

MEDIADATA 2024

Since 1971

YOUR KEY TO A
PRIVILEGED AUDIENCE.



Austria's only bilingual information medium for the diplomatic corps.
For the employees of 54 International and Quasi-International Organizations based in Vienna -
one of the most important headquarters cities in the world and the hub of top global diplomacy
For the decision-makers in Austria's politics, economy, tourism, art and culture.

And for advertisers who know that they have the key to a unique
owning the world - to a busy, highly discerning clientele.



cercle-diplomatique.com

Find us on 

MEDIADATA 2024

CERCLE DIPLOMATIQUE
53
YEARS
Since 1971



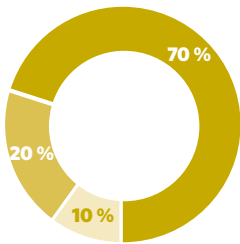
CERCLE DIPLOMATIQUE MAGAZINE INTRODUCES ITSELF

For 53 years CERCLE DIPLOMATIQUE has been the media link between diplomacy, politics and economy. It is thus Austria's leading and only **bilingual medium** for the diplomatic corps, leading officials of 54 International and Quasi-International Organizations based in Vienna and for the majority of **decision makers from politics, business, tourism and art & culture in Austria. It is your "key to a privileged audience".**

We send CERCLE DIPLOMATIQUE as a leading medium four times a year by **personalized mail and parcel delivery**. Our distribution list, which has grown over decades and is well maintained (which we work on daily as part of the community in this segment), is our USP! This allows you to reach a **crisis-proof, high-quality and hard-to-reach top target group** without scatter loss.

Diplomacy and politics must always exist. The more turbulent the times, the more important! Don't be afraid of inflation and consumerism - with our renowned magazine you will reach a crisis-proof target group that is not at all or hardly affected by it and always has to work and function. And who enjoys an upscale lifestyle - both professionally and privately.

CERCLE DIPLOMATIQUE is due to its **bilingualism**, the most popular suite magazine in **suites in selected 5-star hotels** in Vienna and other luxury accommodations throughout Austria. You will find CERCLE DIPLOMATIQUE in the **lounges of the General Aviation Center** and the **Vienna airport**. CERCLE DIPLOMATIQUE is also present **on board of private planes** by City-Jet and Globe Air.



Thus we reach three attractive target groups with CD:

- decision makers and multipliers (about 70 % of our readers), those who have business interests in diplomacy
- diplomats and high representatives from international organizations (about 20 % of our readers)
- international & national business travellers and tourists (about 10 % of our readers)

Our readers are highly educated, have an above-average income and lead an upscale lifestyle - both professionally and privately.

In addition to bilingualism our qualified editorial staff is another unique selling point and important asset: our target group is busy and very difficult to reach. Only with exciting and relevant content for the reader, f.e. exclusive interviews, you can bind this demanding target group to the magazine and increase the time spent with it. Our advertisers benefit from this quality of content and superb „standing“ CD has within the target group.

Substantial, exclusive content of expert editorial staff as well as a clear editorial structure and bilingualism throughout are the great strength of CD Magazine.

„... CERCLE DIPLOMATIQUE has become a success story ... Through its journalism, CD connects the world with Austria and vice versa, which is a welcome contribution to international understanding ...“

ALEXANDER VAN DER BELLEN
Austrian Federal President

„...It is such a pleasure to have my interview in this month's edition ... having our flag on the cover of the magazine shows the strength of our U.S.-Austria relationship ...“

H.E. VICTORIA REGGIE KENNEDY
Ambassador of the United States of America

„Congratulations, CD - here's to many more years informing, connecting and celebrating Vienna's international community!“

