

# MEDIADATA 2023

Since 1971

YOUR KEY TO A  
PRIVILEGED AUDIENCE.



Austria's only bilingual information medium for the diplomatic corps.  
For the employees of 52 International and Quasi-International Organizations based in Vienna.  
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](http://cercle-diplomatique.com)

Find us on 

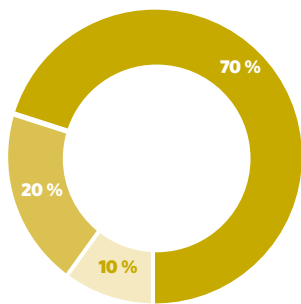
# MEDIADATA 2023



## CERCLE DIPLOMATIQUE MAGAZINE INTRODUCES ITSELF

For 51 years CERCLE DIPLOMATIQUE has been the media link between diplomacy, politics and economy. It is Austria's leading and only **bilingual medium** for the diplomatic corps, leading officials of 52 International and Quasi-International Organizations 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 lounges of the General Aviation Center and the Vienna airport. CD Magazine 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.

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.



#### 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



# 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 (ambassadors, military, economy and cultural attachés) in Vienna
- all multilateral representations in Vienna
- Austrian embassies and Austrian Cultural Fora abroad
- 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 + Cafe Quattro UNO, 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.
- Economic chamber of commerce in Vienna and commercial counsellors abroad
- Federal Ministry for European and International Affairs
- Federal Ministry for Digital and Economic Affairs
- Federal Ministry of Defence, members of defence staff, Military Academy, MilAk Wr. Neustadt
- Office of the Federal President, the Austrian Chancellor's Office, all other ministries and provincial administrations
- Parliament: National Council President, National and Federal Council, all fractions in the Austrian Parliament, selected committees
- CEOs of the Top-1000-companies in Austria
- multipliers, senior executives and decision-makers from the fields of politics, business, finance, medicine, tourism & culture
- VIP Terminal Lounges at the General Aviation Center Flughafen Wien, Airport Lounges Flughafen Wien
- Privatjets of City-Jet and Globe Air
- as e-paper at Media-Box (virtual bibliothek by Media Carrier): with 1.200 Hotels and 20 Airlines worldwide
- coffee houses/restaurants - delivery in the first district of Vienna (via partners)
- Suite magazine directly in the suites of the following luxury hotels:  
Almdorf Seinerzeit, Hotel Altstadt Radisson Blu, The Amauris Vienna, Andaz Vienna Am Belvedere, Arcotel Kaiserwasser, Ayurveda Resort Mandira, Hotel Astoria, Astoria Relax & Spa-Hotel, Hotel Bristol - A Luxury Collection Hotel Vienna, Austria Trend Hotel Bosei, Austria Trend Hotel Europa, Ayurveda Resort Mandira, Chaletdorf Prechtldorfgut, Chaletdorf Priesteregg, Die Josefine Hotel, European Ayurveda Resort Sonnhof, Falkensteiner Schlosshotel Velden, Feriendorf Holzlebn, Fleming's Deluxe Hotel, Golden Hill Country Chalets & Suites, Good Life Resort Riederalp, Grand Ferdinand - Hotel am Ring, Grand Hotel Wien, Hotel de France Wien, Hotel Goldener Hirsch, A Luxury Collection Hotel Salzburg, Gradonna\*\*\*\*s Mountain Resort, G'schlössl Murtal, Hilton Danube, 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, Interpalpen-Hotel Tyrol, Kitzbühel Country Club, Hotel Kitzhof Mountain Design Resort, Hotel Hochschober, Hotel Lamée, Hotel Schloss Leopoldskron, Le Meridien Vienna, Luxuslodge „Zeit zum Leben“, MGallery by Sofitel Hotel am Konzerthaus Vienna, Miramar Adria-Relax-Resort, Naturresort Puradies, Park Hyatt Vienna, Palais Hansen Kempinski Vienna, Kempinski Hotel Das Tirol, 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, Sheraton Grand Salzburg, Steigenberger Hotel & Spa Krems, Steirerschlossl, The Guesthouse Vienna, Thermalhotel Fontana, Leoben 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

