

LADIES DRIVE

Business Sisterhood since 2007

Media Kit 2024
Switzerland

#BusinessSisterhood

Version Jun24



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here:

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#WeLoveOurJob

Established: **2007**

Owners: **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

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 2024

SWISS LADIES DRIVE

Representing Business Ladies Since 2007

Overview

ladiesdrive.world

Start Up Event

Female Innovation Forum



Events & Business Club National

Bargesprache
Events



Bargesprache
Club Digital



Bargesprache
Privé



Future Projects 2024

LADIES DRIVE
ACADEMY

more to come soon

Events & Business Club International

League
of Leading Ladies
Club



League
of Leading Ladies
Conference



Magazine Social Media Blog Newsletter

LADIES DRIVE



www.ladiesdrive.world

Print Magazine

- Quarterly author's magazine
- Approx. 120'000 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 2024: Ladies Drive Magazine in English

Starting in 2024, 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:






ssst@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 19'000 followers, Reach per post up to 50'000* views
[linkedin.com/in/sandrastellatriebel](https://www.linkedin.com/in/sandrastellatriebel)
-  Facebook 9'000 followers
[facebook.com/ladiesdrivemagazin](https://www.facebook.com/ladiesdrivemagazin)
-  Instagram 4'600 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“
[youtube.com/ladiesdrive](https://www.youtube.com/ladiesdrive)
-  Holistic Health Podcast on Spotify

Ladies Drive Blog

- Curated blog with guest contributions, video posts & podcasts
- Newsletter with 8,000 subscribers
- 3-5 new posts per week

ladiesdrive.world

Newsletter

- Newsletter with 8,000 Subscribers
- 3-5 New Posts per Week
- Open Rate: 70-80%

ladiesdrive.world

Legend Target Groups:



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)

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

5 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 60-120 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



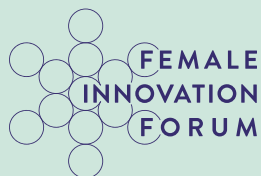
League Of Leading Ladies Conference

- 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: Grand Resort Bad Ragaz

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/startups
- 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)



Annemarie Widmer

is the owner, chairman of the board, and CEO of Louis Widmer SA. The company, headquartered in Schlieren, is an internationally active Swiss cosmetics and pharmaceutical company specializing in skincare and dermatology, with around 250 employees.
www.louis-widmer.com

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

Interested in

Networking, career development,
personal development, mobility,
compatibility of work and career,
finances, investments,
leadership, agile teams,
flexible working (time) models,
leadership styles,
purposeful leadership, innovation,
digitization & digitalization,
sustainability, diversity & inclusion,
business excellence,
lifestyle, beauty & fashion.

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)

Dr. Gulnaz Partschefeld

is Head of Events Office @University of St. Gallen and
since 2011 lecturer in History and Tourism



Offers and Prices at a Glance



Blog Ladies Drive

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

(approx. 8'000 contacts)

Standalone with individual accompanying text	from CHF	6'000.00
Newsletter integration with linking	from CHF	2'800.00



Social Media Ladies Drive

(approx. 30'000 followers)

Social Seeding / per platform	from CHF	1'500.00
Native Ad/Post (text or video possible)	from CHF	2'500.00

Female Innovation Forum

Presenting sponsor with complimentary tickets, jury member, possible speaker, stand and more	from CHF	22'000.00
Co-Sponsor	from CHF	12'000.00
Prize sponsor for award winner	upon request	



League of Leading Ladies

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	from CHF	8'000.00

League Of Leading Ladies Conference

Main sponsor	CHF	40'000.00
Co-sponsor	CHF	15'000.00



Bargespräche

24

Main sponsor with complimentary tickets, possibly speaker, stand and more _____ from CHF 15'000.00
 Commitment to more than one event or for two years _____ from CHF 12'000.00
 Goody Bag sponsor _____ from CHF 2'500.00

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

Bargespräche Digital

Sponsoring of a single Bargespräche Digital _____ CHF 3'000.00
 Sponsoring of all Bargespräche Digital (5 per year) _____ CHF 15'000.00

Print Magazine Ladies Drive

30

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

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
 Featured editorial content/native ads _____ analog ad pricing

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
- Diversity & Inclusion
- Storytelling _____ upon request

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.swissladiesdrive.com/agb

_ADVERTISING OPPORTUNITIES

Das Businessmagazin für LADIES mit DRIVE
LADIES DRIVE
Seit 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

