



LADIES DRIVE

BUSINESS THROUGH A FEMALE LENS

Ladies Drive is a **media brand, business community and network** connecting entrepreneurs, decision-makers, founders and ambitious women across **print, digital, podcasts, business clubs and live events**.

Since 2007, we have been creating platforms that bring people, ideas and businesses together.

Our strength lies not in any single channel, but in the combination of **high-quality editorial content, targeted reach and meaningful face-to-face connections**.

OUR AUDIENCE



85 %
entrepreneurs,
investors or senior
managers

Our audience is highly educated,
has above-average purchasing power and is strongly represented across Switzerland's key business regions, including Zurich, Basel, Bern, St. Gallen, Zug, Lucerne and Lausanne/Geneva.

95 %
female

Age
28-55

96 %
based in
Switzerland

REACH AT A GLANCE



Print

40,000 copies per issue
Approx. 160,000 readers

Social Media

Approx. 60,000 followers
Reach of up to 140,000
per post

Newsletter

8,800 subscribers
70–80% open rate

Online

Approx. 100,000
unique visits per year

Podcast & YouTube

50+ episodes
Cumulative reach of up to
35,000 per episode

Events & Business Clubs

Approx. 3,000 event
guests per year
From Next Gen talent
to an international
C-suite community

WHY PARTNER WITH US?

Ladies Drive enables brands to engage with women not only as consumers, but as **decision-makers, entrepreneurs, investors, leaders and emerging talent.**

We develop bespoke partnerships around:

- Brand Awareness**
- Thought Leadership**
- Employer Branding**
- Branded Content**
- Product Experience**
- Community Engagement**
- Lead Generation**
- Relationship Building**

WHAT WE OFFER

Media & Content

- Print
- Branded & Native Content
- Newsletter
- Social Media
- Podcasts
- Video

Events & Communities

- League of Leading Ladies
- Future League of Leading Ladies
- Bargesprache / Bargesprache Privé
- Female Innovation Forum
- Root & Bloom Society

Bespoke Brand Partnerships

- Curated Events
- White-Label Event Production
- Content Partnerships
- Community Activation
- Speaker Integration
- Sponsorship

WHAT SETS US APART

We do not simply sell advertising space or media inventory.

We create **credible stories, relevant brand experiences and meaningful relationships** that extend well beyond an individual campaign.

Ladies Drive – where media, community and business connect.



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