Academy

[ladiesdrive.world/founder-academy/](https://ladiesdrive.world/founder-academy/)

**Bigger. Better. Faster. Together.**

Every year, Ladies Drive helps 30 young female entrepreneurs achieve sustainable success.



# Benefits Ladies Drive Academy



## What is the Founder Academy?

Ladies Drive has been advocating for women in Switzerland since 2007. Now, our business sisterhood has come together. Some of the most successful Swiss entrepreneurs, VCs and investors, lawyers, HR and innovation coaches, as well as successful startup founders will mentor 30 selected young female entrepreneurs for an entire year.

The program is divided into 4 offline and 2 online sessions.

Our goal: Faster and more successful growth, better margins, more profit, and quicker scaling for the young companies.

With the Ladies Drive Founder Academy, we are sustainably strengthening Switzerland's position.

## Why are we doing this?

Because we are a business sisterhood.

Because we can. And because we want to.

Because we live the hashtag #womensupportwomen.

Because we need female leaders with heart and intellect for the future.

## 365 days of consulting and training in our Ladies Drive Entrepreneurs' Workshop.

We support each cohort with the combined network and know-how power of the Ladies Drive Business Sisterhood. This way, the young female entrepreneurs learn from the best.

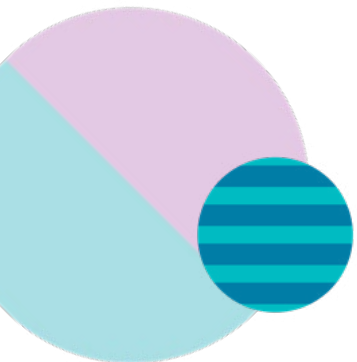
Individual workshops or keynotes

from CHF 2,800.00

Individual sponsor packages

from CHF 5,000.00 per year

All prices are exclusive of value-added tax (VAT)



ADVERTISING OPPORTUNITIES

# HOLISTIC HEALTH PODCAST

WITH  
SANDRA-STELLA  
TRIEBL



Everything about Longevity & Biohacking.  
2 seasons with 8 episodes each on YouTube, Spotify, Apple,  
and all major podcast platforms.



# Benefits Holistic Health Podcast



Product placements (Fashion, Watches, Accessories, Jewelry)  
Integration as agreed

from CHF 2,800.00 per episode

Episode or season sponsorship as well as speaker integration  
Integration and implementation as agreed

from CHF 5,000.00 per episode

All prices are exclusive of value-added tax (VAT)



Melanie Winiger on uncertainties in life and how to discover your true purpose.



Dr Barbara Studer on digital detox and mental health: Why we need breaks for our brains.



MD Christian Larsen - From Ethnomedicine to Spiral Dynamics: It's always been about food, sleep, and movement.





ADVERTISING OPPORTUNITIES



#PerfectOfflineMeTime

# Print Magazine

[www.ladiesdrive.world](http://www.ladiesdrive.world)

Print Run: 40,000 (certified)

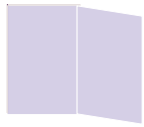
Frequency of Publication: Quarterly

Approx. 160,000 readers

Chief Editor: Sandra-Stella Triebel

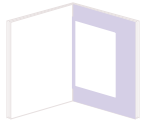
Art Direction: Natasha Papst

Advertising Service: Angela Meleti



## Fold-out cover

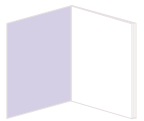
Size: 440 x 300 mm (W x H) full bleed  
(+ 3 mm overlap)  
CHF 25,000.00



## Inserts

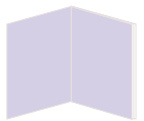
Upon agreement, beginning at  
CHF 10,000.00 (max. 1 insert per  
issue, delivered to AVD in Goldach (Switzerland))

## Premium Placement



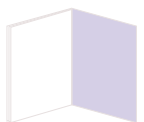
### Inside front flap / 1 page

Size: 220 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 25,000.00



### Opening spread / 2 pages

Size: 440 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 30,000.00



### Third cover page / 1 page

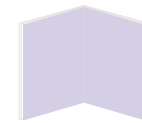
Size: 220 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 21,000.00



### Back cover

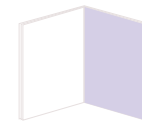
Size: 220 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 25,000.00

## Ads



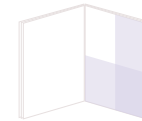
### 2/1 pages

Size: 440 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 25,000.00



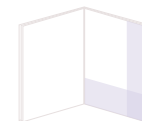
### 1/1 page

Size: 220 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 15,500.00



### 1/2 page horizontal/vertical

Horizontal size: 220 x 150 mm  
Vertical size: 110 x 300 mm  
full bleed (+ 3 mm overlap)  
CHF 10,000.00