GHADA WALY
Director General UN Vienna | Executive Director UNODC



KEY FACTS

Bilingual solitaire product

Professional must-read and private added value

Large specialist editorial team | relevant content

Work tools, collectors and reference work

demanding lifestyle |

high willingness to spend | crisis-proof

Magazine | online | events



DISTRIBUTION

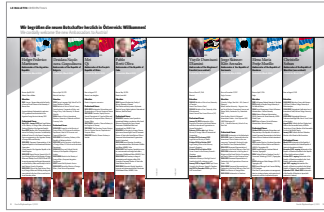


CERCLE DIPLOMATIQUE is sent as a leading media and community paper Nr. 1 directly by post and parcel shipment to:

- all bilateral embassies (ambassadors, military, economy and cultural attachés) in Vienna
- all multilateral representations in Vienna
- Austrian embassies and Austrian Cultural Fora abroad
- Austrian military attachés of the Federal Ministry of Defense abroad (internal mail)
- honorary and honorary general consulates throughout Austria, UCCA (Union of the Consular Corps in Austria)
- International Organisations (OSCE, OPEC, etc.) and UN-Organisations
- UNO City: Vienna Service Office, À La Carte Restaurant, Café Quattro UNO & Bar, UNO Medical Center, Bank Austria Branch
- PaN - Dachverband aller österreichisch - ausländischen Gesellschaften (122 societies and 8 extraordinary members)
- THINK TANKS: AIES Austria Institute for European and Security Policy, Bruno Kreisky Forum for International Dialogue, CSA Center for Strategic Analysis, Diplomatic Academy, European Forum Alpbach, IDM Institute for the Danube Region and Central Europe, IIP International Institute for Peace, ÖGAVN Austrian Society for Foreign Policy and the United Nations, ÖGfE Austrian Society for European Politics, OIIP Austrian Institute for International Politics VIDC Vienna Institute for International Dialogue and Cooperation, WIIW The Vienna Institute for International Economic Studies, etc.
- Chambers of Commerce: AACC Austro-Arab Chamber of Commerce, AmCham American Chamber of Commerce in Austria, CCFA Chambre de Commerce Franco Autrichienne, ÖGCF Austrian-Chinese Society, German CC in Austria, CC Switzerland |Austria| Liechtenstein
- Economic chamber of commerce in Vienna and commercial counsellors abroad (internal mail), Vienna Business Agency
- Office of the Federal President, the Austrian Chancellor's Office, all provincial administrations
- Parliament: National Council President, National and Federal Council, all fractions in the Austrian Parliament, selected committees
- all federal ministries, including Federal Ministry for European and International Affairs, Federal Ministry of Labour and Economy, Federal Ministry of Defence, Federal Ministry of the Interior
- members of defence staff, Military Academy, MilAk Wr. Neustadt
- Vienna Provincial Police Directorate, Vienna Provincial Traffic Department
- CEOs of the Top-1000-companies in Austria
- multipliers, senior executives and decision-makers from the fields of politics, business, finance, medicine, tourism & culture
- Austrian National Tourist Office and all Convention Bureaus in Austria
