



Since 1971

## YOUR KEY TO A PRIVILEGED AUDIENCE.

**CD** CERCLE  
DIPLOMATIQUE  
ECONOMIQUE et TOURISTIQUE INTERNATIONAL

Austria's only bilingual information medium for the Diplomatic Corps. For the staff of more than 52 international organisations based in Vienna. For decision-makers in Austrian politics, business, tourism, art and culture.

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# YOUR KEY TO A PRIVILEGED AUDIENCE



Since 1971

## THE LEADING AUSTRIAN MAGAZINE FOR

DIPLOMACY  
INTERNATIONAL AFFAIRS  
GLOBAL BUSINESS  
CULTURE & LIFESTYLE

print | online | events





# YOUR KEY TO A PRIVILEGED AUDIENCE



## TOP-CLASS READERSHIP

highest education | 70%+ university degree



## AFFLUENT

highest income | 50% above LAE (Reader analysis decision-makers) average



## PERSONAL VALUES

Liberal | Conservative | Cosmopolitan



## SEX | AGE

58% men | 42% women | 40-65+



## VALUE ADDITION INTERNATIONAL ORGANISATIONS

1.35 bn € | 18,940 jobs | 527 m € taxes and fees

# KEY FACTS | ADVERTISING



THE LEADING AUSTRIAN MAGAZINE FOR  
DIPLOMACY • INTERNATIONAL AFFAIRS • GLOBAL BUSINESS • CULTURE AND LIFESTYLE



**CHINA**  
PORTRAIT EINER SUPERMACHT CHINA  
PORTRAIT OF A SUPERPOWER



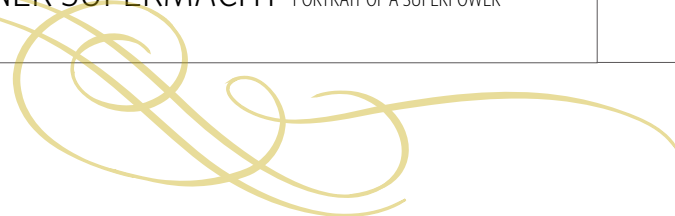
**BILINGUAL SOLITAIRE PRODUCT**

**PROFESSIONAL MUST-READ WITH PRIVATE ADDED VALUE**

**LARGE EDITORIAL TEAM | RELEVANT CONTENT**

**WORK TOOL, COLLECTOR- AND REFERENCE BOOK**

**SOPHISTICATED LIFESTYLE**  
high willingness to spend money | crisis-proof

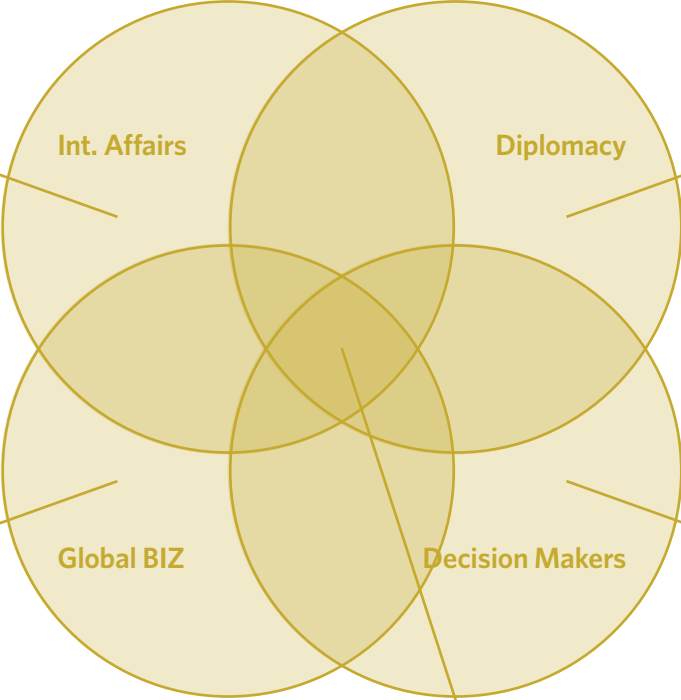


# YOUR KEY TO A PRIVILEGED AUDIENCE

52 International Organisations  
120 NGOs  
Trade Representations  
Tourist Offices  
Business Delegations

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**20,000 People**



120 Bilateral Representations  
200 Multilateral Representations

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**6,000 People**

Gateway to the East | CEE HQ  
Congress & Travel  
International CEOs  
Expats

Politics  
Economy  
Tourism  
Art & Culture

130 Austrian-Foreign Societies  
280 Honorary Consuls



# KEY CONTENTS

## LE BULLETIN



New Credentials



Magazine Presentation & Networking



Official Receptions

## SAVOIR VIVRE



Art & Culture



Global Adviser



Connoisseur

## LE MONDE



Country Cover Stories



Ambassador's Interview



Commentary



Real Estate



Ambassador's Drive



Lifestyle News

## L'AUTRICHE



Economy



International Organisations



Interviews

## LES RENDEZVOUS



Event Reviews





# KEY FACTS | PRINT



## 40,000 CIRCULATION

Diplomacy	8,000
Int. Affairs	12,500
Global Business	19,500

## 200,000 READERS per ISSUE

- high read-along factor
- long circulation
- optimised distribution
- only bilingual medium German | English
- quarterly, 4 x p. a.