Das Businessmagazin für LADIES mit DRIVE
LADIES DRIVE
seit 2007

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.
Banner & specials upon request: office@swissladiesdrive.com / +41 79 88 4 373
For more information see: www.ladiesdrive.world

FLAT RATE
WITHOUT
REPORTING

Newsletter

(About 8,000 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. 8'000 people from CHF 6'000.00
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
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)



In freudiger Kooperation mit den Ladies mit Drive



Mode-Trend 2023: Bunte Lamas gegen Armut



Sie ist eine der aufregendsten Entdeckungen des Jahres:
die unverwechselbare Outdoor-Neuheit Cotopaxi. Die Marke mit dem Lama als
Logo ist auf den ersten Blick vor allem eines: bunt.
Doch dahinter verbirgt sich so viel mehr.

Eines ist garantiert, mit Cotopaxi heben Sie sich von der grauen Masse ab.
Einerseits durch die auffälligen Farbkombinationen, aber auch indem Sie zeigen,
dass Sie mit dem Kauf etwas Gutes unterstützen wollen: Mindestens 1% des
Umsatzes von Cotopaxi wird genutzt, um Menschen in Armut zu unterstützen. Die

_ADVERTISING OPPORTUNITIES

Social Media

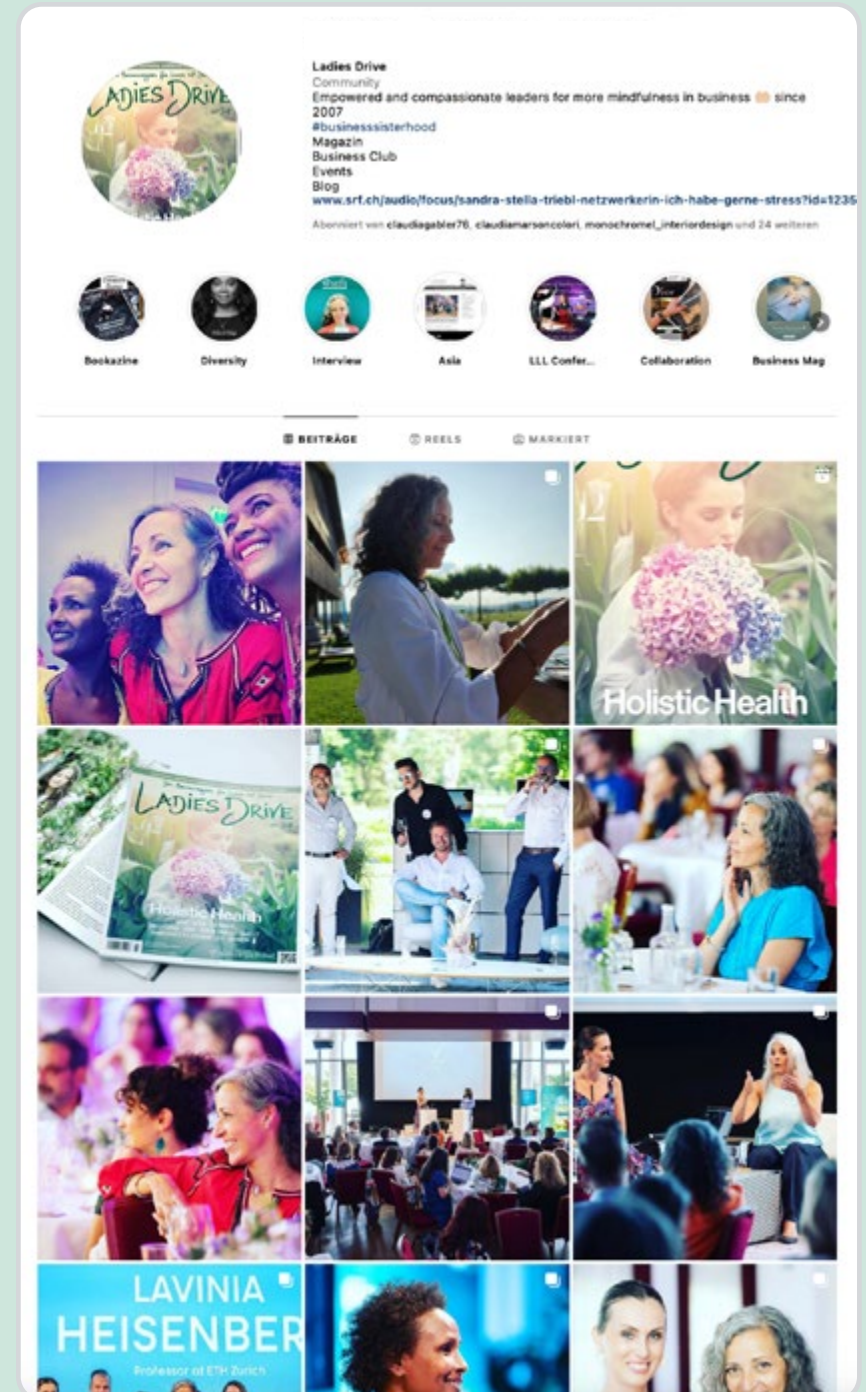
 www.linkedin.com/in/sandrastellatriebl

 www.facebook.com/ladiesdrivemagazin

 www.instagram.com/ladiesdrive

 www.youtube.com/ladiesdrive

 tiktok.com/@ladiesdrive



Social Media Ladies Drive

(approx. 30'000 Followers)

Das Businessmagazin für LADIES mit DRIVE
LADIES DRIVE
seit 2007

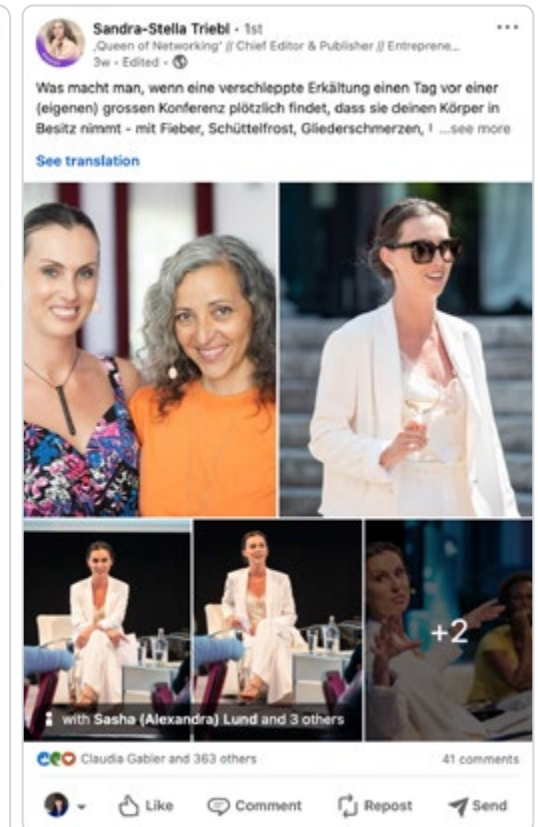
Our followers have grown organically. Many of them are part of our community thanks to a longstanding relationship through offline activities and events. It's possible to book individual platforms or all channels (Facebook, LinkedIn and Instagram). All together, just under 30'000 people are following 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 17'000 followers (as per September 2023), 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.**