- Vienna Internationals Airport: VIP Terminal Lounges at the General Aviation Center, Airport Lounges (VIENNA Lounge und SKY Lounge)
- Privatjets of City-Jet and Globe Air
- available digitally as an e-paper in the MEDIA BOX in 20 airlines and 1,200 hotels worldwide: box.media-carrier.de/?b=65&l=de
- coffee houses/restaurants - delivery in the first district of Vienna (via partners)
- Suite magazine directly in the suites of the following luxury hotels:
Almanac Palais Vienna, Almdorf Seinerzeit, Hotel Altstadt Radisson Blu, Anantara Palais Hansen Vienna, Arcotel Kaiserwasser, Hotel Astoria, Astoria Relax & Spa-Hotel, Hotel Bristol - A Luxury Collection Hotel Vienna, Austria Trend Hotel Bosei, Austria Trend Hotel Europa, Ayurveda Resort Mandira, BLEIB BERG Health Retreat, Chaletdorf Prechtldorfgut, Chaletdorf Priesteregg, Citadines Danube Vienna, Die Josefine Hotel, European Ayurveda Resort Sonnhof, Falkensteiner Schlosshotel Velden, Feriendorf Holzlebn, Fleming's Deluxe Hotel, Golden Hill Country Chalets & Suites, Good Life Resort Riederalm, Grand Ferdinand - Hotel am Ring, Grand Hotel Wien, Hotel Goldener Hirsch, A Luxury Collection Hotel Salzburg, Gradonna****s Mountain Resort, G'schlössl Murtal, Hilton Danube, Hilton Garden Inn, Hilton Vienna Park, Hilton Vienna Plaza, House of Time Vienna, Hofwirt Seckau, Hotel Imperial A Luxury Collection, Steigenberger Hotel Herrenhof, Imperial Riding School Renaissance Hotel Vienna, Interlpen-Hotel Tyrol, Kitzbühel Country Club, Hotel Kitzhof Mountain Design Resort, Hotel Hochschober, Hotel Lamée, Hotel Schloss Leopoldskron, Le Meridien Vienna, Luxuslodge „Zeit zum Leben“, Hotel Am Konzerthaus Vienna - MGallery, Miramar Adria-Relax-Resort, Naturresort Puradies, Nils am See, Park Hyatt Vienna, Kempinski Hotel Das Tirol, O11 Boutique Hotel, Obertauern [PLACESHOTEL] by Valamar, Austria Trend Hotel Park Royal Palace Vienna, Austria Trend Parkhotel Schönbrunn, The Ritz-Carlton Vienna, Rosewood Vienna, Sacher Salzburg, Sacher Wien, Austria Trend Hotel Savoyen Vienna, Schloss Fuschl, A Luxury Collection Resort & SPA, Schloss Gabelhofen, Schlosshotel Seevilla, Hotel Schloss Mönchstein Salzburg, SPA RESORT STYRIA****S, Sheraton Grand Salzburg, Steigenberger Hotel & Spa Krems, Steirerschlössl, The Guesthouse Vienna, Thermalhotel Fontana, Leberberg Schloss-Kitzbühel, Hotel Topazz, SO/Vienna, Stanglwirt, Vienna Marriott Hotel, Vila Vita Pannonia, Hotel Warmbaderhof
- serviced city apartments: Derag Livinghotel an der Oper, Derag Livinghotel Kaiser Franz Josef, VCA Vienna City Apartments, MyPlace Riverside, MyPlace City Center, Room4rent, Leopoldtower, Apartments Singerstraße 2125
- 20 Luxus-Boutiquen GOLDENESQUARTIER VIENNA and VIP-Lounge Parndorf Designer Outlet
- selected doctors, lawyers, John Harris Fitness Schillerplatz and DC-Tower
- magazine department Morawa Vienna, Wollzeile
- Residenz Josefstadt im Hamerling Wien, Wiener Privatklinik, Privatklinik Döbling, Rudolfinerhaus, RC Radiology Center, Park Residenz Döbling



