

LADIES DRIVE

Business Sisterhood since 2007

Gross rates
excl. VAT
Agency commission:
15%
Average discount:
15-20%

MEDIA KIT 2027 SWITZERLAND

#BusinessSisterhood

BUSINESS THROUGH A FEMALE LENS

The business hub for women who do not simply participate in business, but actively shape and rethink it – through relevant stories, knowledge, clubs, events and a network that turns encounters into opportunities.

OCTOBER 2026

”People trust people, not job titles.“

MEET THE CORE TEAM BEHIND LADIES DRIVE

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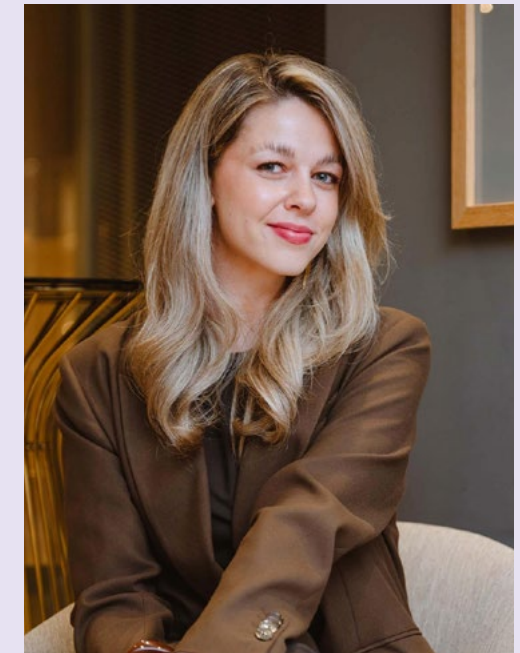
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BUSINESS SISTERHOOD SINCE 2007

Founded: **2007**

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

Team: **45 including freelancers**

Editor-in-Chief: **Sandra-Stella Triebel**

Why does Ladies Drive exist?

Because back in 2007, we were already convinced that business, culture, politics and society urgently needed a female perspective too.

So we created a community designed to connect across 360 degrees – through our print magazine, blog, social media and podcasts, but above all beyond the virtual world.

From the very beginning, our ambition has gone beyond reach: we want to create lasting relationships and connect people across generations and industries.

A Business Sisterhood like a mycelial network: nourishing, connecting and powerful because every connection strengthens the network as a whole.



LADIES DRIVE

BUSINESS THROUGH A FEMALE LENS



WHAT DEFINES US

Ladies Drive connects media, people and brands.

We create cross-generational and cross-industry platforms for ambitious people who want to help shape business and society. We make female role models visible, share knowledge, encourage meaningful exchange and connect people who can learn from one another and create impact together.

Our Goals

- ▶ Make female role models visible
- ▶ Share knowledge and experience
- ▶ Connect generations, industries and perspectives
- ▶ Enable dialogue, debate and new connections
- ▶ Live diversity rather than simply talk about it
- ▶ Promote collaboration over competition
- ▶ Help shape and amplify the Kindness Economy

Our Mission

We accompany the Female Shift across business, society, culture and politics.

We see ourselves not merely as observers of this transformation, but as an active platform for new ideas, new role models and new forms of collaboration.

Through the Kindness Economy, we stand for a business culture in which success, humanity, trust and responsibility are not contradictions.

Our Values

**Authenticity. Credibility.
Collaboration. Sustainability.
Honesty. Transparency. Trust.**

These values shape not only our editorial work, but also the way we build partnerships.

WHY PARTNER WITH US?

Because we connect brands with an engaged community of entrepreneurs, decision-makers, founders and women who actively shape business and society.

Ladies Drive delivers more than reach: credible storytelling, personal encounters and genuine relationships. Across print, digital, podcasts, clubs and events, we create touchpoints where brands become relevant – as conversation partners, sources of inspiration and part of a community.

A partnership is particularly relevant for companies that want to reach women as customers, decision-makers, talent or entrepreneurs – and that want to build trust, visibility and long-term relationships rather than simply advertise.

**Magazine
Blog
Social Media
Newsletter
Podcast**

LADIES DRIVE

THE LADIES DRIVE UNIVERSE

**Your 360°
Portfolio**

www.ladiesdrive.world

**League
of Leading Ladies
Club**



**League
of Leading Ladies
Conference**



**Events &
Business Club
International**

**Future League of
Leading Ladies**



**Events &
Business Club
National**

**Bargesprache
Events**



**Bargesprache
Privé**



**Root & Bloom
Society**



**ROOT
& BLOOM**

**Founder Event
Female Innovation Forum**



CROSS-CHANNEL COMMUNITY

Our strength lies not in a single channel, but in the interplay between print, digital, podcasts and face-to-face encounters with the same community.

Print

40,000 copies per issue
approx. 150,000 readers

Quarterly contributor-led magazine with a notarially certified print run of 40,000 copies. Distributed primarily in Switzerland, with additional distribution in Germany and Austria.

Available through Coop kiosks – including a four-week promotional window around each publication date – as well as through individual, corporate and club subscriptions.

80% of the print run is sold, supported in part by long-standing partnerships with business clubs and corporate partners.

Social Media

Reach of up to 140,000 per post

LinkedIn

Sandra-Stella Triebel: more than 23,100 organic followers
Ladies Drive: 4,300 followers
Average reach: 15,000–25,000 per post
www.linkedin.com/in/sandrastellatriebel

Instagram

Ladies Drive: 6,800 followers
Maximum reach: up to 120,000 per post
www.instagram.com/ladiesdrive

Facebook

Ladies Drive & Sandra-Stella Triebel: 8,500 followers
www.facebook.com/ladiesdrivemagazin

Podcast & Youtube

50+ episodes
Reach of up to 35,000 per episode

Ladies Drive podcasts are available on YouTube, Spotify, Apple Podcasts and ladiesdrive.world. New episodes are released fortnightly.

www.youtube.com/ladiesdrive

www.open.spotify.com/show/1JTFlp3qIQPF9LPkewaCa?si=b9bc82a86cf1427b

Ladies Drive Blog

Approx. 100,000 unique visits per year

Curated content hub featuring guest contributions, interviews, videos and podcasts.
3–5 new posts per week.

www.ladiesdrive.world

Newsletter

8,800 subscribers
70–80% open rate

Direct access to our community via the Ladies Drive newsletter.

www.ladiesdrive.world



EVENTS & BUSINESS CLUBS NEXT GEN

EVENTS & BUSINESS CLUBS SME

THE FUTURE LEAGUE OF
LEADING LADIES



Future League of Leading Ladies Club

A Business Sisterhood for women aged 22–33 who inspire, support and help one another move forward – with monthly dinners and talks in Zurich. Launched in April 2026, with 35 members to date.

Why it matters to partners:

Access to a young, ambitious generation of women at the beginning of their professional and entrepreneurial journeys.

www.ladiesdrive.world/futureleague/



Bargesprache Zurich

Three Bargesprache events in Zurich attract up to 800 guests per year. The events are open to the public, with additional benefits for club members.

The Bargesprache Club is the business class of networking, with 80 members (CHF 210.00/year).

Why it matters to partners:

Brand visibility and face-to-face engagement with entrepreneurs, executives and a business-minded community.

www.ladiesdrive.world/clubs/bg-zrh/



Bargesprache Privé

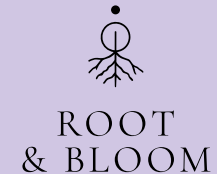
Six private events in different cities, each hosting 40–80 guests and accessible exclusively to club members and invited guests of sponsors.

