



LADIES DRIVE

Business Sisterhood since 2007

#BusinessSisterhood

Media Kit 2025 Startups

VERSION DEC24

Applies only to startups that are no older than 5 years

We are here for you

Swiss Ladies Drive GmbH
Postal address: Haufen 201, 9426 Lutzenberg AR (Switzerland)
www.ladiesdrive.world

Phone: +41 79 884 43 73 (also on WhatsApp)
Backoffice: office@swissladiesdrive.com
PA Execute Board: meeting@swissladiesdrive.com

Meet me
here:

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



Sebastian Triebl

Co-Founder & Board Member
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Sandra-Stella Triebl

Co-Founder, CEO & Chief Editor
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Head of Community & Event Management
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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

LADIES DRIVE
Business Sisterhood since 2007

Overview
ladiesdrive.world

**Start Up
Event**
Female Innovation Forum



LADIES DRIVE
ACADEMY

English Version
of Ladies Drive
Magazine

New in 2025

**Events &
Business Club
National**

**Events &
Business Club
International**

**Bargesprache
Events**



**Bargesprache
Club Digital**



**Bargesprache
Privé**



**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/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 (3rd 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



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

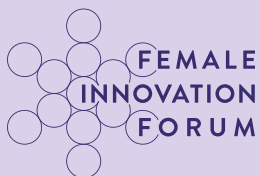


League Of Leading Ladies Conference

- 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

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



Blog Ladies Drive

Featured videos landing page (runtime 14 days)	CHF	5,000.00	CHF	4,000.00	13
Featured blog post	CHF	2,500.00	CHF	2,000.00	
Raffle, incl. programming	CHF	3,800.00	CHF	3,040.00	

Newsletter

(approx. 8,000 contacts)

Standalone with individual accompanying text	from CHF	6,800.00	CHF	5,440.00	13
Newsletter integration with linking	from CHF	2,800.00	CHF	2,240.00	



Social Media Ladies Drive (approx. 40,000 followers)

Social Seeding / per platform	from CHF	1,500.00	CHF	1,200.00	15
Native Ad/Post (text or video possible)	from CHF	2,500.00	CHF	2,000.00	
LinkedIn-Posts				upon request	



Female Innovation Forum

Booth Sponsor	CHF	2,500.00	17
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Bargesprache

Booth Sponsor	CHF	2,500.00	23
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Print Magazine Ladies Drive (40,000 copies, approx. 160,000 readers)

2/1 pages	CHF	25,000.00	CHF	17,500.00	33
1/1 page	CHF	15,500.00	CHF	10,850.00	
1/2 page	CHF	10,000.00	CHF	7,000.00	
1/3 page	CHF	8,500.00	CHF	5,950.00	
Inserts (depending on size and weight)	from CHF	10,000.00	from CHF	7,000.00	

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
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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:

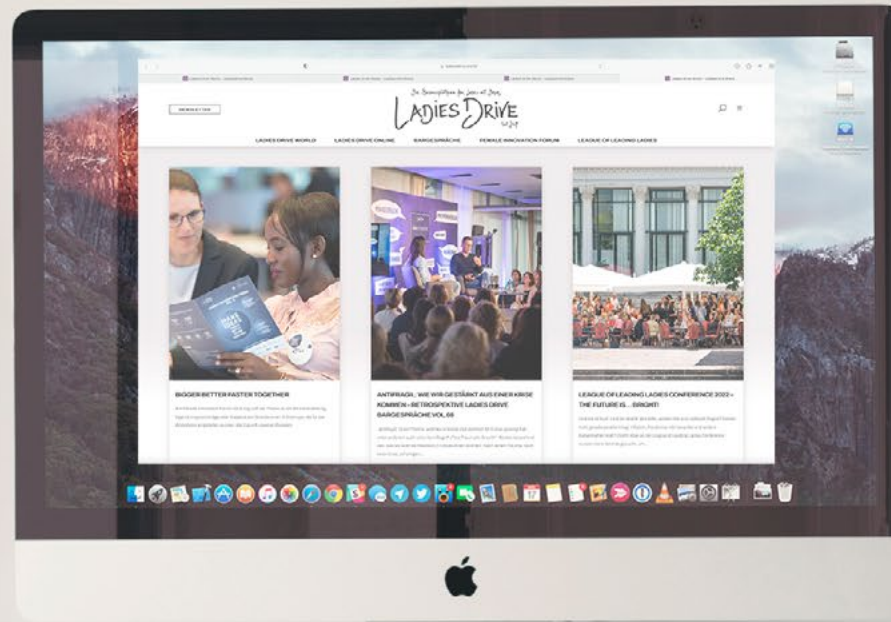
<https://ladiesdrive.world/agb/>

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

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.



LADIES DRIVE
Business Sisterhood since 2007

Featured video on landing page (runtime 14 days)	CHF 5,000.00	CHF 4,000.00
Featured blog post	CHF 2,500.00	CHF 2,000.00
Raffle, incl. programming	CHF 3,800.00	CHF 3,040.00

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~~ from CHF 5,440.00
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~~ from CHF 2,240.00
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