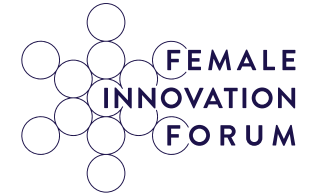
Over the last several years, we have created an ecosystem for young entrepreneurs and founders, where all the relevant partners (such as Impact Hub, digitalswitzerland or Business Angels Schweiz) are brought together.

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



Presenting Sponsor

- Opportunity to lead a workshop/integration of a keynote speaker from group of sponsors
- 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)
- Goody Bag integration with a product or gift
- Stand 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.

CHF 22'000.00 per year

Co-Sponsor

- Stand and raffle on site (interaction)
- 4 complimentary tickets, each valued at CHF 270.00
- Goody Bag integration with a product or gift
- Chance to handover/sponsor/donate a prize to the winner.
- Additional options upon request

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 2024

19. September 2024 @ BMW Group Brand Experience Dielsdorf

_ADVERTISING OPPORTUNITIES

League of Leading Ladies Club

www.leagueofleadingladies.com

112 Members.

10 Dinners per year in Zurich.

30-50 participants per dinner.

The club, launched in 2015, consists of 112 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



Twice a year, renowned speakers are invited to the dinners.
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 _____ **from CHF 8'000.00**

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 2024

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

29.01.2024

26.02.2024

25.03.2024

29.04.2024

24.06.2024

26.08.2024

30.09.2024

28.10.2024

25.11.2024 Pre-Christmas Dinner

05.12.2024 Breakfast together with the Bargesprache Privé Club

_ADVERTISING OPPORTUNITIES

League of Leading Ladies Conference

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 (2024: The Art of Abundance).

