



LADIES DRIVE

Business Sisterhood since 2007

Media Kit 2026  
Switzerland

VERSION NOV 25

#BusinessSisterhood

# We are here for you

Swiss Ladies Drive GmbH  
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Meet me  
here:

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



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**Fabienne Dawa Suter**

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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**

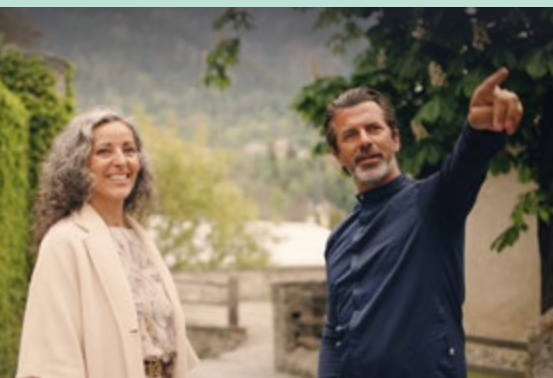
Founders: **Sandra-Stella Triebel & Sebastian Triebel**

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 2026

**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 2026: Ladies Drive Magazine in English

Starting in 2026, 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 21,500 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 6,200 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“ over 30 episodes of „Ladies Drive Podcast“  
[youtube.com/ladiesdrive](https://www.youtube.com/ladiesdrive)

 Ladies Drive Podcast on Spotify, Apple Podcasts, and all podcast platforms. More than 30 episodes. Broadcast on a biweekly schedule.

### Ladies Drive Blog

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

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

### Newsletter

- Newsletter with 8,800 Subscribers
- Open Rate: 70-80%

[ladiesdrive.world](http://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

4 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 40-80 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)



## 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

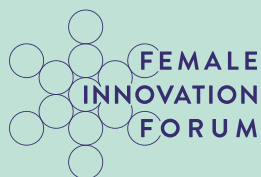


## League Of Leading Ladies Conference

- 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](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
- 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

**IMPORTANT:** Startups receive up to 50% off our regular rates (on selected items). Please refer to our media kit for startup-specific information.



## Blog Ladies Drive

**13**

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

## Newsletter

**13**

**(approx. 8,000 contacts)**

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

## Social Media Ladies Drive

**15**

**(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	

## Female Innovation Forum

**17**

Presenting sponsor	from CHF	22,000.00
Co-Sponsor	from CHF	12,000.00
Prize sponsor for award winner	upon request	

## League of Leading Ladies

**19**

### 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	

### League Of Leading Ladies Conference

Main sponsor	CHF	40,000.00
Co-sponsor	CHF	15,000.00
Booth Sponsor	CHF	8,000.00
Ticket Sponsor	ab CHF	1,600.00
Goodie Bag Sponsor	CHF	1,500.00



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



## Bargespräche

23



Presenting-Sponsor	CHF	8,000.00
Booth Sponsor	CHF	5,000.00
Ticket Sponsor	CHF	120.00
Goodie Bag Sponsor	CHF	1,500.00

### 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
Booth Sponsor	CHF	3,500.00
Ticket-Sponsor	CHF	150.00
Goodie Bag Sponsor	CHF	1,500.00

### Bargespräche Digital

Sponsoring of a single Bargespräche Digital	CHF	3,000.00
Sponsoring of all Bargespräche Digital (4 per year)	CHF	15,000.00

## Ladies Drive Academy

29

Individual Workshops or Keynotes	from CHF	2,800.00
Sponsoring	from CHF	5,000.00

## Ladies Drive Podcast

31



Product Placements & Sponsorings	from CHF	1,000.00
Episode Sponsorship	from CHF	5,000.00

## Print Magazine Ladies Drive

34



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

Special Cover (front flap plus opening spread, first content page saddle-stitched)		
Surcharge on the first double-page spread	CHF	12,000.00
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 CHF	10,000.00

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.

