



CERCLE DIPLOMATIQUE MAGAZINE INTRODUCES ITSELF

CERCLE DIPLOMATIQUE is Austria's leading and only **bilingual medium** for the diplomatic corps, leading officials of international organisations and for the majority of decision-makers from politics, business, tourism and art & culture in Austria.

CD is the ubiquitous magazine in suites in selected 5-star hotels in Vienna and other luxury accommodations throughout Austria. You will find CD in the Business- and Senator-Lounges from Austrian Airlines, the lounges of the General Aviation Center and the Vienna airport. CD Magazine is also present on board of private planes by Avcon Jet AG.

Thus we reach three attractive target-groups with CD:

- decision makers and multipliers (about 70% of our readers)
- 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.

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

Substantial, exclusive content is the great strength of CD Magazine and is also the distinguishing feature compared to other magazines in this sector.

KEY SUCCESS FACTORS FOR YOUR MARKETING AND ADVERTISEMENT

The quarterly published bilingual magazine CERCLE DIPLOMATIQUE reaches this „**top player**“: i.e. **diplomats and top decision makers from business, politics and culture, international and UN organisations**, and many more. CD Magazine also tends to be shared with friends and family and colleagues alike.

If you want to reach this exclusive group directly, take advantage of the commercial opportunities that this **community magazine** has to offer! Advertisers will find a national and international audience where CD has been well established for a long time.

Direct contact with the readers is also made possible by **various CD-own events and receptions**.

You can also browse through the whole magazine online at www.cercle-diplomatique.com

PUBLISHING DETAILS

Circulation:	40,000
Languages:	Bilingual format; English and German
Readership:	200,000 per issue (CD is frequently shared with others)
Frequency:	Quarterly (March, June, September and December)
Magazine presentation:	Each of these four issues is presented in an exclusive setting (ambassadors, decision-makers from politics and business)
Format:	230 x 297 mm
Pages:	180 pages
Distribution:	Personalised single & parcel shipping to our distribution partners
Established:	1971 (takeover & relaunch 2015)



Join **CERCLE DIPLOMATIQUE -
ECONOMIQUE et TOURISTIQUE INTERNATIONALE**

DISTRIBUTION

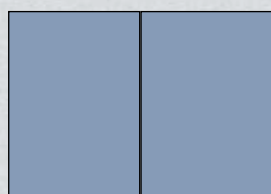
CERCLE DIPLOMATIQUE - ECONOMIQUE et TOURISTIQUE INTERNATIONAL is sent as a leading media and community paper Nr. 1 directly **by post and parcel shipment to:**

- all bilateral embassies in Vienna
- all multilateral representations in Vienna
- Austrian embassies and representations abroad
- Austrian Cultural Fora from the Federal Ministry of Foreign Affairs
- honorary and honorary general consulates
- multipliers, senior executives and decision-makers from the fields of politics, business, finance, medicine, tourism & culture
- Economic chamber of commerce
- Europäisches Forum Alpbach
- international organizations and UN organizations
- Diplomatic Academy
- Vienna Economic Forum
- Vienna Business Agency
- Vienna Service Office UNO (Expat Center)
- the Federal Ministry for Europe, Integration and Foreign Affairs, Federal Ministry of Economic Affairs
- the office of the Federal President, the Austrian Chancellor's Office, federal press office, all ministries and provincial administrations
- all fractions in the Austrian Parliament
- CEO's of the Top-1000-companies in Austria
- VIP Lounge at the General Aviation Center, airport Vienna, VIP lounges at Vienna airport
- Business- and senator-lounges of Austrian Airlines
- Privat jets of Avcon Jet AG (50 jets)
- Suite magazine directly in the suites of the following luxury hotels: Hotel Bristol, Hotel De France, Fleming's Selection Hotel Wien City, Hilton Vienna Plaza, Hilton Vienna, Hotel Imperial, Hotel Lamée, Meliá Vienna, Palais Hansen Kempinski Vienna, Kempinski Hotel Das Tirol, Park Hyatt Vienna, Romantik Hotel Schloss Pichlarn, Hotel Sacher Wien & Salzburg, Schloss Fuschl, A Luxury Collection Resort & SPA, Sofitel Vienna Stephansdom, The Guesthouse Vienna, The Ritz-Carlton Vienna, Le Meridien Vienna, The Ring Relais & Chateaux, Imperial Riding School Renaissance Hotel Vienna as well as in the public areas of many luxury hotels all over Austria
- Serviced city apartments: Derag Livinghotel an der Oper, Derag Livinghotel Kaiser Franz Josef, VCA Vienna City Apartments, MyPlace Riverside, MyPlace City Center, LiV'iN Residence by Fleming's Wien-Parlament, Room4rent, Leopoldtower, Apartments Singerstraße 2125
- Doctors, lawyers
- John Harris Fitness Schillerplatz and DC-Tower
- magazine department Morawa Vienna, Wollzeile
- AUDI A8 L Quattro Security armoured car V7 to V9 of the Viennese Security Company "The Investigator"
- Fleet of MSM Limousine Service Mietwagen Maurizius Stipek GmbH (state visits etc.)
- Ball give-away at the world famous Viennese Balls like Ball der Offiziere, Ball der Wiener Sängerknaben, Juristenball and Concordia Ball
- Residence Josefstadt im Hamerling Wien, Wiener Privatklinik, Rudolfinerhaus



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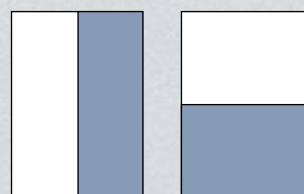
AD RATES 2018



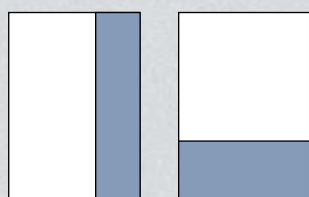
Double page **11,900 euros**
SLOPING 460 x 297 mm



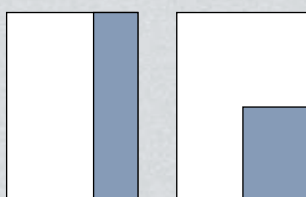
1/1 page **6,200 euros**
SLOPING 230 x 297 mm



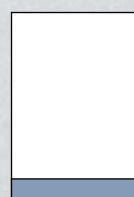
1/2 page **3,900 euros**
Vertical SLOPING 115 x 297
Horizontal SLOPING 230 x 148,5



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



1/4 page **2,500 euros**
Vertical SLOPING 57,5 x 297
box PRINT SPACE 95 x 125,5



bar (Le Guide) **1.900 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 **15,600 euros**
Back cover **7,400 euros**
Inside front cover **7,100 euros**
Inside back cover **6,800 euros**

Tip-on cards, banderoles and glued-in inserts (sachets) on request. Design costs of promotions and advertorials (incl. logo) 350 euros per page, including two proof runs!

Inserts on undefined place:

to 20 gr euros 180 per thousand
to 30 gr euros 190 per thousand
to 40 gr euros 200 per thousand
In addition, on request

CD PUBLICATION DATES

Issue	Publication date	Copy deadline	Print deadline
01/2018	1 March	2 February	16 February
02/2018	1 June	2 May	10 May
03/2018	1 September	1 August	14 August
04/2018	1 December	2 November	16 November

SLOPING + 3mm bleed

All prices are exclusive of 5 % advertising tax and 20 % VAT.