The club offers its 85 members and selected guests exclusive, intimate encounters with the people behind Swiss businesses (CHF 580.00/year).

Why it matters to partners:

Personal access to a selected community within a small, trusted setting.

www.ladiesdrive.world/clubs/bg-privé/



Root & Bloom Society

A business club for entrepreneurs who want to strengthen, develop and sustainably grow their companies – with four workshops per year in Aargau and Bern. Launching in November 2026 and currently being built (CHF 960.00/year).

Why it matters to partners:

Direct access to SMEs and entrepreneurs focused on growth, development and sustainable business.

www.ladiesdrive.world/clubs/root-bloom/

EVENTS & BUSINESS CLUBS TOP MANAGEMENT INTERNATIONAL

FOUNDERS, START-UPS & INVESTORS



THE LEAGUE OF
LEADING LADIES
CLUB

League of Leading Ladies Club

Ten monthly dinners with up to 50 participants. A business club for women in international leadership positions, C-suite executives and business owners. By invitation only, CHF 2,402.00/year including Conference attendance.

Why it matters to partners:

Access to international C-suite decision-makers and entrepreneurs in an exclusive environment.

www.ladiesdrive.world/clubs/III/



THE LEAGUE OF
LEADING LADIES
CONFERENCE

League of Leading Ladies Conference

200 guests, limited to C-suite executives and entrepreneurs from an international business environment. Five keynotes and five workshops across two days. Conference language: English.

Location: Victoria-Jungfrau Grand Hotel & Spa, Interlaken.

Why it matters to partners:

Premium brand visibility and thought-leadership positioning among international senior decision-makers.

www.ladiesdrive.world/league-of-leading-ladies/



Female Innovation Forum

Half-day event featuring keynotes, founder and start-up pitches, and an Award Night including the "Female Innovator of the Year".

250–300 guests. An ecosystem for female founders offering access to investors and business angels, as well as one of Switzerland's most prestigious awards for female founders.

Why it matters to partners:

Positioning within the innovation and start-up ecosystem, with access to female founders, investors and business angels.

www.femaleinnovationforum.ch

OUR COMMUNITY

Ladies Drive reaches women not only as consumers, but as entrepreneurs, decision-makers, investors and current or future leaders.

85 %
Entrepreneurs,
Investors &
Managers

Our community connects women across different company sizes, career stages and generations:

50 %
Entrepreneurs,
Business Owners,
Business Angels &
Investors

Primarily from medium-sized and larger businesses with 10–250 employees

35 %
Managers

from medium-sized and large companies and corporates with more than 250 employees

10 %
Start-up Founders &
Micro-Entrepreneurs

5 %
Next Gen
Age 22–33

Magali Fiechter

AI Advisor to CEOs & Top Teams
www.nextwire.ai

Based on an analysis of approximately 3,000 event guests per year.
Our data indicates a comparable professional profile across the Ladies Drive community spanning events, print and digital channels.

DEMOGRAPHICS & INTERESTS

Demographic analysis based on approximately 3,000 event attendees per year.
The demographic profile is equally representative of our blog, print magazine, and events.

Profile

Age 28–55

95% female

96% based in Switzerland

Highly educated and with above-average purchasing power.

Monthly personal income within the League of Leading Ladies community: CHF 10,000.00+

Strongly connected across Switzerland's key business regions

Zurich · Basel · Bern · St. Gallen · Zug · Lucerne · Lausanne/Geneva

Joelle Germanier

Executive Director,
Centre of Competence on Humanitarian Negotiation

Topics & Interests

Our community is particularly interested in:

Business & Careers

Networking, career development, leadership, purposeful leadership, flexible working models, work-life integration, entrepreneurship

Finance & the Future

Finance, investments, innovation, digitalisation, sustainability, diversity & inclusion

Personal Development & Conscious Living

Mindfulness, family, personal growth, sustainable success, Kindness Economy

Lifestyle & Wellbeing

Mobility, beauty, fashion, longevity and health

Insight & Perspective

Analysis, context and developments across business and society

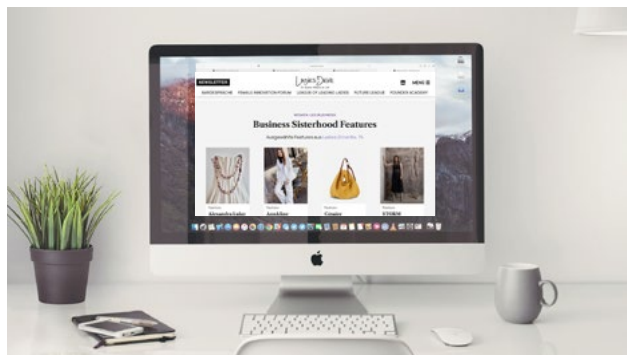
Values

Our community values honesty, transparency, credibility and trust.

OFFERS & RATES AT A GLANCE

IMPORTANT: Start-ups receive discounts of up to 50% on selected products and services. Please refer to our dedicated Start-up Media Kit

Gross rates
excl. VAT
Agency commission:
15%
Average discount:
15-20%



Blog Ladies Drive

S.16

Featured video on homepage, 14-day placement	CHF	5,000.00
Featured Blog Post	CHF	2,500.00
Competition incl. programming	CHF	3,800.00

Newsletter

S.17

Approx. 8,800 contacts

Standalone newsletter with bespoke editorial introduction	from CHF	6,800.00
Newsletter integration with link	from CHF	2,800.00

Ladies Drive Social Media

S.18

More than 60,000 followers

Social seeding / per platform	from CHF	1,500.00
Native ad/post, text or video	from CHF	2,500.00
LinkedIn posts	on request only	

Female Innovation Forum

S.20

Presenting Sponsor incl. own award category	from CHF	22,000.00
Co-Sponsor	from CHF	8,000.00
Exhibition Sponsor	from CHF	3,800.00
Prize Sponsor for Award Winner	on request only	
Goodie Bag-Sponsor	CHF	1,500.00

League of Leading Ladies

S.22

League Of Leading Ladies Club

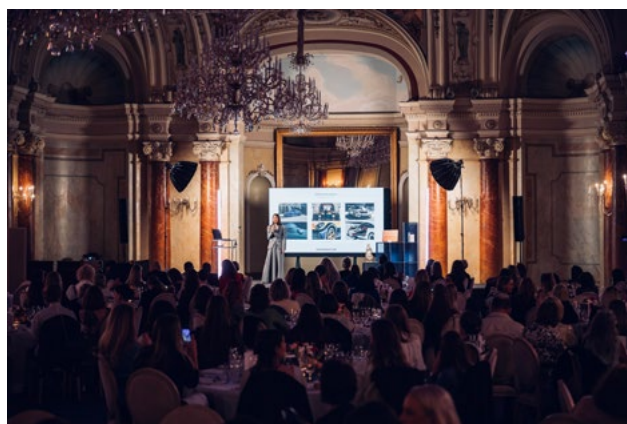
Main Sponsor for individual dinner	from CHF	3,800.00
Corporate Membership with rotating membership for 2 people	CHF	8,000.00

League Of Leading Ladies Conference

Presenting Sponsor	CHF	40,000.00
Co-Sponsor	CHF	15,000.00
Exhibition Sponsor	CHF	8,000.00
Workshop Sponsor	from CHF	5,000.00
Ticket Sponsor	from CHF	1,600.00
Goodie Bag Sponsor	CHF	1,500.00