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](https://ladiesdrive.world)

# Newsletter (About 8,800 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. 8,800 people	from CHF 6,800.00
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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
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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)


LADIES DRIVE  
Business Sisterhood since 2007




Example: Standalone newsletter with economiesuisse, Autumn 2024

# ADVERTISING OPPORTUNITIES


# Social Media

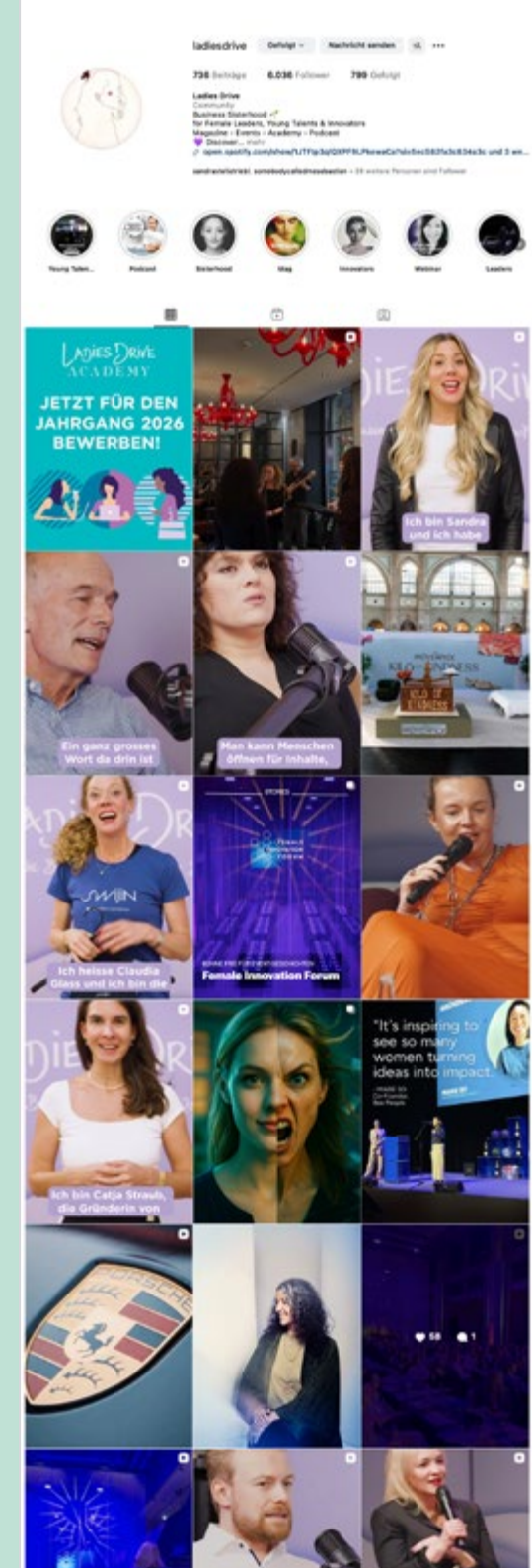
 [www.linkedin.com/in/sandrastellatriebl](https://www.linkedin.com/in/sandrastellatriebl)

 [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. 45,000 followers)

