

POSITION YOUR BRAND CENTRE STAGE WITH LADIES DRIVE.

The Swiss business magazine for women who lead with purpose, embody style and drive impact. Since 2007.



40,000
print run
(certified)



160,000
readers per issue
(print and online)



20,000+
active community
members (events, social
media, newsletter)

CHF
0.096
top cost-efficiency per
reader – strong impact,
smart investment

Why Ladies Drive?

Exclusive Audience

75 %

of our readers are entrepreneurs, founders, or C-level decision-makers.

Premium Brand Environment

Over **85 %**

of our partners rate the editorial environment as "highly premium."

Impactful Investment

Only CHF **0.096**

per contact – outstanding value for selective brand communication.

Sustained Visibility

62 %

of our issues remain in use for over three months – Ladies Drive is not a throwaway product.

High-Value Community

Over **20,000**

direct community touchpoints annually through events, newsletters, and personalised formats.



**"To engage influential women
in a premium environment,
Ladies Drive is the natural choice."**

Why Invest In Ladies Drive?

A premium brand environment. Credibility that resonates.

Your message belongs in the right hands.

How We Compare to Other Media

Magazine	Print Run	Audience	Target Audience	Voice & Attitude	Rate	Cost per Contact
	40,000	160,000	Empowered decision-makers and entrepreneurs	embodying depth, elegance, and impact	CHF 15.500	0.096
	12-15,000	80,000	Managers and executives	performance-driven and results-oriented	CHF 8.950	0.74
	33,413	126,000	Business elite and leaders	rational and analytical	CHF 17.500	0.13
	41,500	103,000	Broad female audience	emotional and fashion-conscious	CHF 24.200	0.23

Facts & Figures



Proven Advertising Impact

+36%

higher ad recall according to our 2024 partner survey.



Highly Engaged Audience

90%

of readers trust editorial recommendations and actively share content within their networks.



Exceptional Editorial Lifespan

Ladies Drive stays in circulation

3×

longer than weekly publications.



Premium Event Network

Over **33,000+**

high-calibre participants at Ladies Drive events since 2019.



Top-Level Media Efficiency

CHF 15,500 = 160,000 brand impressions

CHF **0.096** per reader –

an exceptional value for high-impact brand visibility.

Why does Ladies Drive reach more readers per issue?



1

Quarterly publication = extended relevance

Each issue remains present with readers for a longer period. That's why the publisher places great emphasis on sustainable, high-quality paper. Unlike weekly or monthly magazines, this ensures a longer retention rate and therefore prolonged visibility.

2

High retention rate

62% of our readers keep the magazine for more than three months — often visibly displayed on desks, in offices, or at home, much like a coffee table book.

3

Community-driven reach and sharing

On average, one copy is read by four people — within networks, teams, or client circles, multiplying its impact.

4

Extended reach through live events & content

The impact goes beyond the print edition. Events, newsletters, and social media amplify the editorial reach. The title alone boasts over 40,000 followers on social media — plus around 3,000 weekly visitors on the blog. This results in an effective reach of 160,000 readers per issue — from only 40,000 printed copies.



THE RIPPLE EFFECT OF THE COMMUNITY

160,000 genuine contacts —
from just 40,000 copies.

Thanks to community engagement,
sharing, and editorial relevance.

Ladies Drive resonates
longer, deeper, more
personally, and
authentically.

In a Nutshell

Despite just four issues per year, each magazine remains significantly present — 62% of readers keep their copy for over three months. Through sharing in professional networks (an average of 4 readers per copy) and amplification via events and community, Ladies Drive achieves an effective reach of 160,000 readers from just 40,000 printed copies.

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