



LADIES DRIVE

Business Sisterhood since 2007

Media Kit 2025 Switzerland

#BusinessSisterhood

We are here for you

Swiss Ladies Drive GmbH
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PA Execute Board: meeting@swissladiesdrive.com

Meet me
here:

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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

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

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

 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 (3rd season coming in 2025).

Ladies Drive Blog

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

ladiesdrive.world

Newsletter

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

ladiesdrive.world

Events & Business Club National

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



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



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



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)



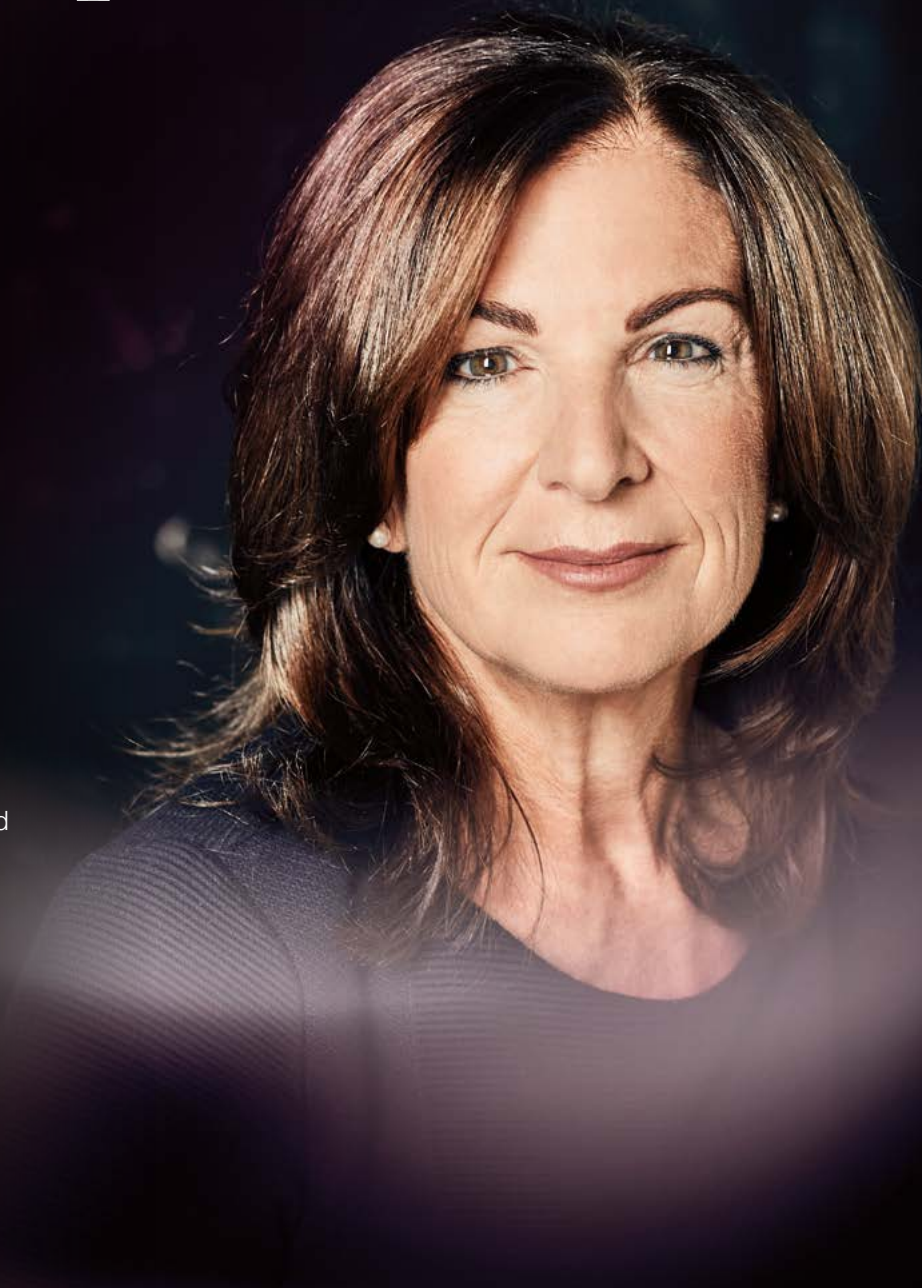
Managers of middle-sized and large companies