LADIES DRIVE  
Business Sisterhood since 2007

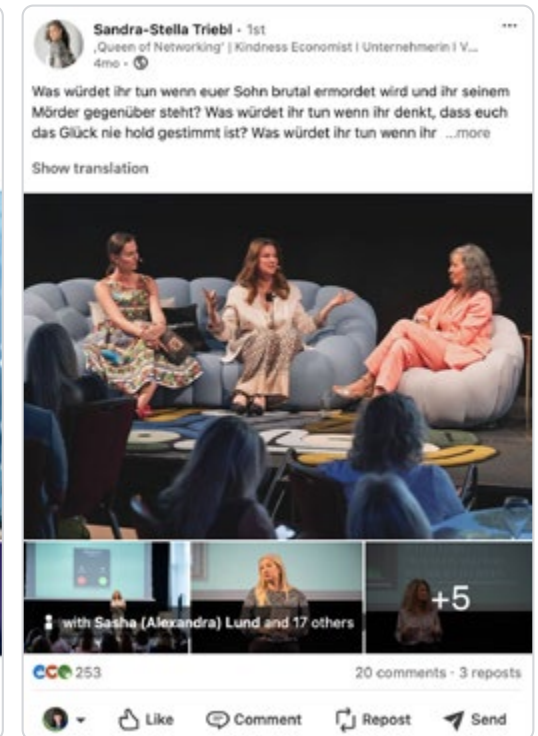
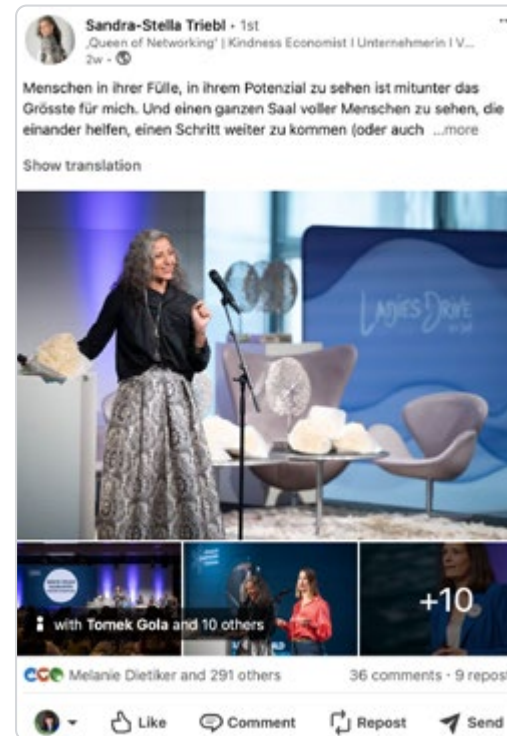


Our followers have grown organically. Many of them are part of our community thanks to a longstanding relationship through offline activities and events. It's possible to book individual platforms or all channels (Facebook, LinkedIn and Instagram). All together, just under 45,000 people are following us on social media.

**Social Seeding / per platform** \_\_\_\_\_ **approx. CHF 1,500.00**

**Native Ad/Post (Text or Video)** \_\_\_\_\_ **from CHF 2,500.00**

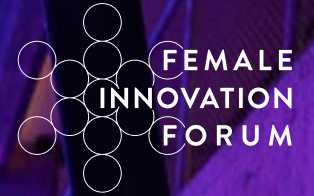
Our strongest social media channel is LinkedIn. Our account has over 21,530 followers (as per November 2025), the maximum post reach is 130,000. You can book content collaboration with us for only one or as a package for all of our social media channels (incl. YouTube).



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

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

ADVERTISING OPPORTUNITIES



# 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)

 **Female Innovation Forum 2026**  
21.10.2026 @JED Schlieren (Date tbc)

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



ADVERTISING OPPORTUNITIES

# League of Leading Ladies Club

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

145 Members.

10 Dinners per year in Zurich.

30-50 participants per dinner.

The club, launched in 2015, consists of 145 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 2026

Last Tuesday of the month, 5:30-10:00 pm, dinner in the Zurich area

- 27.01. 2026
- 24.02. 2026
- 31.03. 2026
- 26.05. 2026
- 30.06. 2026
- 25.08. 2026
- 29.09. 2026
- 27.10. 2026
- 24.11. 2026 Pre-Christmas Dinner
- 03.12. 2026 Breakfast together with the Bargesprache Privé Club

Link to the video of the LLL Conference 2025:  
<https://youtu.be/rRTzhvXhD6w>



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 (2026: 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 Blick, the ZEIT and Porsche Switzerland, will be presented.