Future League

Sponsor of an individual dinner	from CHF	3,800.00
Annual Partnership incl. 3 memberships	from CHF	20,000.00





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: www.ladiesdrive.world/agb/

Gross CPM
(cost per thousand impressions):
CHF 103.33

With a 45% discount:
CHF 56.66 net,
incl. agency commission

Bargesprache

S.28

Bargesprache Zürich

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

Bargesprache Privé

Main Sponsor for an individual Privé event	from CHF	5,000.00
Exhibition Sponsor	CHF	3,800.00
Ticket Sponsor	CHF	150.00
Goodie Bag Sponsor	CHF	1,500.00



Root & Bloom

S.32

Sponsor of an individual workshop	from CHF	5,000.00
Annual Partnership incl. 3 memberships	CHF	20,000.00

Ladies Drive Podcast

S.34

Product Placements & Sponsorships	from CHF	1,000.00
Episode Content Partnership incl. 10 Shorts	from CHF	5,000.00

Printmagazin Ladies Drive

S.37

40,000 print run, approx. 150,000 readers

Special cover solution – front gatefold plus opening spread, first editorial page bound in		
Supplement to first double-page spread	CHF	12,000.00
Double-page spread	CHF	25,000.00
Full page	CHF	15,500.00
Half page	CHF	10,000.00
Third page	CHF	8,500.00
Inserts, depending on size and weight	from CHF	10,000.00

Editorial coverage is not for sale. We support our partners by arrangement and in accordance with the publisher's editorial quality standards.

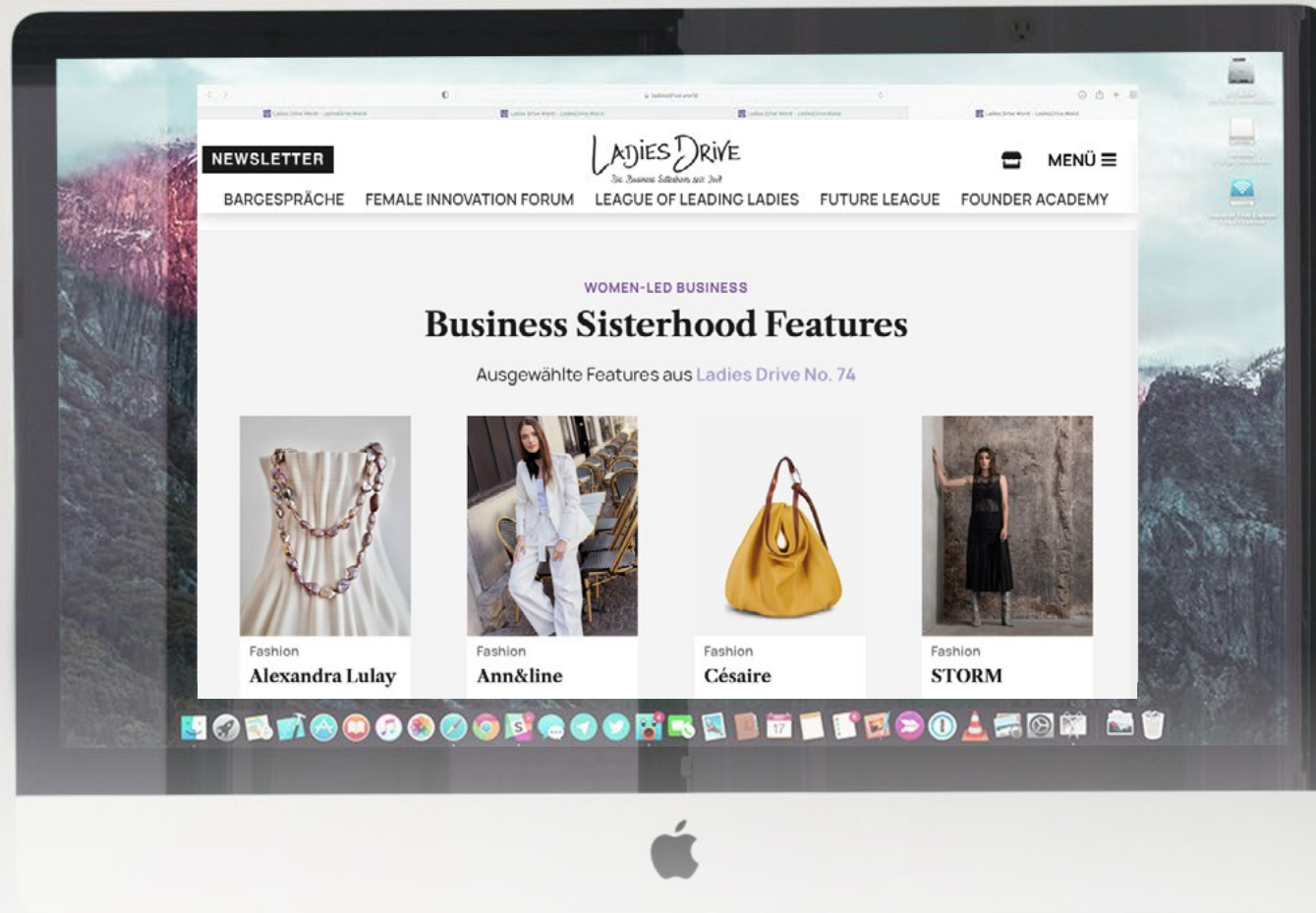
Corporate Subscriptions

10 subscriptions, 4 issues with individual postal delivery
to an address of your choice _____ from CHF 100.00 per year

Keynotes & Workshops

By Sandra-Stella Triebel on:

Entrepreneurship / The Art of Networking / Kindness Economy _____ Rates on request



BLOG & NEWSLETTER

www.ladiesdrive.world

The business hub for women who actively shape and rethink business – featuring interviews, knowledge, analysis and perspectives on business, leadership, innovation and society.

The blog combines editorial content with long-term digital visibility. Content is discoverable and readable by search engines and AI systems, allowing stories to remain relevant well beyond the original publication date.

The newsletter delivers selected content directly to our community, creating an immediate and personal touchpoint with our readers.

Why it matters to partners: Native content, thought leadership and long-term discoverability – complemented by direct activation through our newsletter.

BLOG POSTS

LADIES DRIVE
Business Sisterhood since 2007

A curated blog produced by our own editorial team, publishing an average of **4–5 new posts per week**.
Native content remains permanently published on ladiesdrive.world, providing visibility well beyond the campaign period.

Competitions and prize draws remain online for at least **two years**.

Content created by Ladies Drive may also be repurposed across the partner's own channels, including agreed usage rights.

Why it matters to partners: Long-term content visibility, editorial credibility and additional opportunities to repurpose content across owned channels.

Featured video on homepage, 14-day placement _____ CHF 5,000.00

Featured blog post _____ CHF 2,500.00

Competition incl. programming _____ CHF 3,800.00

Bookings are generally charged at flat rates and do not usually include reporting or campaign analysis.

More information: www.ladiesdrive.world

LADIES DRIVE
Die Business Sisterhood seit 2007

Eine Initiative für junge Frauen – mit Beteiligung, Austausch und neuen beruflichen Perspektiven.

Das Alma Hotel feiert sein 25-jähriges Jubiläum und lanciert die Initiative „25 Future Voices“ – ein zukunftsgerichtetes Programm, das Einblicke und Inputs bietet.