### 1/3 page horizontal/vertical

Horizontal size: 220 x 100 mm  
Vertical size: 74 x 300 mm  
full bleed (+ 3 mm overlap)  
CHF 8,500.00



New in 2025

# The English Version of the Ladies Drive Magazine



Starting in 2025, the "Ladies Drive" magazine will be available as an ePaper in English. This opens up opportunities for both us and you to reach an international audience as well as expatriates in Switzerland. The ePaper will be published through our own channels and reputable ePaper distribution platforms in the market.

If you're interested, please contact us here:  
[sst@swissladiesdrive.com](mailto:sst@swissladiesdrive.com) or by phone at [+41 79 480 19 85](tel:+41794801985).

# Technical Specifications, Handling, and Deadlines

# Deadlines & Publication Dates

## Nr. 69 – Spring 2025

**Theme: Emotionale Sprache.**

**Wieso wir uns mehr denn je mit Worten berühren müssen.**

Editorial deadline: 25.1.2025

Advertising deadline: 1.2.2025

Publication date: 3.3.2025

## Nr. 70 – Summer 2025

**Theme: Ohmline & Slow Culture.**

**Der Gegentrend zur Schnelligkeit des Lebens.**

Editorial deadline: 25.4.2025

Advertising deadline: 1.5.2025

Publication date: 3.6.2025

## Nr. 71 – Autumn 2025

**Theme: Flexicurity.**

**Wie uns Flexibilität auch Stabilität bringt.**

Editorial deadline: 25.7.2025

Advertising deadline: 1.8.2025

Publication date: 3.9.2025

## Nr. 72 – Winter 2025

**Theme: Tiger Women & Alpha Softies.**

**Was das für alle Beziehungen bedeutet.**

Editorial deadline: 25.10.2025

Advertising deadline: 1.11.2025

Publication date: 3.12.2025

Ladies Drive is an author's magazine. A total of 25 authors contribute to us, including headhunters, executive coaches, a gyno-oncologist, a slam poet, as well as two Generation Y authors. The editorial theme for each issue is tailored to current trends, developments, and inputs from the community.

Our regular sections include: Interviews, Columns, Finances, Design, Beauty & Fashion (with a focus on local designers), Diversity & Inclusion, Startup Founders, Trends, Hotels, and Events.

# Advertising Submissions

Send a printable PDF via email to: [sst@swissladiesdrive.com](mailto:sst@swissladiesdrive.com)

Phone number for questions: +41 79 480 19 85

# General Requirements for Print Data

## Media Format

Width 220 x Height 300 mm

Bleed margin + 3 mm overlap on all sides. Approx. 10 mm in the type area.

## PDF Format

ISO-Coated V2, not higher than version 1.3. Fonts, logos, images embedded. CMYK color mode.

## Double-Sided Ads

The binding process may cause a visual cut in the middle of the page fold (e.g. images, faces, lines). Please take this into consideration when designing your advertising material (beware of misalignment). Please take a 5mm clearance into account at the page fold and move smaller texts near the fold further apart.

## Inserts

Please submit a sample of the loose, glued-in or bound insert, sleeve or sachet. Placement sketches must also be submitted for sachets and stickers. Max. size: A4.

## Additional Costs For Inserts

We will invoice any additional costs (such as polywrapping done by the printer and postage via the Swiss Post).

## Data Transfer

Via [www.wetransfer.com](http://www.wetransfer.com), Dropbox, ZIP file per email to [sst@swissladiesdrive.com](mailto:sst@swissladiesdrive.com)



# Text & Images for Newsletter and Social Media Posts

## Images Size

1500 px on the longer side of the image (max. 1280 px), resolution 72 dpi

## Videos

Videos hosted on Vimeo, YouTube or equivalent

## Image Rights

Image rights have been clarified. Please provide us with the first and last name of the photographer (required by Swiss Law since April 1, 2020).

## Text Submission

TXT-File, edited for Wordpress, or Word-files with the author noted.  
All texts must be proofread by the client.

## Data Transfer

Preferrably via [www.wetransfer.com](http://www.wetransfer.com) or Dropbox

# Miscellaneous

## Technical Requirements HTML5

The HTML5 creative should be delivered as a single .html file. None of the delivered .html files should be named index.html

## File Hierarchy and Folder Structure

The level and folder structure should have no more than one level (scripts, images, etc.).