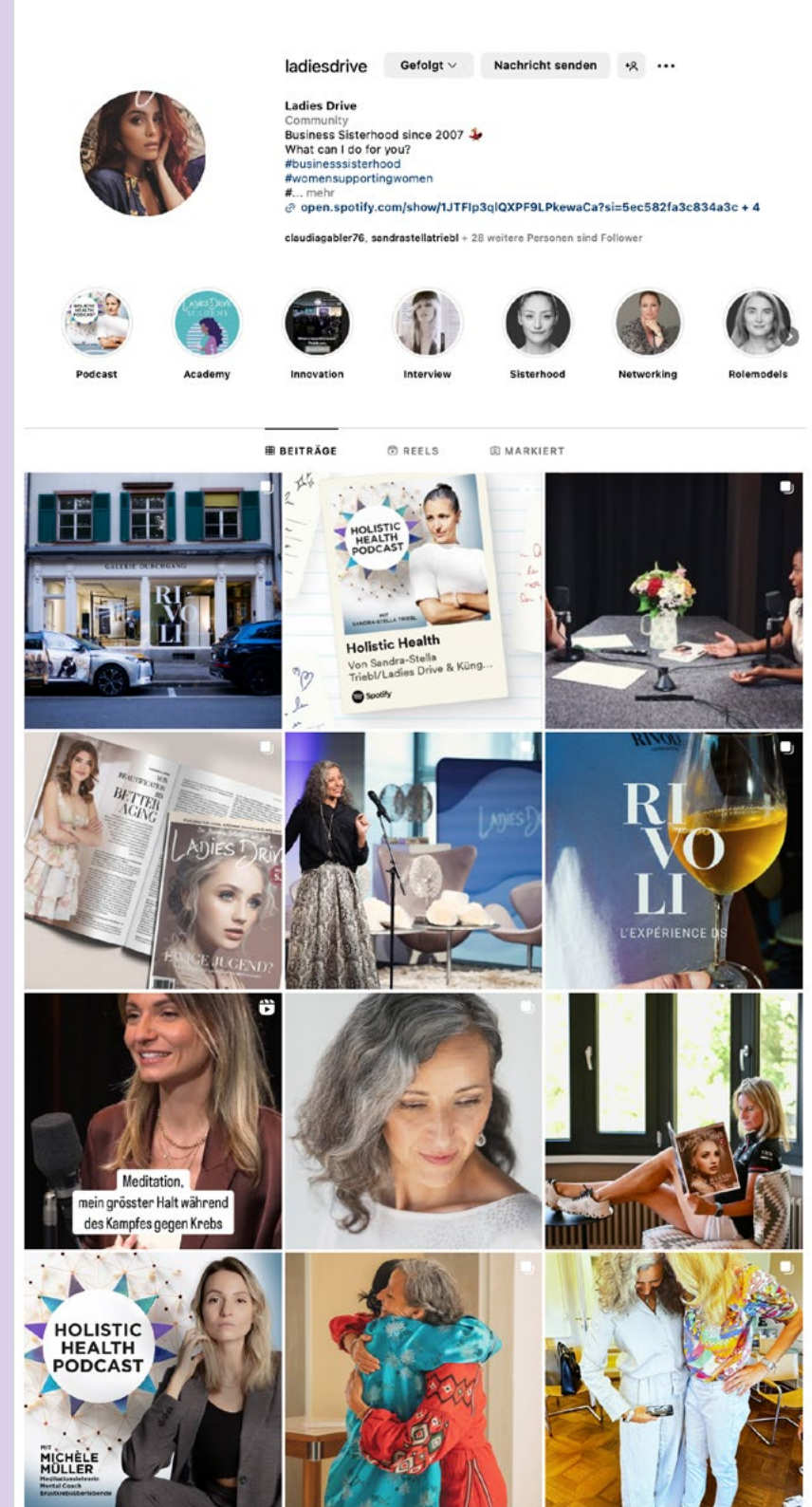
 www.linkedin.com/in/sandrastellatriebl

 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

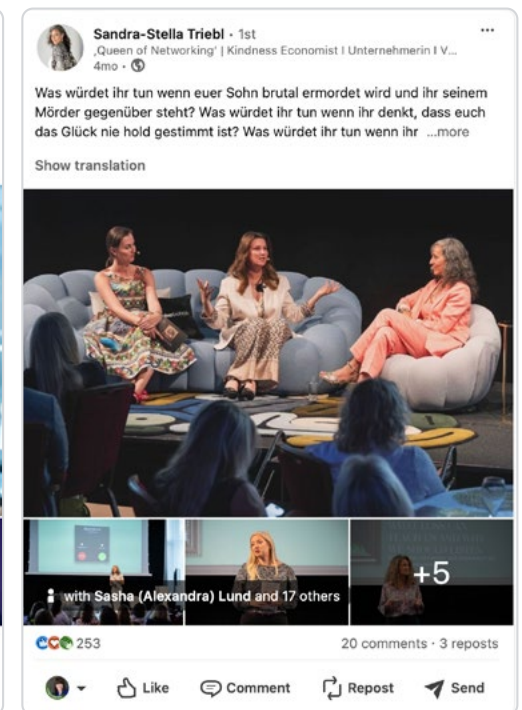
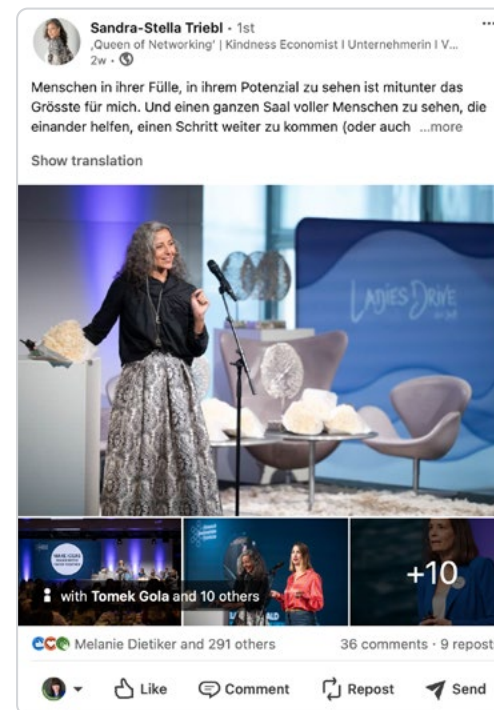


Our followers have grown organically. Many of them are part of our community thanks to a longstanding relationship through offline activities and events. It's possible to book individual platforms or all channels (Facebook, LinkedIn and Instagram). All together, just under 40,000 people are following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

Social Seeding / per platform ~~approx. CHF 1,500.00~~ approx. CHF 1,200.00

Native Ad/Post (Text or Video) ~~from CHF 2,500.00~~ approx. CHF 2,000.00

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

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

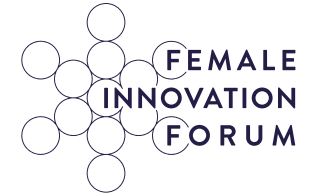
At the Female Innovation Forum (FIF) the motto is: **Make Ideas Bigger Better Faster Together.**

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



Booth Sponsor

CHF 2,500.00

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

Booth spaces are explicitly not offered on an industry-exclusive basis.