Verena Kern Nyberg und Anja Kramarz

25 Aktien der Hotelgruppe werden an Frauen in der frühen Phase ihrer Karriere verschenkt. Die Initiative ist auf Austausch und Wirkung ausgerichtet. Verena Kern Nyberg und Anja Kramarz freuen sich auf Begegnungen. Sie führen die Hotelgruppe themenspezifisch in Co-Direktion nach einem Modell, das an der EHL mitentwickelt wurde. In Zürich gehören das Alma Hotel, das hotel marta und das Josephine's Guesthouse dazu, in Lausanne künftig das Maison Emilie sowie ein geplanter Standort in Basel.

Als Social Enterprise verbinden die Sinn & Gewinn Hotels wirtschaftlichen Erfolg mit gesellschaftlicher Wirkung.



NEWSLETTER

8,800 contacts | 70–80% open rate

Sandra-Stella Triebel addresses the Ladies Drive community personally through the newsletter and shares carefully selected recommendations. **Credibility and editorial relevance are our highest priorities.**

Partners can place products, services, content or exclusive offers directly within this trusted environment. Content and timing are agreed with the editorial team.

Particularly effective: exclusive prize draws and experiences

Strong offers can generate **up to 700 registrations.**

Why it matters to partners: Direct access to a highly engaged community through a personal, trusted recommendation channel.

Booking Information

Bookings do not include reporting. Copy must be supplied fully edited and proofread. Image rights must be cleared in advance and the photographer's first and last name supplied.

For lead-generation campaigns, contact details will be shared with the partner to the agreed extent and in compliance with applicable data-protection legislation.

Standalone newsletter

with bespoke introductory copy to approx. 8,800 recipients _____ **ab CHF 6,800.00**

Copy length, video integration, number of images and links by arrangement.

Technical specifications: image resolution 150 dpi, dimensions 1,280 px width or height.

Newsletter integration with link _____ **ab CHF 2,800.00**

Copy length: max. 800 characters in Word

Images: max. 4, resolution 150 dpi, 1,280 px width or height

LADIES DRIVE
Business Sisterhood since 2007



Willkommen im Brack Universum

Liebe Ladies Drive Community

Du meisterst täglich viele Rollen: als Unternehmerin, Führungskraft, Teamplayerin oder Organisatorin. Genau dabei möchten wir dich unterstützen.

Ab sofort ist Brack Business Partnerin von Swiss Ladies Drive. Freu Dich auf inspirierende Inhalte, praxisnahe Insights und exklusive Vorteile – für Deinen Arbeitsalltag und darüber hinaus.

Brack Business für Dein Business. Brack für Dein Leben.

Ob Strategie-Meeting, Homeoffice oder Sporteinheit: Wir sind an Deiner Seite und unterstützen Dich mit dem passenden Sortiment für jede Rolle Deines Alltags.

Entdecke das Brack Universum

Bist du auch dabei?

Am 26.–27. August wird die Halle 550 in Zürich-Oerlikon zum Treffpunkt der Schweizer ICT-Community. Auch Ladies Drive wird mit einem Panel vor Ort sein.

Where encounters turn into opportunities.
Where success becomes more meaningful when we share it.

#businesssisterhood

LADIES DRIVE
Business Sisterhood since 2007

SOCIAL MEDIA

 www.linkedin.com/in/sandrastellatriebl

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

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

 www.youtube.com/ladiesdrive

 www.tiktok.com/@swissladiesdrive

Across our social-media channels, we bring together business, personality, inspiration and community. Partners can position their topics within a credible environment through storytelling, recommendations, interviews, video and activation-led formats.

Why it matters to partners: Visibility, personal recommendations and direct interaction with an engaged business community.

LADIES DRIVE SOCIAL MEDIA

Approx. 60,000 followers

Our social-media community has grown organically over many years. Many followers know Ladies Drive not only digitally, but also through our events, clubs and face-to-face encounters. Across our brand and personal accounts, we reach a combined following of approximately **60,000 people**. Bookings are available for individual platforms or as cross-platform packages across LinkedIn, Instagram and Facebook.

Why it matters to partners: Access to an organically grown community with a strong affinity to the Ladies Drive brand – online and offline.

Social seeding / per platform _____ approx. CHF 1,500.00

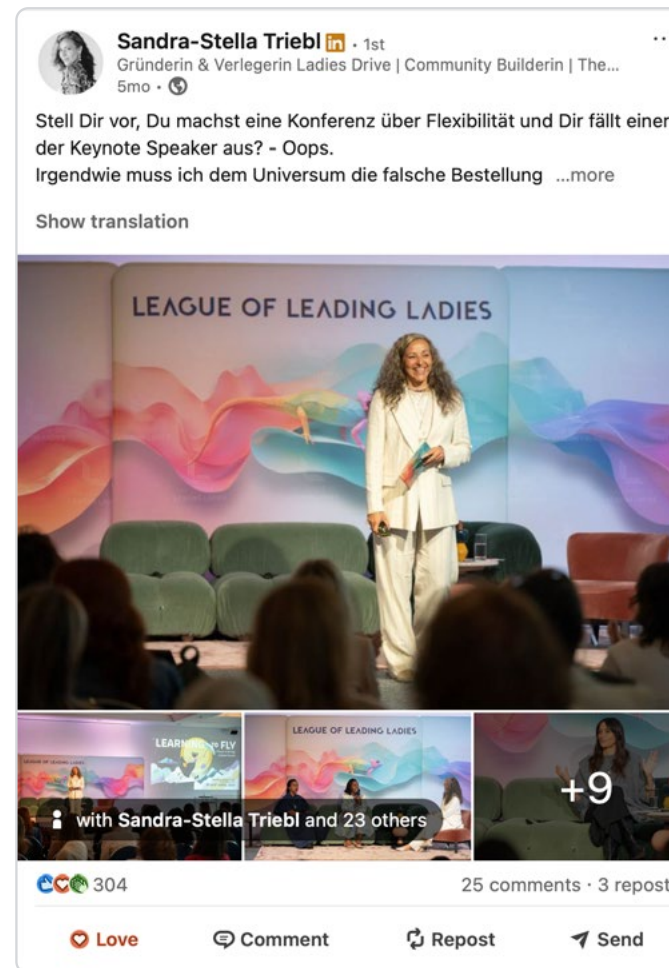
Native ad/post, text or video _____ from CHF 2,500.00

LinkedIn _____ on request only

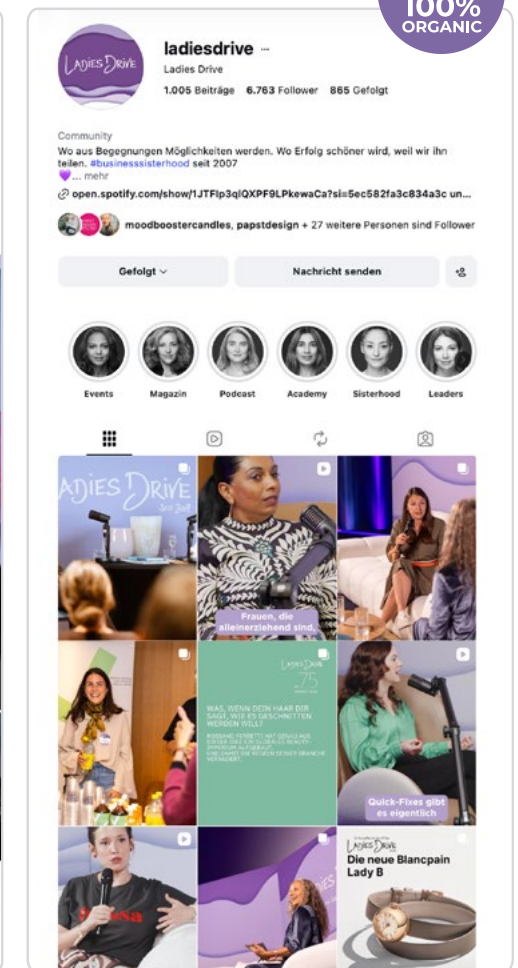
Sandra-Stella Triebel & Swiss Ladies Drive

Our strongest social-media channel is LinkedIn. Sandra-Stella Triebel's account has more than 23,050 followers as of September 2026, with individual posts achieving a maximum reach of approximately 130,000.