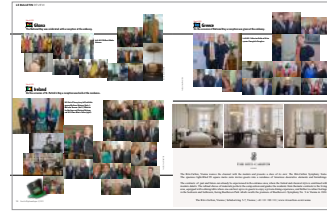
LE BULLETIN



New Credentials



Magazine Presentation & Networking



Official Receptions

LE MONDE



Country Cover Story



Ambassador Interview



Commentary

L'AUTRICHE



Economy

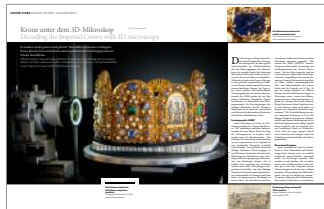


International Organisations



Interviews

SAVOIR VIVRE



Art & Culture



Global Adviser



Connoisseur



Real Estate



Ambassador's Drive



Lifestyle News

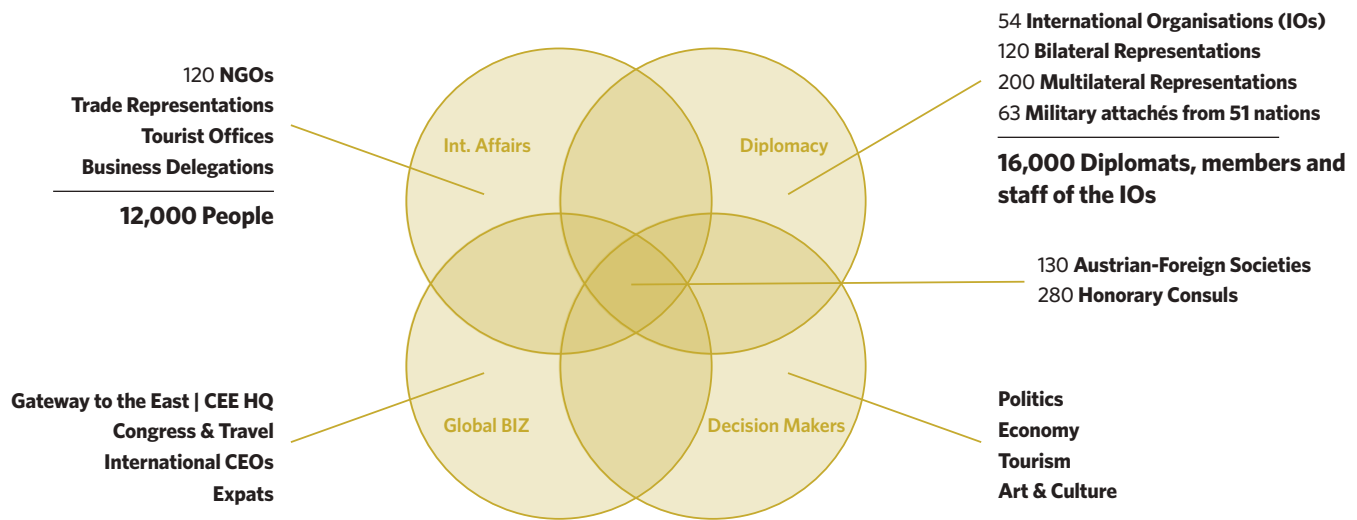
LES RENDEZVOUS



Event Reviews



YOUR KEY TO A PRIVILEGED AUDIENCE



- Direct access to a **unique and premium target group**: accomplished, hard-to-reach, well-traveled, crisis-proof, systemically relevant, sophisticated, highly educated, affluent — the top of the top
- **National and international readership in Vienna, active in the international arena**: politicians, business people, business and industry leaders, ambassadors, diplomats, embassy staff members, parliamentarians, representatives of international organizations, development agencies, private hospitals, cultural figures, tourism sector decision-makers, airlines, members of federal and provincial governments, ministries, chambers, the Presidential Chancellery, protocol departments, interest groups and institutions, lobbyists and agencies, etc.
- High-quality contact to key figures
- Strong brand, on the market for 53 years, No. 1 paper in the international community
- **Professional must-read with personal value**
- Printed bilingually with around 700 pages, online on www.cercle-diplomatique.com and hitherto around 20 events and receptions per year
- Classy look and feel, **competent journalism with a large editorial team**
- Valued as a **work tool**, highly used, **valuable to collectors and as a referencing tool**
- Long-term advertising impact thanks to three-month-long topicality
- Occupationally required appearance and behavior, cultivated manners and etiquette in international contexts are a must: therefore a special interest in meet & greets, wining & dining, dress codes & styling
- High willingness to invest in first-rate quality (professionally and privately)
- Economic factor diplomacy: annual added value 1.35 billion euros, almost 19,000 jobs, 527 million euros in taxes and fees www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen/
- Around **10,000 conference days** annually with **180,000 participants**

"We manage 300 visits by foreign officials to Vienna every year."