# Benefits LLL Conference



THE LEAGUE OF  
LEADING LADIES  
CONFERENCE

## Presenting-Sponsor \_\_\_\_\_ CHF 40,000.00 pro Jahr

- 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)

## Co-Sponsor \_\_\_\_\_ CHF 15,000.00 pro Jahr

- 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)

## Booth Sponsor no ticket allocation \_\_\_\_\_ CHF 8,000.00



## Ticket Sponsor

- no booth, ticket allocation only, including single/double room at the event hotel \_\_\_\_\_ CHF 1,980.00
- without hotel room: per person, includes full board during the conference and goodie bag \_\_\_\_\_ CHF 1,600.00



## Goodie Bag-Sponsor assembly fee (plus merchandise) \_\_\_\_\_ CHF 1,500.00



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

 **LLL Conference 2026**  
April 13<sup>th</sup> & 14<sup>th</sup>, 2026 @ Victoria-Jungfrau Grand Hotel & Spa, Interlaken



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 78 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

CHF 8,000.00



- 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

## Booth Sponsor no ticket allocation

CHF 5,000.00



## Ticket Sponsor no booth, ticket allocation only, including VIP check-in and goodie bag, per person/per event

CHF 120.00



## Goodie Bag Sponsor assembly fee (plus merchandise)

CHF 1,500.00



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



## Bargespräche 2026

@ ZKO-Haus Zürich (Dates tbc)

27.05. 2026 Bargespräch Vol. 79

24.06. 2026 Bargespräch Vol. 80

17.09. 2026 Bargespräch Vol. 81

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

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

<https://youtu.be/j1rNneFYx5w>

Example of a Bargesprächs with Ulrike Guérot



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 Bargesprache 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** \_\_\_\_\_ **CHF 5,000.00**

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

**Main sponsor for all 6 events during the year** Basel, Bern, Genf, Shoppi Tivoli, Zürich (2x) \_\_\_\_\_ **CHF 27,000.00**

**Booth Sponsor** no ticket allocation \_\_\_\_\_ **CHF 3,500.00**



**Ticket Sponsor** no booth, ticket allocation only, including VIP check-in and goodie bag, per person/per event \_\_\_\_\_ **CHF 150.00**



**Goodie Bag Sponsor** assembly fee (plus merchandise) \_\_\_\_\_ **CHF 1,500.00**



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



## Bargespräche Privé 2026

**Mostly the last Thursday of the month, 5:30 - 10:00 pm. Alternating locations. One interview guest.**

- 25.02.2026 Breakfast @PKZ Loft Zürich
- 26.03.2026 @FORTYSEVEN Therme Baden
- 20.08.2026 @Resort Hof Weissbad
- 23.09.2026 @PKZ Bern
- 29.10. 2026 @PKZ Luzern
- 19.11. 2026 @PKZ Basel
- 03.12. 2026 Breakfast together with the LLL Club

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

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



ADVERTISING OPPORTUNITIES

# Bargespräche Digital

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

Montag, 1. Dezember 2025  
um 18:00 Uhr  
60 Minuten, mit Q&A  
durchgeführt per Zoom



**VOM SCHOCK  
ZUR STRATEGIE**  
*Wie baust du ein Change-Ready Mindset auf?*

mit  
**TÜNDE  
LUKACS**  
Transformationsexpertin,  
Executive & Leadership  
Coach



[Jetzt anmelden](#)

Montag, 3. November 2025  
um 18:00 Uhr  
60 Minuten, mit Q&A  
durchgeführt per Zoom



**Narzissmus  
erkennen &  
Missbrauch  
vorbeugen**

mit  
**DR. PHIL.  
CHRISTINE  
MERZEDER**  
Chief Clinical Coordinator,  
Expertin für ganzheitliche  
Gesundheit



[Jetzt anmelden](#)

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 Bargespräche Club Digital



In this webinar, speak directly to our community.

The Bargespräche Digital (webinar) take place 4x/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.

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 Bargespräche 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 Bargespräche Digital \_\_\_\_\_ CHF 3,000.00

Sponsoring for 12 months (4 webinars per year) \_\_\_\_\_ CHF 15,000.00

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



## Bargespräche Digital 2026

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

- 02.02. 2026 Money Trends Webinar with Olga Miler
- 26.02. 2026 AI Bootcamp for Women Leaders with Magali Deloof
- 02.11. 2026
- 30.11. 2026

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/>



# 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 entrepreNEWrs 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 entrepreNEWrs, VCs and investors, lawyers, HR and innovation coaches, as well as successful startup founders will mentor 30 selected young female entrepreNEWrs 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 EntrepreNEWrs' Workshop.