Average LinkedIn performance:
15,000–20,000 views, 40–60 comments.



LADIES DRIVE
Business Sisterhood since 2007



FEMALE INNOVATION FORUM

www.femaleinnovationforum.ch

**1 event per year
up to 300 guests**

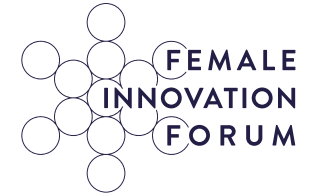
Since 2016, the Female Innovation Forum has brought together founders, entrepreneurs, investors and innovation-minded guests under the guiding idea: **Make Ideas Bigger Better Faster Together.**

Innovative female founders and entrepreneurs from Switzerland take to the stage for keynotes, start-up pitches, networking and the Award Night.

The FIF creates visibility for new ideas, connects founders with capital, expertise and relevant contacts, and reaches around 1.8 million people through its LinkedIn communications.

Why it matters to partners: Positioning within Switzerland's innovation and start-up ecosystem, combined with direct access to founders, investors, business angels and an innovation-driven community.

FEMALE INNOVATION FORUM PARTNERSHIP OPTIONS



From thought leadership to direct activation: our sponsorship packages combine visibility, content, networking and meaningful face-to-face engagement.

Presenting & Naming Sponsor _____ **CHF 22,000.00**

Maximum visibility and active integration into the FIF:

- Presenting and naming rights with a dedicated award category, e.g. "Design" or "Newcomer"
- Integration of a keynote speaker from the sponsor's organisation or joint presentation of an award on stage
- Content alignment with the sponsor
- One seat on the jury selecting the "Female Innovator of the Year"
- Opportunity to provide or sponsor a prize for an award winner
- Exhibition space and on-site prize draw
- Product or gift integration into the Goodie Bag
- Up to 30 tickets incl. Flying Dinner, valued at CHF 129.00 each
- Joint mailing via the Ladies Drive newsletter following the event
- Bespoke activations and additional requirements by arrangement.

Co-Sponsor _____ **CHF 8,000.00**

- Exhibition space and on-site prize draw
- 10 tickets incl. Flying Dinner, valued at CHF 129.00 each
- Product or gift integration into the Goodie Bag
- Opportunity to provide or sponsor a prize for an award winner
- Additional activations by arrangement

Prize Sponsor _____ **on request**

Provide or sponsor a prize for an award winner.

Exhibition Sponsor _____ **from CHF 3,800.00**

Dedicated on-site presence and direct interaction with guests.

Goodie Bag Sponsor _____ **CHF 1,500.00**

Handling and packing fee, product supplied separately.



FEMALE INNOVATION FORUM 2027

Provisional date: Tuesday, 2 November 2027 (tbc)

Female Innovation Forum 2025 video:
<https://www.youtube.com/watch?v=s3kRjDffqlw>





THE LEAGUE OF
LEADING LADIES
CLUB

LEAGUE OF LEADING LADIES CLUB

www.ladiesdrive.world/clubs/III/

145 members

10 dinners per year

30–50 participants per dinner

Where women who make things happen meet: The League of Leading Ladies Club is an exclusive business community for entrepreneurs, business owners and women in international leadership positions.

Monthly dinners in Zurich create space for personal encounters, trusted conversations and genuine Business Sisterhood – intentionally curated and intimate.

Membership is **CHF 2,401.00 per year, including attendance at the League of Leading Ladies Conference.**

Membership is strictly **by invitation only.**

Why it matters to partners: Personal access to a curated community of entrepreneurs and top executives within an exclusive, trusted environment.

LLL BUSINESS CLUB PARTNERSHIP OPTIONS



Up to **10 dinners per year**, each with 30–50 participants.
Attendance at the annual League of Leading Ladies Conference is mandatory for club members.
Members also receive complimentary access to **Bargesprache Club** and **Bargesprache Privé** offerings.

Corporate Membership **CHF 8,000.00 pro Jahr**

Rotating membership for **2–3 people** from the same company

Why it matters to companies:

Continuous access to an exclusive community of entrepreneurs and top executives, combined with long-term presence within the network.

Dinner Sponsorship **from CHF 3,800.00**

Exclusive partnership for an individual dinner, tailored to the partner's objectives, target audience and KPIs.

Includes **2 guest tickets**.

Integrations and activations are developed collaboratively.

Watch the LLL Conference 2026 video
<https://youtu.be/l1RFzg7Hrgg?si=CQIEPA8AzsvCNWfG>



LLL MONTHLY DINNERS 2027

Last Tuesday of each month, 5.30 pm–10.00 pm, dinner in the Zurich area, including Private Club Haute.
For all event dates, visit: www.ladiesdrive.world/agenda





FUTURE LEAGUE OF LEADING LADIES

www.ladiesdrive.world/futureleague/

Our Next Gen initiative for women aged 22–33: monthly dinners in Zurich, cross-generational exchange, mentoring and access to experienced female leaders.

A **turbo boost for young talent** – creating greater visibility, direction, networks and personal development.

Why it matters to partners:

Access to an ambitious Next Generation and authentic positioning around talent development, leadership, employer branding and future skills.



FUTURE LEAGUE OF LEADING LADIES PARTNERSHIP OPTIONS

THE FUTURE LEAGUE OF
LEADING LADIES



The Future League of Leading Ladies is a Business Sisterhood for women aged approximately 22–33 who want to forge their own path – but not alone.

For women with ideas, curiosity and ambition. Monthly get-together dinners in Zurich are complemented by joint events with the “Big Sisters” from the League of Leading Ladies Club.

Up to **10 dinners per year**, each with 30–50 participants. Club members receive significantly discounted tickets to the League of Leading Ladies Conference in Interlaken.

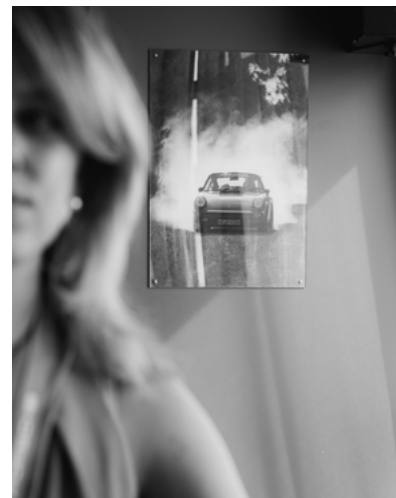
www.ladiesdrive.world/futureleague/

Annual partnership including 3 memberships _____ **from CHF 20,000.00**

Why it matters to partners: Access to ambitious young talent, employer branding, talent development and credible positioning among the next generation of female leaders.