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 Ringier (Equal Voice), the ZEIT and Porsche Switzerland, will be awarded.

Benefits LLL Conference



Presenting Sponsor

- Logo presence in print/online/offline with a link on the Conference Website 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 (for either 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 Grand Resort Bad Ragaz (Value per ticket CHF 2,222.00)
- 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)

CHF 40'000.00 per year

Co-Sponsor

- Logo presence, print/online/offline with a link on the conference website www.leagueofleadingladies.com
- Logo presence & 1-page feature in the event booklet.
- Stand on site/Goody Bag integration
- 2 day-tickets (either for day 1 or 2) without overnight stay (valued at CHF 3'000.00)

CHF 15'000.00 per year

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



LLL Conference 2024

May 27th & 28th, 2024 @ Grand Resort Bad Ragaz



_ADVERTISING OPPORTUNITIES

Bargespräche

www.bargesprache.ch

LADIES DRIVE

BARGESPRÄCHE

SEIT 2009

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 70 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



- Logo print (1/1-page ad), online and on social media (30'000 followers)
- Complimentary tickets (valued at CHF 190.00 each, incl. flying dinner and Goody Bag)
- On site visibility, for example with a stand (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)
- Goody 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
- 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

One-time booking _____ **CHF 15'000.00**

After 2nd booking /per event _____ **CHF 12'000.00**

Goody Bag Sponsor

- 4 complimentary tickets for the event
- Sponsorship of a gift for the Goody Bag (product, gift certificate)
- The Goody Bags are put together by the Ladies Drive team

CHF 2'500.00

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



Bargespräche 2024
@ ZKO-Haus Zürich

18.04.2024 Bargespräch Vol.73
27.06.2024 Bargespräch Vol.74
29.08.2024 Bargespräch Vol.75

Please browse through our archive:
<https://ladiesdrive.world/online/category/bargespraeche-cat/>

<https://youtu.be/fzIXiEiEues>
Example of a Bargespräch mit Ditti Brook:
Antifragile. How we were strengthened after the crisis.



_ADVERTISING OPPORTUNITIES

Bargespräche Club Privé

www.bargesprache.ch

6 Events per year.
60-120 guests per event.
Video recording for Youtube.

LADIES DRIVE
COLLECTION

for all the
Beautiful Ladies
with D

LADIES DRIVE
BARGESPRÄCHE
★
PRIVÉ

The Bargespräche 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 80. 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 Private 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 _____ **from CHF 5'000.00**

Sponsoring integration on site, complimentary tickets & Goody Bag _____ **as per agreement**

Main sponsor for all 6 events during the year _____ **CHF 27'000.00**

(in Basel, Zurich, Bern, Zug, Lausanne or Geneva)

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



Bargespräche Privé 2024*

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

*provisional dates

29.02.2024	Basel
28.03.2024	Zurich
05.09.2024	Bern
31.10.2024	Shoppi Tivoli Spreitenbach
28.11.2024	Geneva
05.12.2024	Zurich (breakfast together with the League of Leading Ladies Club)

<https://youtu.be/g1SQ9tq6xMM>

Example of a Bargespräch Privé
with Dr. Gulnaz Partschefeld
about the Ukrainian war.



_ADVERTISING OPPORTUNITIES

Bargespräche Digital

www.bargesprache.ch

BARGESPRÄCHE DIGITAL Vol.23
MONTAG, 6.11.2023, 18:00 UHR
Dauer: 60 Minuten. Interaktiv mit Q&A.
Durchgeführt auf Zoom.

THE KINDNESS ECONOMY
So funktioniert das neue Wirtschaftswunder

Mit
OONA HORX-STRATHERN
Trendforscherin
Zukunftsinstitut Horx Wien



BARGESPRÄCHE DIGITAL VOL.15
MONTAG, 2.5.2022, 18:00 UHR
Dauer: 60 Minuten. Interaktiv mit Q&A.
Ohne Gebühren auf Zoom.

„ÜBERRASCHUNGEN IM CAFÉ AM RANDE DER WELT“
Teil IV des Bestsellers erscheint ab 17.5.22 in deutscher Sprache

Mit
JOHN STRELECKY
Autor „Das Café am Rande der Welt“
& „The Big Five For Life“

Das Gespräch wird in englischer Sprache geführt.