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

**Our cooperation partners:** Swisscom Ventures, emediately AG, Bratschi AG

<https://ladiesdrive.world/founder-academy/>

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

# LADIES DRIVE PODCAST

WITH  
SANDRA-STELLA  
TRIEBL



Listeners according to Spotify statistics:  
50% female / 50% male.

More than 30 episodes available on YouTube, Spotify,  
Apple Podcasts, and all major podcast platforms.

Why the Economy Needs to Become More Female – a podcast by Sandra-Stella Triebel, founder of Ladies Drive. Here, people come together who combine business, science, and purpose. The podcast explores courage, empathy, leadership, sustainability, and change. It demonstrates why individuals and companies thrive when they foster emotional intelligence, collaboration, and mindfulness.

# Benefits Ladies Drive Podcast



Up to 35,000 listeners per episode. Our podcast is published on the following platforms:  
Ladies Drive Blog (Audio & Video), Spotify & Apple Podcasts (Audio), YouTube (Video + 10 Shorts per episode).

**Product Placement** appearance as agreed \_\_\_\_\_ from CHF 1,000 per episode



**Episode Sponsorship** appearance as agreed with the host(s) \_\_\_\_\_ from CHF 5,000 per episode  
Includes all assets and 10 Shorts for YouTube & social media, fully produced and ready-to-use



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



Prianthy Tschopp  
Turning Pain into Strength



Patti Basler  
Are you smart enough for satire?



Roman Brunner  
Alpha males at their limit?



# Media Partnerships, Joint Events & Tailor-Made Events



Contact us for event partnerships  
(including white-label event production, registration management, project management, speaker booking, F&B services, and venue sourcing):  
**Sandra-Stella Triebel:** +41 79 480 19 85, [st@swissladiesdrive.com](mailto:st@swissladiesdrive.com)



## 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



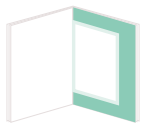
### Cover Special

Front flap folded inward plus opening spread; the first content page is saddle-stitched.  
Trim size: 660 x 300 mm (W x H)  
Full bleed (+ 3 mm bleed)  
Surcharge on the first double-page spread: CHF 12,000.00 (entire print run)



### Fold-out cover

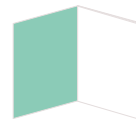
Size: 440 x 300 mm (W x H) full bleed (+ 3 mm overlap)  
CHF 25,000.00



### Inserts

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

## Premium Placement



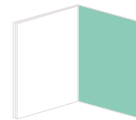
### Inside front flap / 1 page

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

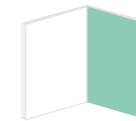
Size: 220 x 300 mm (W x H)  
full bleed (+ 3 mm overlap)  
CHF 25,000.00

## Ads



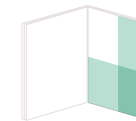
### 2/1 pages

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



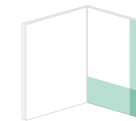
### 1/1 page

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 2026

# The English Version of the Ladies Drive Magazine



Starting in 2026, 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 [+4179 480 19 85](tel:+41794801985).

#AllYouNeedToKnow

# Technical Specifications, Handling, and Deadlines

# Deadlines & Publication Dates

## **Nr. 73 – Spring 2026**

Editorial deadline: 25.1.2026  
Advertising deadline: 1.2.2026  
Publication date: 10.3.2026

## **Nr. 74 – Summer 2026**

Editorial deadline: 25.4.2026  
Advertising deadline: 1.5.2026  
Publication date: 3.6.2026

## **Nr. 75 – Autumn 2026**

Editorial deadline: 25.7.2026  
Advertising deadline: 1.8.2026  
Publication date: 3.9.2026

## **Nr. 76 – Winter 2026**

Editorial deadline: 25.10.2026  
Advertising deadline: 1.11.2026  
Publication date: 3.12.2026