Event Sponsorship _____ **from CHF 3,800.00**

Bespoke integration and activation within a Future League event by arrangement.





THE LEAGUE OF
LEADING LADIES
CONFERENCE

LEAGUE OF LEADING LADIES CONFERENCE

www.leagueofleadingladies.com

Ladies Drive's English-language premium format: **personal, exclusive, international and business-relevant – intentionally different from conventional business conferences.**

Two days at one of Switzerland's most renowned hotels, limited to **200 participants**.

The Conference is designed for **C-suite executives, entrepreneurs and business owners operating in an international environment.**

Keynotes, workshops and personal encounters explore one overarching theme each year, with content deliberately designed to engage both **heart and mind**.

The **Empowering Women Award**, presented in partnership with Porsche Switzerland, is also awarded annually during the Conference.

Why it matters to partners: Exclusive positioning among an international C-suite community, thought leadership and meaningful personal engagement within a premium, trusted environment.

LLL CONFERENCE PARTNERSHIP OPTIONS



Presenting Sponsor _____ **CHF 40,000.00 per year**

Comprehensive visibility before, during and after the Conference, combined with direct access to the LLL community.

- Logo presence across print, digital and on-site assets, including link on the Conference website
- 1 newsletter prior to the Conference introducing the sponsor
- Logo presence and 1-page feature in the event booklet
- On-site exhibition space
- Gift or voucher integration into the Goodie Bags
- Integration as **Keynote Speaker or Workshop Host**
- 4 day tickets for either Day 1 or Day 2 without accommodation, total value CHF 6,000.00
- 2 Conference tickets incl. single-room accommodation at the Victoria-Jungfrau Grand Hotel & Spa, total value CHF 4,960.00 excl. VAT
- Limited allocation of discounted tickets for clients or employees
- 1 post-Conference newsletter featuring a personal message or invitation from the sponsor
- 1 full-page complimentary advertising space in the Ladies Drive print magazine, value CHF 15,500.00
- Invitation for one C-level representative of the sponsor to all LLL Club events

Why it matters to partners: Thought leadership, premium brand visibility and meaningful personal engagement with an international community of C-suite executives and entrepreneurs.

Co-Sponsor _____ **CHF 15,000.00 per year**

- Logo presence across print, digital and on-site assets, including link on the Conference website
- On-site exhibition space and Goodie Bag integration
- Logo presence and 1-page feature in the event booklet
- 2 day tickets for either Day 1 or Day 2 without accommodation, total value CHF 3,000.00
- Opportunity to participate as Workshop Host

Why it matters to partners: Visibility, personal activation and thought leadership within an exclusive business community.

Exhibition Sponsor _____ **approx. CHF 8,000.00**

Dedicated on-site space for brand presence, interaction and lead generation.
No ticket allocation included.

Workshop Sponsor _____ **from CHF 5,000.00**

Ticket-Sponsor (special rate) _____ **CHF 1,980.00 per person**

incl. accommodation in a single or double room at the event hotel.

Ticket allocations without exhibition space:

Ticket-Sponsor _____ **CHF 1,600.00 per person**

without hotel accommodation, incl. full board during the Conference and Goodie Bag.

Ticket allocations without exhibition space:

Goodie Bag-Sponsor _____ **CHF 1,500.00**

Handling and packing fee, product supplied separately.



LLL CONFERENCE 2027

Monday & Tuesday, 5–6 April 2027, Victoria-Jungfrau Grand Hotel & Spa

Main Sponsors: Porsche, USM Modular Furniture, Harry Winston, Blancpain and Breguet.

LADIES DRIVE

Die Business Sisterhood seit 2007

LADIES DRIVE
BARGESPRÄCHE
SEIT 2009

LADIES DRIVE
Die Business Sisterhood seit 2007

BARGESPRÄCHE

www.bargesprache.ch

Ladies Drive Bargespräche bring **people, stories and business** together.

Three live-podcast events per year in Zurich create space for exchange, new perspectives and valuable connections – for people who want to shape business with values, empathy and impact.

The format has existed since **2009**. Since then, more than **81 Bargespräche events have welcomed a total of 37,000 visitors**. Bargespräche stand for cross-generational, cross-industry encounters within our Business Sisterhood – personal, approachable and firmly rooted in real-life connection.

Why it matters to partners: Visibility and direct community activation within an established live format, combined with credible storytelling across event, podcast and social media channels – extending the life of the content well beyond the event itself.

BARGESPRÄCHE PARTNERSHIP OPTIONS



Presenting Sponsor _____ **CHF 8,000.00**

Comprehensive presence before, during and after the event:

- Flexible ticket allocation incl. Flying Dinner and Goodie Bag, value CHF 190.00 per ticket
- On-site brand presence, for example through a dedicated exhibition space
- Interactive activations and lead generation, particularly effective through competitions and prize draws
- Option to integrate a voucher or discount code for the sponsor's online shop, including tracking
- Product or gift integration into the Goodie Bag
- Brand film of up to 45 seconds, including sound, screened on the cinema screen before the talk
- Opportunity for speaker integration
- Social-media posts following the event
- Photo coverage in the Ladies Drive print magazine
- Article on ladiesdrive.world including a do-follow link to the sponsor
- Further bespoke activations by arrangement.

Why it matters to partners: Direct community interaction combined with live events, content, social media and long-term digital visibility.

Exhibition Sponsor _____ **CHF 5,000.00**

Dedicated on-site space for brand presence and personal interaction.
No ticket allocation or competition integration included.

Ticket Sponsor (per person and event) _____ **CHF 120.00**

Ticket allocation incl. VIP check-in and Goodie Bag.
No exhibition space included.

Goodie Bag-Sponsor _____ **CHF 1,500.00**

Handling and packing fee, product supplied separately.



BARGESPRÄCHE 2027 (all dates tbc)
@ blue cinema Abaton, Hardbrücke Zürich

May 2027 Bargespräch Vol. 82

September 2027 Bargespräch Vol. 83

November 2027 Bargespräch Vol. 84

For all event dates, visit: www.ladiesdrive.world/agenda

Further information:
www.ladiesdrive.world/bargespraech/

Example Bargespräch featuring Gülsha Adilji:
“Women Are Born Leaders”
<https://open.spotify.com/episode/1PQdCflZG3F4LydWwNGzoD?si=to5QwyXLTryan3us0m9OEw&nd=1&dlsi=28c14136372b4dd1>





LADIES DRIVE

BARGESPRÄCHE
★
PRIVÉ

BARGESPRÄCHE CLUB PRIVÉ

www.ladiesdrive.world/clubs/bg-privé/

Seven events across different Swiss cities – intentionally small, personal and intimate.

Bargesprache Privé is the more intimate sister format of the larger Bargesprache events, creating space for **deeper conversations, genuine connections and local networking**.

The club combines personal encounters with business substance and provides access to selected events across Switzerland. Alongside club members, admission is exclusively available to **invited guests of sponsors**.

Why it matters to partners: Exclusive access to a curated community in a highly personal environment – ideal for relationship building, client hospitality and high-touch brand activations.

BARGESPRÄCHE CLUB PRIVÉ PARTNERSHIP OPTIONS



A total of **6 Bargesprache Privé events** take place each year. Admission is reserved exclusively for club members and invited guests of sponsors.

Annual club membership is **CHF 580.00**.

All sponsorship partnerships are developed individually and tailored to the partner's objectives, target audience and KPIs.