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

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

Offers and Prices at a Glance



Blog Ladies Drive

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

13

Newsletter

(approx. 8,000 contacts)

Standalone with individual accompanying text	from CHF	6,800.00
Newsletter integration with linking	from CHF	2,800.00

13

Social Media Ladies Drive

(approx. 40,000 followers)

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

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Female Innovation Forum

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

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League of Leading Ladies

League Of Leading Ladies Club

Main sponsor for single dinners	from CHF	5,000.00
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	

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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)





Bargesprache

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

Bargesprache Privé

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

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

Bargesprache Digital

Sponsoring of a single Bargesprache Digital _____ CHF 3,000.00

Sponsoring of all Bargesprache 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:

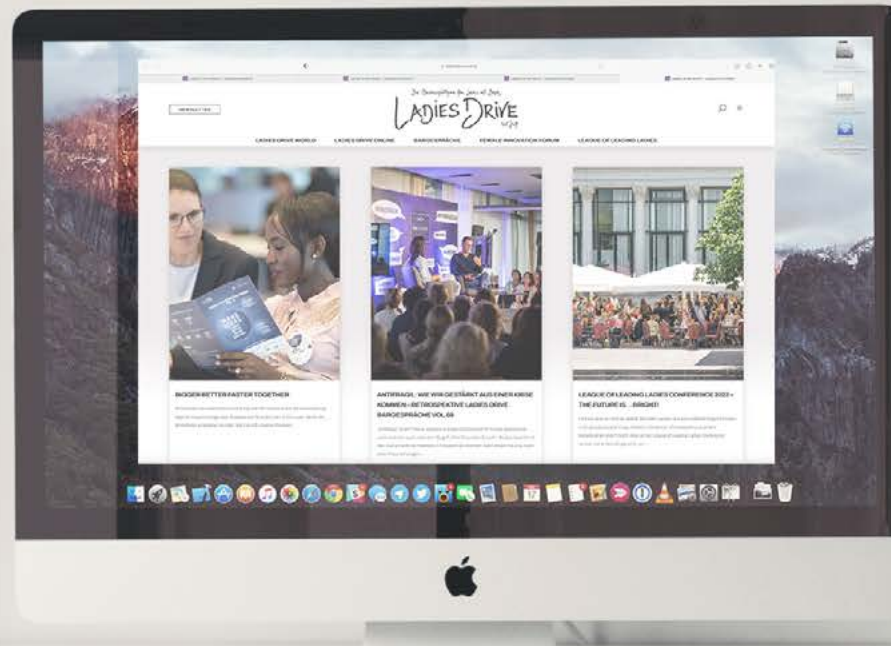
<https://ladiesdrive.world/agb/>

ADVERTISING OPPORTUNITIES

LADIES DRIVE
Business Sisterhood since 2007

Blog & Newsletter

www.ladiesdrive.world



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

Blog

LADIES DRIVE
Business Sisterhood since 2007

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

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

Bookings are based on flat rates without reporting and evaluation.
For more information see: 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