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



22 Female Innovation Forum 2025
22 September 2025 @ JED Schlieren

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

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



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



Booth Sponsor

CHF 2,500.00

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

Booth spaces are explicitly not offered on an industry-exclusive basis.

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



#PerfectOfflineMeTime

Print Magazine

www.ladiesdrive.world

Print Run: 40,000 (certified)

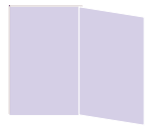
Frequency of Publication: Quarterly

Approx. 160,000 readers

Chief Editor: Sandra-Stella Triebel

Art Direction: Natasha Papst

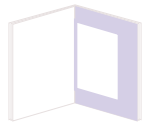
Advertising Service: Angela Meleti



Fold-out cover

Size: 440 x 300 mm (W x H) full bleed
(+ 3 mm overlap)

~~CHF 25,000.00~~ **CHF 17,500.00**



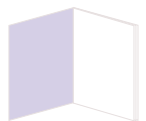
Inserts

Upon agreement, beginning at

~~CHF 10,000.00~~ **CHF 7,000.00**

(max. 1 insert per issue, delivered to AVD in Goldach (Switzerland))

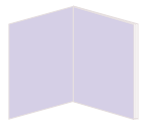
Premium Placement



Inside front flap / 1 page

Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

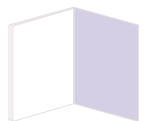
~~CHF 25,000.00~~ **CHF 17,500.00**



Opening spread / 2 pages

Size: 440 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

~~CHF 30,000.00~~ **CHF 21,000.00**



Third cover page / 1 page

Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

~~CHF 21,000.00~~ **CHF 14,700.00**

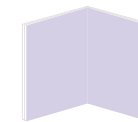


Back cover

Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

~~CHF 25,000.00~~ **CHF 17,500.00**

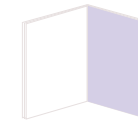
Ads



2/1 pages

Size: 440 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

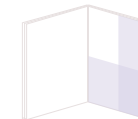
~~CHF 25,000.00~~ **CHF 17,500.00**



1/1 page

Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)

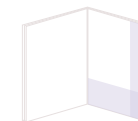
~~CHF 15,500.00~~ **CHF 10,850.00**



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~~ **CHF 7,000.00**



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~~ **CHF 5,950.00**

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.



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 ANLAUF
FEATURING JANE HUBER
DAS BUSINESSMAGAZIN

LADIES DRIVE
INTERNATIONALE KARRIEREN
FEATURING DIANA VEIDE NIETO
DAS BUSINESSMAGAZIN

LADIES DRIVE
LIVE YOUR DREAM
FEATURING
DAS BUSINESSMAGAZIN

LADIES DRIVE
DER VATER, DIE TOCHTER
DAS BUSINESSMAGAZIN

LADIES DRIVE
FRAUEN, DIE BEWEGEN
FEATURING ANAT BALGERA
DAS BUSINESSMAGAZIN

LADIES DRIVE
Ladies Love
Media Economy
Ohio Wilson
Amira

LADIES DRIVE
Mimi Muller
Verrietst du deine Normalität?
Wir werden das erleben
Innovation, Nachhaltigkeit & Lifestyle?

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Querdenker & Ausserer
Was ist so genial an disruptivem Denken?
Mercedes-Benz E-Cabriolet
Wie Du Dein Leben in London mit Mercedes zum Erfolg machst
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Edurne Pasaban

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THE SPIRIT OF BUSINESS

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Sind wir am Ende der Leistungsgesellschaft?
WIE WIR PURPOSE & MINDFULNESS MIT LEISTUNG KOMBINIEREN WERDEN
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Schuld? Scham? Selbstzweifel?
WIE SERENDIPITY UNS HILFT ZU WACHSEN, OHNE ZU ZWEIFELN
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WIE WIR LERNEN, UNS UND DIE BUSINESS-WELT GANZHEITLICHER ZU SEHEN
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