Registrierungslink auf Zoom:
https://us02web.zoom.us/join/register/WN_HxfQW876RCif8FAcsKrykA

Unsere Bargesprache Digital werden unterstützt von:



Here is an example of the contents, a well as sponsor integration, during the recording of the Bargesprache Digital Vol. 7 with Olga Miler (Money Trends 2022).



Benefits Bargespräche Club Digital



The Bargespräche Digital (webinar) take place 5x/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.

Participation costs CHF 25.00 per person, unless you are member of Bargespräche Club Privé, Digital or in the League of Leading Ladies.

For our club members, all webinars are included in the annual membership fee. The webinars are recorded and available to all registered users. Each webinar reaches about 500-1'000 people.

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 all the Bargespräche Digital (5 webinars per year) _____ **CHF 15'000.00**

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



Bargespräche Digital 2024*

1st Monday of the month from 6:00 -7:00 pm (except on holidays) - 60 minutes with Q&As - on Zoom.

*provisional dates

08.01.2024

05.02.2024

04.03.2024

04.11.2024

02.12.2024

_ADVERTISING OPPORTUNITIES

#PerfectOfflineMeTime

Print Magazine

www.ladiesdrive.world

Print Run: 40,000 (certified)

Frequency of Publication: Quarterly

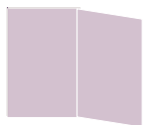
Approx. 120,000 readers

Chief Editor: Sandra-Stella Triebel

Art Direction: Natasha Papst

Advertising Service: Angela Meleti





Fold-out cover

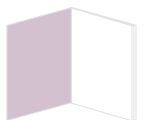
Size: 440 x 300 mm (W x H) full bleed
 (+ 3 mm overlap)
 CHF 25'000.00



Inserts

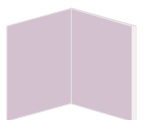
Upon agreement, beginning at
 CHF 10'000.00 (max. 1 insert per
 issue, delivered to AVD in Goldach
 (Switzerland))

Premium Placement



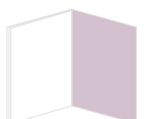
Inside front flap / 1 page

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

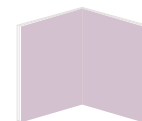
Size: 220 x 300 mm (W x H)
 full bleed (+ 3 mm overlap)
 CHF 21'000.00



Back cover

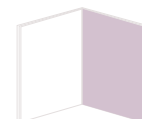
Size: 220 x 300 mm (W x H)
 full bleed (+ 3 mm overlap)
 CHF 25'000.00

Ads



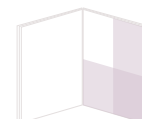
2/1 pages

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



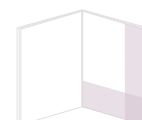
1/1 page

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

Storytelling rather than ads

If you prefer a story to speak for your advertising concept, contact us at

sst@swissladiesdrive.com

For fully developed content (editorial posts), the regular advertising rate applies. If we handle storytelling for you, there will be an editorial and layout/graphic surcharge of 20%.

New in 2024

The English Version of the Ladies Drive Magazine



Starting in 2024, 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 or by phone at **+41 79 480 19 85**.

Technical Specifications, Handling, and Deadlines

Deadlines & Publication Dates

Nr. 65 – Spring 2024

The Kindness Economy

Editorial deadline: 25.1.2024

Advertising deadline: 1.2.2024

Publication date: 3.3.2024

Nr. 66 – Summer 2024

I'm not Superwoman. Zwischen Fake & Perfektion.

Editorial deadline: 25.4.2024

Advertising deadline: 1.5.2024

Publication date: 3.6.2024

Nr. 67 – AUTUMN 2024

Leading in Beauty. Wenn Schönheit Trost bietet.

Editorial deadline: 25.7.2024

Advertising deadline: 1.8.2024

Publication date: 3.9.2024

Nr. 68 – Winter 2024

The Maker Movement. Wie man etwas bewegt.

Editorial deadline: 25.10.2024

Advertising deadline: 1.11.2024

Publication date: 3.12.2024

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

Text & Images for Native Ads Online

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 discussed. 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.

Data Transfer

Preferrably 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.

LADIES DRIVE GROUP

Representing Business Ladies Since 2007

Swiss Ladies Drive GmbH

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Schweiz

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