



LADIES DRIVE

Business Sisterhood since 2007

#BusinessSisterhood

Media Kit 2026
Startups

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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st@swissladiesdrive.com



Sandra-Stella Triebl

Co-Founder, CEO & Chief Editor
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Fabienne Dawa Suter

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

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



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
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

Newsletter

- Newsletter with 8,800 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

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



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

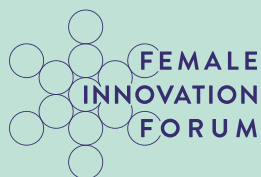


League Of Leading Ladies Conference

- 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
- 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	from CHF 5,440.00	13
Newsletter integration with linking	from CHF 2,800.00	from CHF 2,240.00	

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

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

Female Innovation Forum

Booth Sponsor	CHF 2,500.00	17
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Bargespräche

Booth Sponsor	CHF 2,500.00	19
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Print Magazine Ladies Drive

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

Special Cover (front flap plus opening spread, first content page saddle-stitched)			21
Surcharge on the first double-page spread	CHF 12,000.00	CHF 8,400.00	
2/1 pages	CHF 25,000.00	CHF 17,500.00	
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.

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



LADIES DRIVE
Business Sisterhood since 2007

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~~ 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

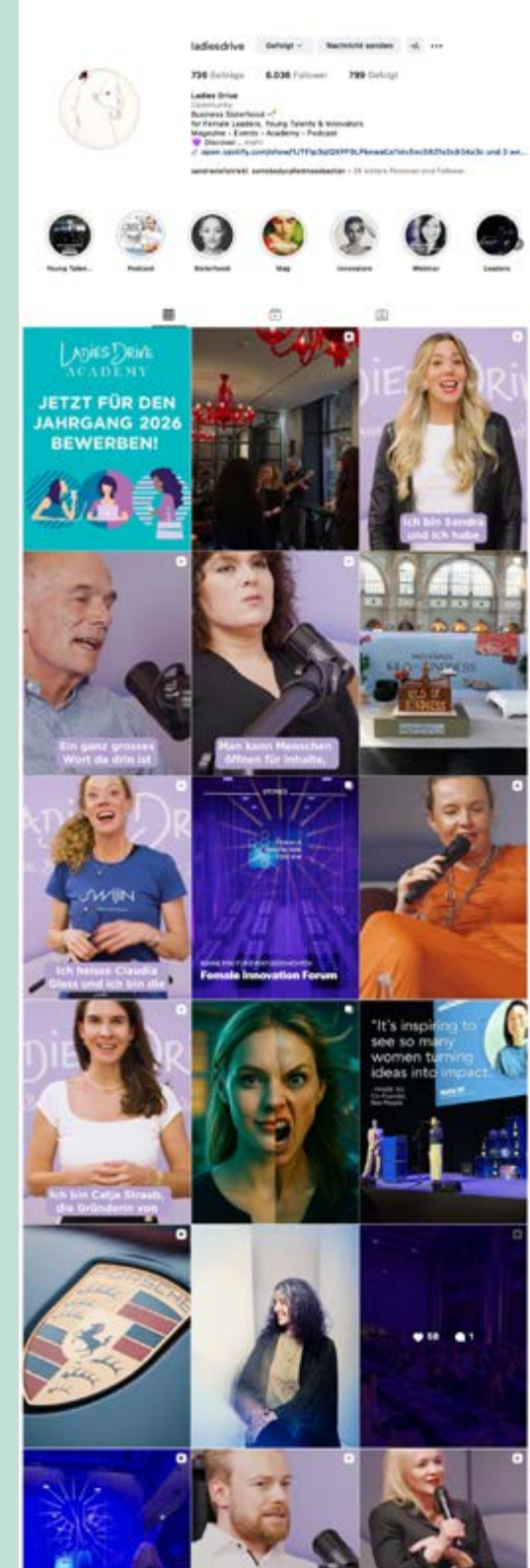
 www.linkedin.com/in/sandrastellatriebl

 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. 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.

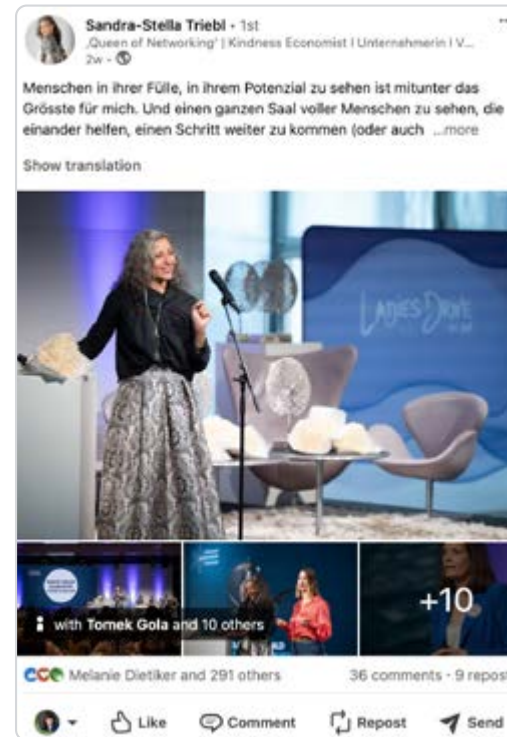
Social Seeding per platform ~~approx. CHF 1,500.00~~ approx. CHF 1,200.00

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 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).

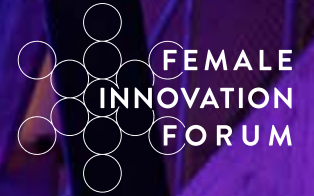


All prices are exclusive of value-added tax (VAT)



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

ADVERTISING OPPORTUNITIES



Female Innovation Forum

www.femaleinnovationforum.ch

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

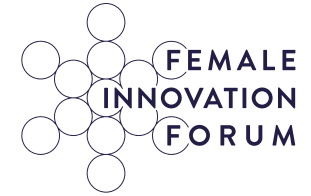
At the Female Innovation Forum (FIF) the motto is: **Make Ideas Bigger Better Faster Together.**

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)



Female Innovation Forum 2026

21.10.2026 @ JED Schlieren (TBC)

<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 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



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 2026

@ blue Cinema Abaton Hardbrücke Zürich / Dates to be confirmed

27.05. 2026 Bargespräch Vol. 79
29.06. 2026 Bargespräch Vol. 80
16.09. 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



#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



Premium Placement

Ads



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~~ **CHF 8,400.00**

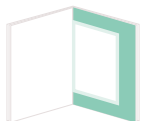
(entire print run)



Fold-out cover

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

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

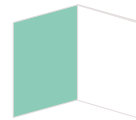


Inserts

Upon agreement, beginning at

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

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



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**

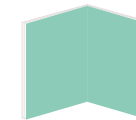


Back cover

Size: 220 x 300 mm (W x H)

full bleed (+ 3 mm overlap)

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

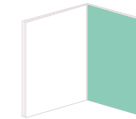


2/1 pages

Size: 440 x 300 mm (W x H)

full bleed (+ 3 mm overlap)

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

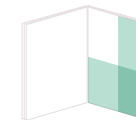


1/1 page

Size: 220 x 300 mm (W x H)

full bleed (+ 3 mm overlap)

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



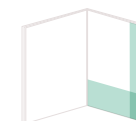
1/2 page horizontal/vertical

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**

#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
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

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Business Sisterhood since 2007

Swiss Ladies Drive GmbH

Haufen 201

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www.ladiesdrive.world