LPD VIENNA
Protection and Security

"The international organizations are important for Vienna. They provide intellectual ventilation for the city and are international loudspeakers. Through them, we are seen in the world of the global attention economy."

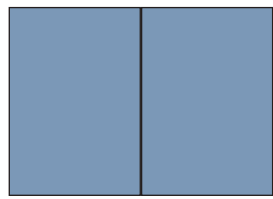
NORBERT KETTNER
CEO Vienna Tourist Board

PUBLISHING DETAILS

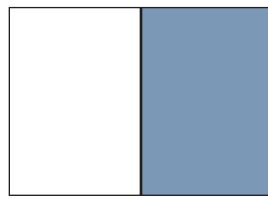
Circulation:	40.000 pieces
Languages:	Bilingual, German and English
Readership:	about 200,000 per issue (CD is frequently shared with others)
Frequenzy:	Quarterly (March, June, September and December)
Magazine presentation:	Each of these four editions will be presented at a VIP reception in an exclusive setting as a networking platform. (ambassadors, decision-makers from politics, economy, culture and tourism)
Format:	230 x 297 mm
Pages:	minimun 164 pages
Distribution:	personalised single & parcel shipping to our distribution partners
Established:	1971 (takeover & relaunch 2015)



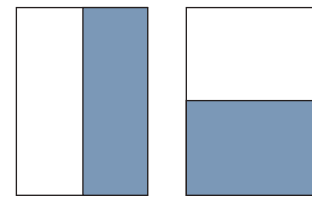
AD RATES 2024



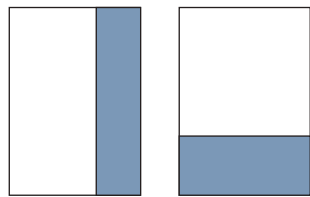
Double page **15,600 euros**
SLOPING 460 x 297 mm



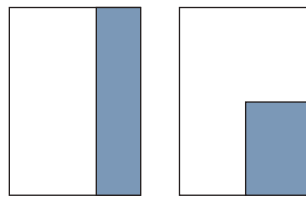
1/1 page **7,900 euros**
SLOPING 230 x 297 mm



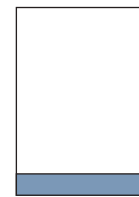
1/2 page **4,900 euros**
Vertical SLOPING 115 x 297
Horizontal SLOPING 230 x 148,5



1/3 page **4,100 euros**
Vertical SLOPING 77 x 297
Horizontal SLOPING 230 x 99



1/4 page **3,400 euros**
Vertical SLOPING 57,5 x 297
box PRINT SPACE 95 x 125,5



bar (Le Guide) **2,400 euros**
Horizontal SLOPING 230 x 42

Ad packages: "Diplomatic Package" 3 + 1 free
25 % discount with 4 placements

Premium positioning:

Inside front cover/Page 3	20,900 euros
Back cover	10,100 euros
Inside front cover	9,600 euros
Inside back cover	9,100 euros

Special advertising forms:

Tip-on cards, banderoles and glued-in inserts (sachets) on request. Design costs of promotions and advertorials (incl. logo) 490 euros per page, including two proof runs!

Inserts on undefined place:

to 20 gr	euros 230	per thousand
to 30 gr	euros 240	per thousand
to 40 gr	euros 250	per thousand
In addition, on request		

CD PUBLICATION DATES

Issue	Publication date	Copy deadline	Print deadline
01/2024	1. March	31. January	9. February
02/2024	1. June	26. April	10. May
03/2024	1. September	26. July	9. August
04/2024	1. December	31. October	8. November

Print documents to produktion@firstclassmedia.at

SLOPING = + 3 mm bleed
All prices excl 5 % advertising tax and 20 % VAT.

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