Main Sponsor _____ **from CHF 5,000.00 per event**

- Exclusive brand integration within one Bargesprach Privé
- Bespoke on-site activation
- Opportunity to integrate a **keynote speech or live-podcast talk**
- Guest invitations by arrangement

Why it matters to partners:

Personal access to a selected community in a small, trusted environment – ideal for relationship building, client hospitality and premium brand activation.

Exhibition Sponsor _____ **CHF 3,800.00**

Dedicated on-site presence for brand engagement and personal conversations.
No ticket allocation included.

Ticket Sponsor _____ **CHF 150.00 per person and event**

Ticket allocation incl. VIP check-in and Goodie Bag.
No exhibition space included.

Goodie Bag Sponsor _____ **CHF 1,500.00**

Handling and packing fee, product supplied separately.



BARGESPRÄCHE PRIVÉ 2027

5.30 pm–10.00 pm

Changing locations. One interview guest per event. All dates tbc.

For all event dates, visit: www.ladiesdrive.world/agenda

Judith Wernli: Success, Visibility and the Art of Saying No.

In partnership with 47° Wellness-Therme Baden.

<https://open.spotify.com/episode/6yARdtTxJjkZF29gBlkPLL?si=CjJ4IHaTSUa5r8NuOoo2ng&nd=1&dlsi=6348353f67334c2c>



PRINZIP
VERBUNDENHEIT

Nichts existiert
für sich allein.
Alles ist mit allem
verbunden.



ROOT & BLOOM

NATURE THINKING FOR LEADERSHIP

Inspiration. Verbindung. Wirkung.

Beliebigkeit, sondern
intelligente Antwort
auf Veränderung.

in der Natur
für gute Sache
so, wie sie ist
gesehen. Die
vielen kleinen
Schritte
sind die
Wegweiser

PRINZIP VERTRAUEN

Loslassen ermöglicht
Neues. Vertrauen
schafft Bewegung.

NEW

PRINZIP ZEIT

Wachsen braucht
Zeit, Tatkraft
und Geduld

PRINZIP NÄHRUNG

Gute Nahrung nährt
sich selbst und
die Welt

PRINZIP KOOPERATION

Gemeinsam sind wir
leistungsfähiger,
widerstandsfähiger
und weiser

ROOT & BLOOM SOCIETY

www.ladiesdrive.world/clubs/root-bloom/

Our new SME network for entrepreneurs who want to strengthen, develop and sustainably grow their businesses. With **four practical workshops per year in Aargau and Bern**, Root & Bloom combines knowledge, exchange and actionable insights for everyday business.

Why it matters to partners:

Direct access to SMEs and entrepreneurs focused on growth, innovation and sustainable business development.

ROOT & BLOOM SOCIETY PARTNERSHIP OPTIONS

At Root & Bloom, our partners co-create content with us for the community – for example through **interactive workshops, keynotes or practical business sessions**. Like a mycelial network beneath the surface, Root & Bloom connects entrepreneurs: **not loudly, not superficially, but effectively**. Partners gain more than visibility – they can actively contribute their knowledge, expertise and topics to the community.

www.ladiesdrive.world/clubs/root-bloom/

Sponsor of an individual workshop _____ **from CHF 5,000.00**

Annual partnership incl. 3 memberships _____ **CHF 20,000.00**

Partnerships are available for individual events or as year-round collaborations and are tailored to the partner's objectives, target audience and KPIs.

As Root & Bloom launches in **November 2026**, early partners also have the opportunity to help shape topics and formats together with us.

Why it matters to partners:

Direct access to SMEs and entrepreneurs, thought leadership through relevant expertise, and the opportunity to help shape a growing business network from an early stage.





LADIES DRIVE

PODCAST

Real talk.
Inspiration.
Impact.



LADIES DRIVE PODCAST

Sandra-Stella Triebel and Fabienne Dawa Suter in Real Talk with people who move business and society forward.

One hour. Unedited, unfiltered and completely authentic.

Conversations about success and failure, leadership, entrepreneurship, personal development and the stories behind the people.

Why it matters to partners: Authentic storytelling, credible brand integration and long-lasting content across podcast, YouTube, social media and ladiesdrive.world.

LADIES DRIVE PODCAST PARTNERSHIP OPTIONS

Leadership. Awareness. Impact.

We speak with people who do not wait for permission to create change. People who think differently, move forward courageously and say out loud what others would rather leave unsaid – across business, science and society.

No polished success stories. No taboos.

Sandra-Stella Triebel – communications scientist, entrepreneur and biologist – and Fabienne Dawa Suter – former banker, financial planner and Head of Community – talk about power and fear, careers and failure, money and health, doubt, disruption and new beginnings.

50% female | 50% male

50+ episodes across Spotify, Apple Podcasts, YouTube and ladiesdrive.world

Cumulative reach: up to 35,000 listeners per episode

Content Partnership / Episode Sponsorship _____ **from CHF 5,000.00 per episode**

A bespoke integration of the partner into a podcast episode. Topic, brand integration and speaker are jointly agreed.

Includes:

- Complete podcast episode across Spotify, Apple Podcasts, YouTube and ladiesdrive.world
- Distribution and amplification across Ladies Drive channels
- **10 fully produced Shorts** for YouTube and social media
- All agreed content assets for use across the partner's own channels
- Extension of the episode into the Ladies Drive print magazine as a **"Best of Podcast"**
- Usage rights for agreed assets in accordance with the individual partnership agreement

Why it matters to partners: One conversation becomes a cross-platform content story spanning long-form video, audio, social media, blog and print. The resulting content can also be repurposed across the partner's own channels, extending the impact and lifespan of the partnership far beyond the individual podcast episode.

Product Placement _____ **from CHF 1,000.00 per episode**

Authentic product or brand integration by arrangement, aligned with the content, guest and tone of the respective episode.

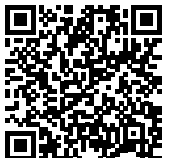
Mobile Podcast Studio _____ **on request**

Our mobile podcast studio allows us to record episodes directly at the partner's premises – for example at a company location, during an event or as an exclusive client or employee format.

Concept, production, distribution and rates are agreed individually.

Example:

The Psychology of Wisdom with Dr Ursula Wagner.
https://open.spotify.com/episode/63FEVhsPF4fZOINqaWDC2h?si=eftb4GzeTmil3YKl4swx_A&nd=1&dlsi=cdb7998285e04f17



CURATED EVENTS

We conceptualise and deliver bespoke events for companies and brands – on request as a fully white-label format.

ON
REQUEST

Our services include:

- Concept development and project management
- Registration management
- Speaker booking
- Venue sourcing and booking
- Food & beverage
- Programme design, event flow and guest management

We can also selectively invite members of our community to partner events, enabling brands to activate relevant target audiences directly and personally.

Why it matters to partners:

Full-service event expertise combined with direct access to a curated business community.



#PerfectOfflineMeTime

PRINT MAGAZINE

www.ladiesdrive.world

Since 2007, the Ladies Drive print magazine has been the **heart and mind of our community** – and one of the most established business platforms for women in the DACH region. Published quarterly, with a print run of **40,000 copies** and approximately **150,000 readers**. Curated for people who want to make time to read, reflect, discover and think further.

#PerfectOfflineMeTime – high-quality journalism, inspiration and perspective beyond fast-paced digital consumption.