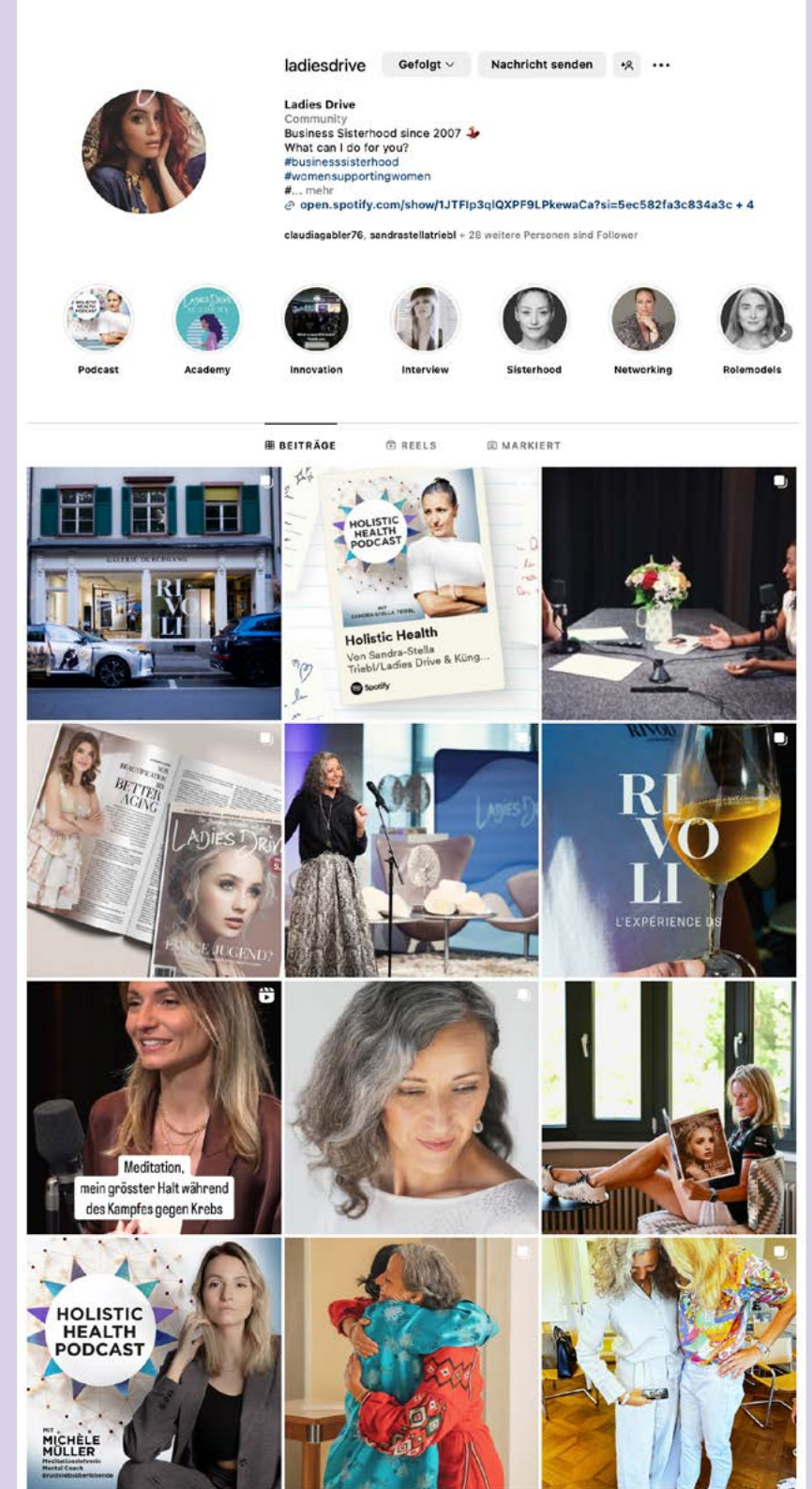
 www.linkedin.com/in/sandrastellatriebl/