# KEY FACTS | EVENTS



PHOTOS: REVUE BRUNHÖLZL, OUIRIEL MORGENZSTERN, PHILIPP HUTTNER

around **15** EVENTS & AMBASSADORS' RECEPTIONS PER YEAR

- 4 Receptions as Magazine Presentations
- 2 Ambassadors' Welcome Lunches
- 7 Previews | Culture
- 2 Personal Assistants' & Protocol Events

around **1,000** INVITED GUESTS







# KEY MESSAGE | 50 YEAR ANNIVERSARY



Bundespräsident  
Alexander Van der Bellen



*A. Van der Bellen*

Dear Editors,  
Dear Ladies and Gentlemen,  
Dear Readers,

I am pleased to take this opportunity to offer you my sincere congratulations on the occasion of a very special anniversary. CD – Cercle Diplomatique, Economique et Touristique International turns 50!

In 1971, founder Karl Schmidt, together with his wife Elisabeth, mustered the entrepreneurial courage to launch a new magazine. He must have known that the magazine was to have a mission in its own right when he wrote the following in the first issue: “The fact that we primarily cater to a diplomatic audience does not mean that we are foregoing a broader forum of readers. Rather, we want to give everyone the opportunity to have their say insofar as they have a genuine desire to improve the understanding between nations.”

And where could this have taken place better than in Vienna, which had already been the setting for the Congress of Vienna and continues to contribute to better global understanding as an important seat of international diplomacy, various international organisations and the only representation of the UN within the EU.

And indeed – Cercle Diplomatique has become a success story. The Schmidt couple continued to lead the magazine jointly with their children until 1995, after which it was headed by Waltraud Steinböck for the next two decades. In 2015, Andrea Fürnweiger and Alexander Bursky took over and, after a successful relaunch, positioned it as a media interface linking diplomacy, politics, business and culture.

Through its journalism, CD connects the world with Austria and vice versa, which is a welcome contribution to international understanding, especially in a country that has always been very export-oriented, plays a neutral role as a bridge-builder and mediator and has one of the world’s most important bases for international organisations in Vienna.

I therefore wish the magazine all the best for its half-century anniversary, as well as for the years to come, and continued reading pleasure for you!



# KEY MESSAGE | READERS



**Heinz Fischer**

Former Austrian Federal President

I wish this very special edition of *Cercle Diplomatique* many interested readers.



**Johanna Mikl-Leitner**

Governor of Lower Austria

CD stands for perfect design, honest journalism and is the link between politics, business and diplomacy. All the best!



**Michael Ludwig**

Mayor and Governor of Vienna

Anyone who wants to find out more about global issues will use *CERCLE DIPLOMATIQUE*. And that for 50 years! Happy Birthday to you!



**Ghada Waly**

Director-General/ Executive Director UNOV/UNODC

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



**Wolfgang Sobotka**

President of the Austrian National Council

With each issue, *Cercle Diplomatique* becomes more interesting and worth reading. I congratulate on the anniversary and wish continued success.



**Martin Selmayr**

EU Commission Representative in Austria

Thanks a lot for 50 years of great reporting about diplomatic work in Vienna - for more than 25 years also about the EU dimension!



**Archbishop Pedro López Quintana**

Apostolic Nuncio

I would like to congratulate the editors and the editorial team, wishing imagination and inspiration for many more successful decades.



**Emil Brix**

Director of the Diplomatic Academy Vienna

For half a century, CD has been an informative and entertaining visual expression of the international and open-minded character of Vienna. Happy Birthday!





# KEY MESSAGE | CLIENTS



**Eugen Otto**  
Otto Immobilien

It is impossible to imagine the international world in Vienna without this profound magazine! Warmest congratulations on 50 superb years!



**Julian Jäger**  
Member of the Management Board of Flughafen Wien AG

Over the past 50 years, CD has turned into a high-quality information platform for discerning travellers. I warmly congratulate you on this anniversary!



**Harald Hölzl**  
Manager BMW Vienna

The BMW Group Vienna would like to thank you for many years of successful cooperation and warmly congratulates you to your 50th birthday!



**Monique Dekker**  
GM Park Hyatt Vienna

We really appreciate the professional collaboration over the past few years and wish continued success. To the next 50 years!



**Alfred Zens**  
Managing Director  
MedAustron

We extend our warmest congratulations on the anniversary and wish many more successful decades full of exciting reading for the international audience!



**Renate Baldia**  
Owner of the International Pharmacy Vienna

The International Pharmacy sends warmest congratulations to CD for contributing to a healthy climate between nations for 50 years!



# VIENNA TOWN OF TALK | TALK OF TOWN

## INTERNATIONAL STAGE



PHOTO: WIKIPEDIA

1814/15 CONGRESS OF VIENNA



PHOTO: ANDREAS PRÄTCKE

1955 AUSTRIA'S NEUTRALITY



PHOTO: DEPARTMENT OF STATE

1961 KENNEDY-KHRUSHCHEV SUMMIT



PHOTO: OPEC

1965 OPEC



PHOTO: ADOBE STOCK

1979 VIC | UNO CITY



PHOTO: DRAGAN TITIC

2014/2015, 2021 IRAN TALKS



Vienna - only official seat in the EU



Only comparable with NY and Geneva



Economic factor | 10,600 conference days



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