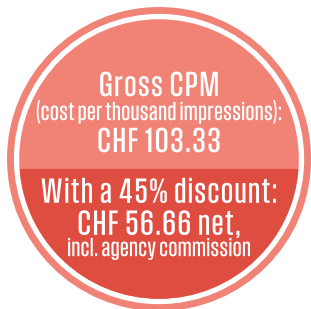
Editor-in-Chief: Sandra-Stella Triebel

Senior Editorial Team: Dörte Welti, Claudia Gabler

Art Direction: Natasha Papst

Why it matters to partners:

A premium, long-lasting environment for brand storytelling with high levels of attention – extending well beyond the publication date.

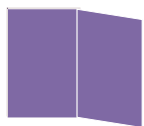


Premium Placement



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



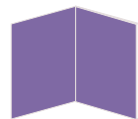
Inserts

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



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

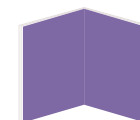
Size: 220 x 300 mm (W x H)
full bleed (+ 3 mm overlap)
CHF 21,000.00



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



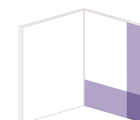
1/1 page

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



TECHNICAL SPECIFICATIONS, PRODUCTION & DEADLINES

A MAGAZINE WITH MANY PERSPECTIVES

LADIES DRIVE
Business Sisterhood since 2007

Ladies Drive is a **contributor-led magazine**.

Around 25 writers contribute regularly – including executive-search professionals, executive coaches, lecturers from the University of St. Gallen, creatives and people with distinctive professional and personal perspectives.

Each issue is built around an editorial theme reflecting current developments, social and economic trends, as well as insights and impulses from our community.

Our regular editorial pillars include:

Business & Leadership

Interviews, columns, finance, start-ups & founders, trends

Lifestyle & Inspiration

Design, beauty & fashion with a focus on local designers, hotels & travel, cars

Community

Events, personalities and stories from the Ladies Drive network

Why it matters to partners:

A broad range of editorial perspectives and topic environments enables credible, contextually relevant brand integration – from business and finance to design, mobility, beauty, travel and hospitality.

Artwork Deadlines & Publication Dates – Ladies Drive

Issue 77 – Spring 2027

Editorial deadline: 25 January 2027
Artwork deadline: 1 February 2027
Publication date: 10 March 2027

Issue 78 – Summer 2027

Editorial deadline: 25 April 2027
Artwork deadline: 1 May 2027
Publication date: 3 June 2027

Issue 79 – Autumn 2027

Editorial deadline: 25 July 2027
Artwork deadline: 1 August 2027
Publication date: 3 September 2027

Issue 80 – Winter 2027

Editorial deadline: 25 October 2027
Artwork deadline: 1 November 2027
Publication date: 3 December 2027

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: Preferably via **www.wetransfer.com** or Dropbox

Miscellaneous

Technical Requirements HTML5

The HTML5 creative should be delivered as a single .html file. None of the delivered .html files should be named index.html

File Hierarchy and Folder Structure

The level and folder structure should have no more than one level (scripts, images, etc.).

Number of Files and Compression

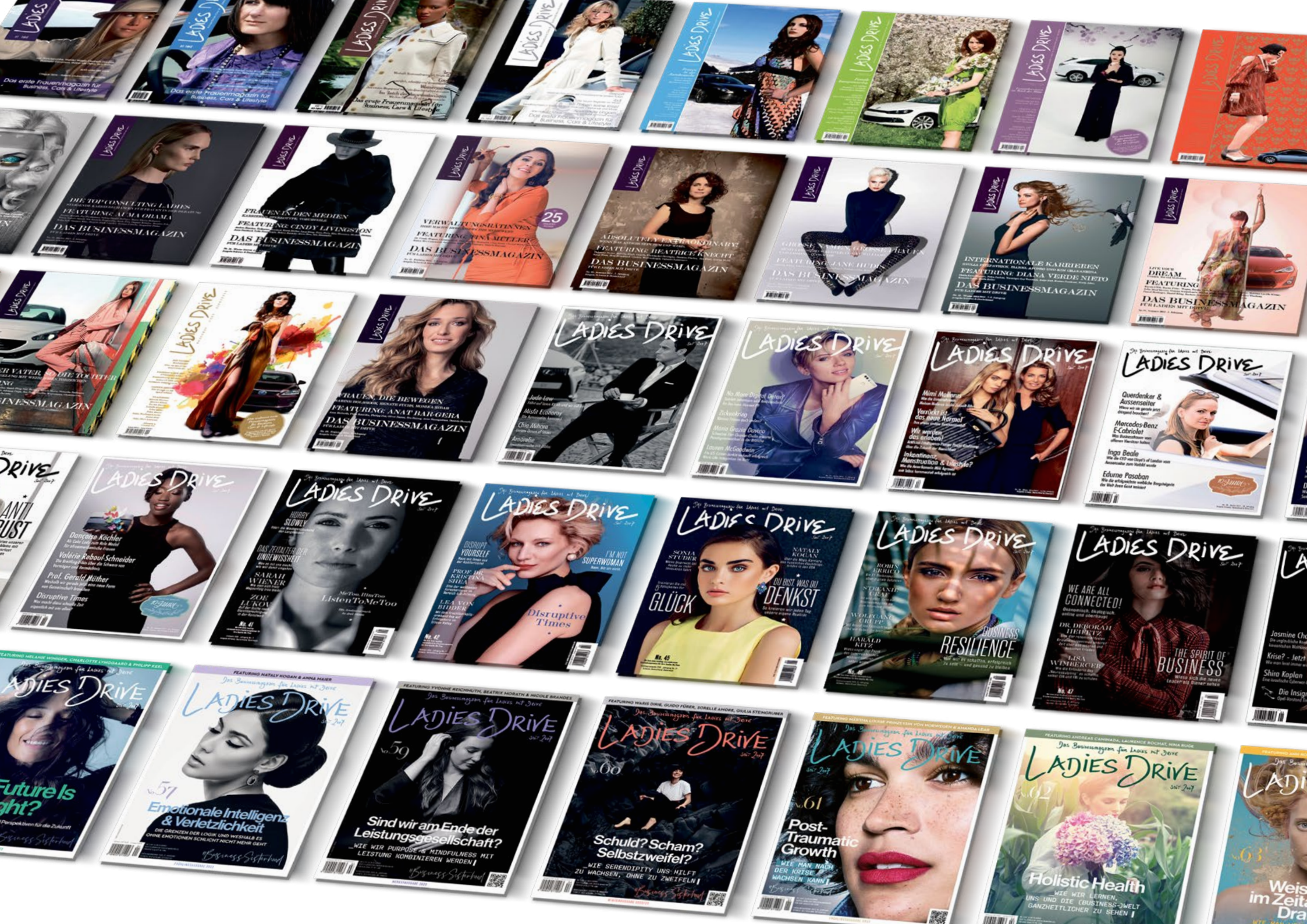
To keep server requests at a minimum, the number of individual elements should be kept to a minimum.

Animation

Multiple animations running simultaneously and overlapping transparent graphics are to be avoided. CPU and GPU capacity should be taken into consideration when choosing to use CSS3 or JavaScript animations.

Browser Compatibility and Fallback

Since not all browsers support all desired features and libraries, please ensure that you provide a fallback JPG or GIF to be displayed, should the desired advertising material not be supported by the browser. The advertising material is to be tested on all common browsers by the creative agency. Swiss Ladies Drive reserves the right to exclude certain browser versions from the delivery of the advertising material.





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Switzerland

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+41 79 884 43 73

www.ladiesdrive.world