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

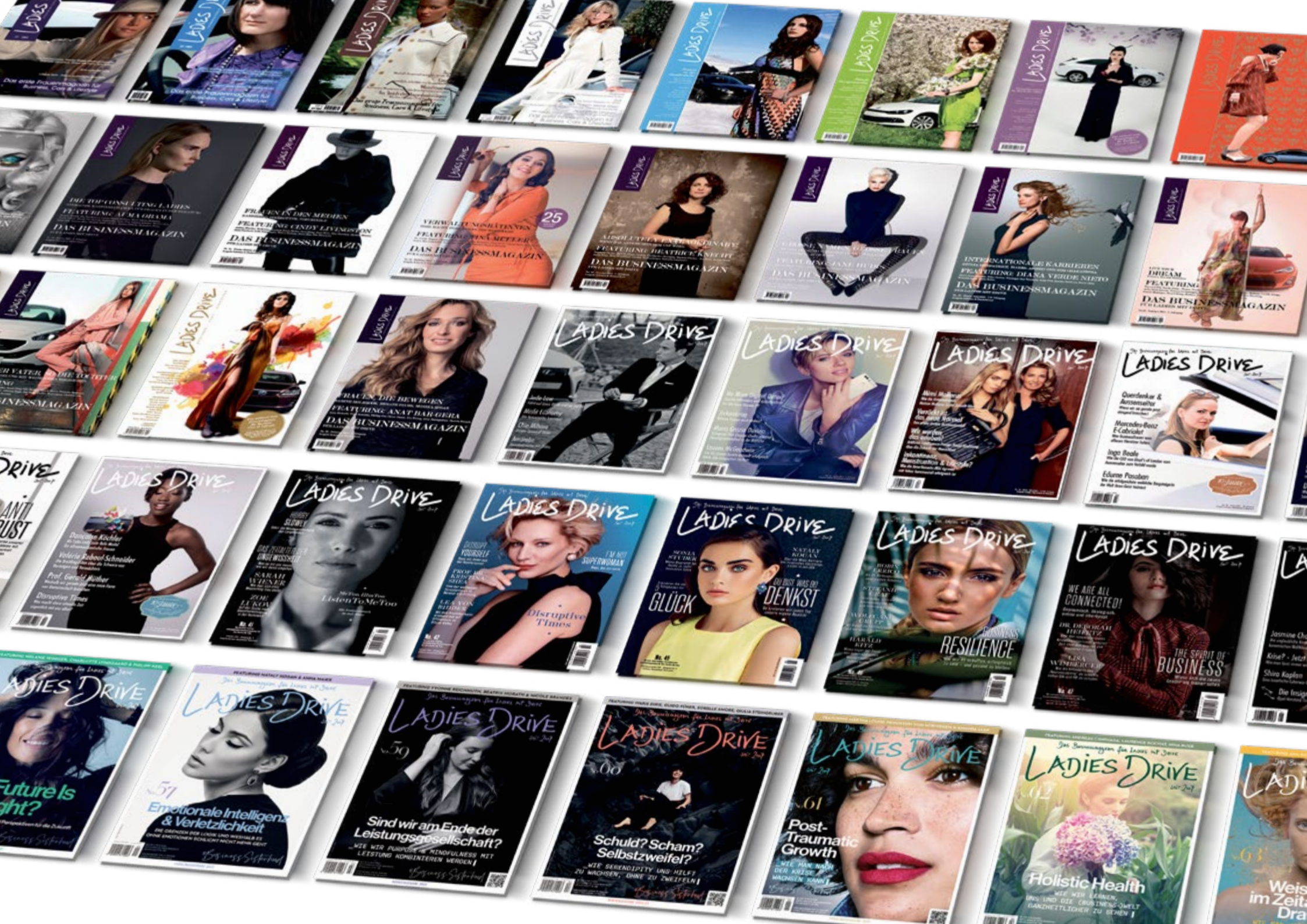
To keep server requests at a minimum, the number of individual elements should be kept to a minimum.

## 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  
Business Sisterhood since 2007

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