 www.facebook.com/ladiesdrivemagazin
www.facebook.com/ladiesdrive

 www.instagram.com/ladiesdrive
www.instagram.com/sandrastellatriebl/

 www.youtube.com/ladiesdrive

 tiktok.com/@ladiesdrive



Social Media Ladies Drive

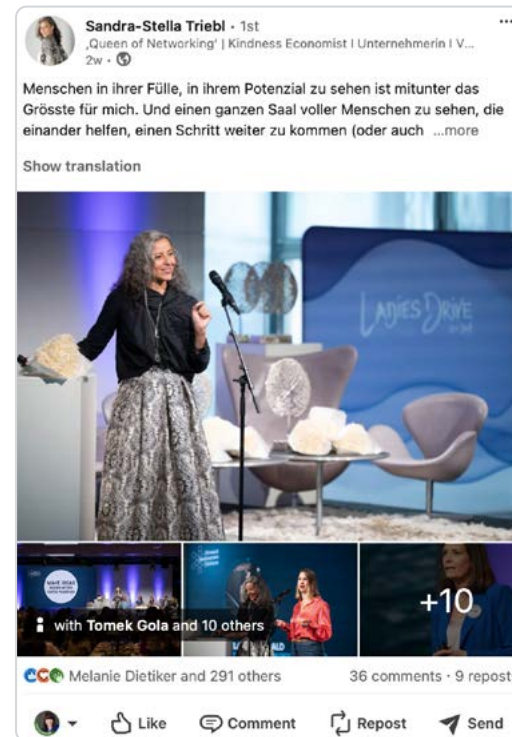
(approx. 40,000 followers)

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).



ADVERTISING OPPORTUNITIES



MAKE IDEAS
BIGGER BETTER
FASTER TOGETHER

Female Innovation Forum

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

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.

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

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

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
17.11. 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/eDpRoTixxgM>



ADVERTISING OPPORTUNITIES

League of Leading Ladies Conference

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
- 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

Co-Sponsor

- Logo presence, print/online/offline with a link on the conference website 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)

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



ADVERTISING OPPORTUNITIES

Bargespräche

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
- 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 2nd 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

Tuesday, 27.05.2025 Bargespräch Vol.76
Wednesday, 02.07.2025 Bargespräch Vol.77
Thursday, 18.09.2025 Bargespräch Vol.78

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

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

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)



Bargespräche Privé 2025

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

20.02.2025
13.03. 2025
26.06.2025
21.08. 2025
30.10. 2025
20.11. 2025

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

<https://youtu.be/BQgAtkGSWX8>
Example of a Bargespräch Privé
with Barbara Studer about Brain Hacking



Bargespräche Digital

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

6:00 -7:00 pm - 60 minutes with Q&As - on Zoom

06.02.2025

06.03.2025

03.11. 2025

02.12.2025

15.12. 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.

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

ADVERTISING OPPORTUNITIES

LADIES DRIVE
ACADEMY



Ladies Drive Founder Academy

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.

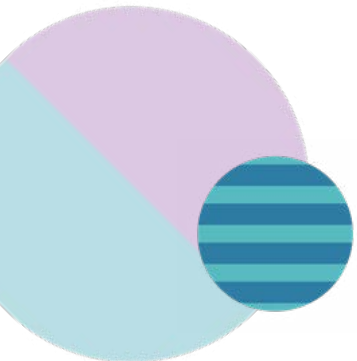
365 days of consulting and training in our Ladies Drive Entrepreneurs' Workshop.

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

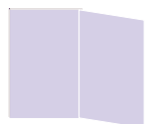
Print Run: 40,000 (certified)

Frequency of Publication: Quarterly

Approx. 160,000 readers

Chief Editor: Sandra-Stella Triebel

Art Direction: Natasha Papst



Fold-out cover

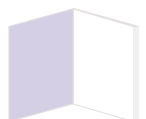
Size: 440 x 300 mm (W x H) full bleed
(+ 3 mm overlap)
CHF 25,000.00



Inserts

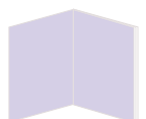
Upon agreement, beginning at
CHF 10,000.00 (max. 1 insert per
issue, delivered to AVD in Goldach (Switzerland))

Premium Placement



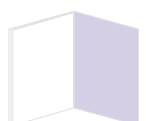
Inside front flap / 1 page

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

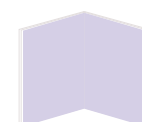
Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)
CHF 21,000.00



Back cover

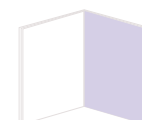
Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)
CHF 25,000.00

Ads



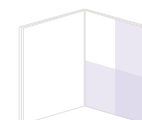
2/1 pages

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



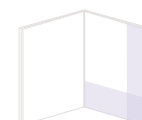
1/1 page

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 or by phone at **+41 79 480 19 85**.

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

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, Dropbox, ZIP file per email to 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 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.





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www.ladiesdrive.world