## Number of Files and Compression

To keep server requests at a minimum, the number of individual elements should be kept to a minimum.

## Animation

Multiple animations running simultaneously and overlapping transparent graphics are to be avoided. CPU and GPU capacity should be taken into consideration when choosing to use CSS3 or JavaScript animations.

## Browser Compatibility and Fallback

Since not all browsers support all desired features and libraries, please ensure that you provide a fallback JPG or GIF to be displayed, should the desired advertising material not be supported by the browser. The advertising material is to be tested on all common browsers by the creative agency. Swiss Ladies Drive reserves the right to exclude certain browser versions from the delivery of the advertising material.





**LADIES DRIVE**  
Das erste Frauenmagazin für Business, Care & Lifestyle

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Das erste Frauenmagazin für Business, Care & Lifestyle

**LADIES DRIVE**  
DIE TOP CONSULTING LADIES  
FEATURING ALMA ORAMA  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
FRAUEN IN DEN MEDIEN  
FEATURING CINDY LIVINGSTON  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
VERWALTUNGSGEBIETEN  
FEATURING ANJA MITTLER  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
ABSOLUT LITTLE ORDINARY  
FEATURING HEATRICE KNECHT  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
GIBS DIR SELBST EINEN NEUEN ANFAHGPUNKT  
FEATURING JANE HUBER  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
INTERNATIONALE KARRIEREN  
FEATURING DIANA VEIDE NIETO  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
LIVE YOUR DREAM  
FEATURING  
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**LADIES DRIVE**  
LIVE YOUR DREAM  
FEATURING  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
LIVE YOUR DREAM  
FEATURING  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
DER VATER, DIE TOCHTER  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
FRAUEN, DIE BEWEGEN  
FEATURING ANAT BALGERA  
DAS BUSINESSMAGAZIN

**LADIES DRIVE**  
Jede Low-Mid-Career  
Medi Economy  
Ohio Alabama  
America

**LADIES DRIVE**  
No More Perfect Storm  
Zukunft  
Mama Grace Dawson  
Lorenz McGehee

**LADIES DRIVE**  
Miami Mallorca  
Verrückt ist das neue Normal  
Wir werden das erleben  
Innovation, Innovation & Lifestyle?

**LADIES DRIVE**  
Querdenker & Ausserer  
Mercedes-Benz E-Cabriolet  
Ingo Beale  
Edurne Pasaban

**LADIES DRIVE**  
Querdenker & Ausserer  
Mercedes-Benz E-Cabriolet  
Ingo Beale  
Edurne Pasaban

**LADIES DRIVE**  
Querdenker & Ausserer  
Mercedes-Benz E-Cabriolet  
Ingo Beale  
Edurne Pasaban

**LADIES DRIVE**  
Dann ist es  
Disruptive Times

**LADIES DRIVE**  
Disruptive Times

**LADIES DRIVE**  
HURRY SLOWLY  
DAS ZEITALTER DER UNGEWISSHEIT  
SARAH WIZNER  
ZOE LI KOA

**LADIES DRIVE**  
DISRUPT YOURSELF  
I'M NOT SUPERWOMAN  
Disruptive Times

**LADIES DRIVE**  
SCENIA SPUDER  
DU BIST, WAS DU DENKST  
GLÜCK

**LADIES DRIVE**  
BUSINESS RESILIENCE

**LADIES DRIVE**  
WE ARE ALL CONNECTED!  
DR. DEBORAH HEINZ  
JESSA WYNERGER

**LADIES DRIVE**  
WE ARE ALL CONNECTED!  
DR. DEBORAH HEINZ  
JESSA WYNERGER

**LADIES DRIVE**  
WE ARE ALL CONNECTED!  
DR. DEBORAH HEINZ  
JESSA WYNERGER

**LADIES DRIVE**  
Future is light?

**LADIES DRIVE**  
Emotionale Intelligenz & Verletzlichkeit  
Business Sistahood

**LADIES DRIVE**  
Sind wir am Ende der Leistungsgesellschaft?  
Business Sistahood

**LADIES DRIVE**  
Schuld? Scham? Selbstzweifel?  
Business Sistahood

**LADIES DRIVE**  
Post-Traumatic Growth  
Business Sistahood

**LADIES DRIVE**  
Post-Traumatic Growth  
Business Sistahood

**LADIES DRIVE**  
Holistic Health  
Business Sistahood

**LADIES DRIVE**  
Holistic Health  
Business Sistahood

**LADIES DRIVE**  
Holistic Health  
Business Sistahood



LADIES DRIVE  
Business Sisterhood since 2007

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+41 79 884 43 73

**www.ladiesdrive.world**