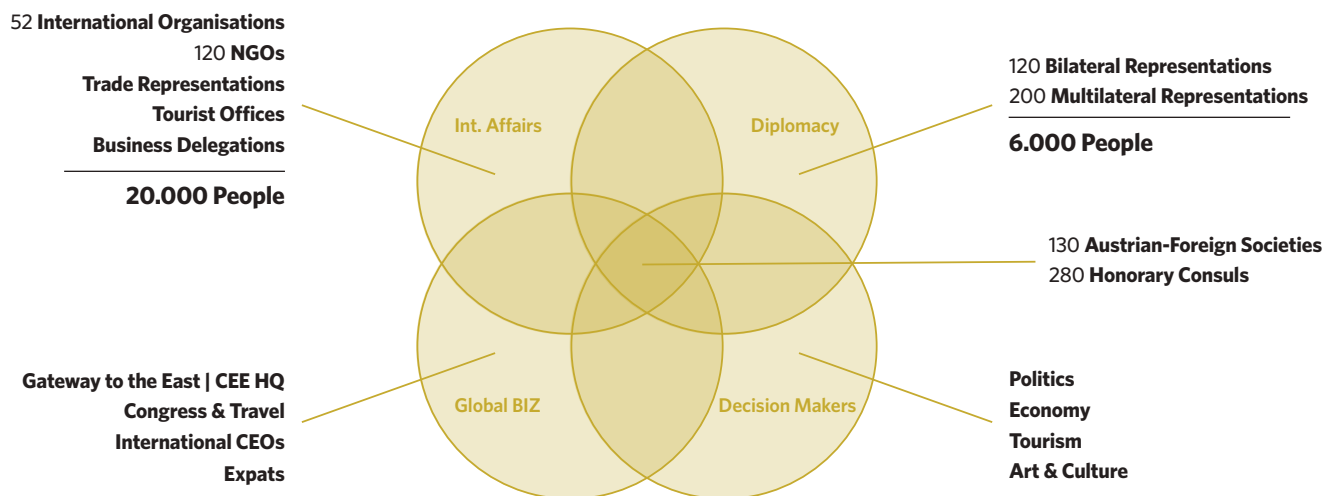
## LES RENDEZVOUS



Event Reviews



# YOUR KEY TO A PRIVILEGED AUDIENCE



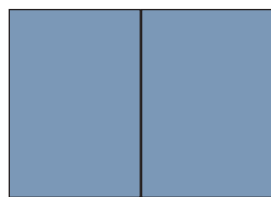
- Direct access to a **unique and premium target group**: accomplished, hard-to-reach, well-traveled, crisis-proof, systemically relevant, sophisticated, highly educated, affluent — the top of the top
- **National and international readership in Vienna, active in the international arena**: politicians, 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 51 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](http://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/](http://www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen/)

## PUBLISHING DETAILS

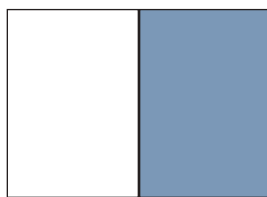
<b>Circulation:</b>	40.000 pieces
<b>Languages:</b>	Bilingual, German and English
<b>Readership:</b>	about 200,000 per issue (CD is frequently shared with others)
<b>Frequenzy:</b>	Quarterly (March, June, September and December)
<b>Magazine presentation:</b>	Each of these four issues is presented in an exclusive setting (ambassadors, decision-makers from politics and business)
<b>Format:</b>	230 x 297 mm
<b>Pages:</b>	minimum 164 pages
<b>Distribution:</b>	personalised single & parcel shipping to our distribution partners
<b>Established:</b>	1971 (takeover & relaunch 2015)



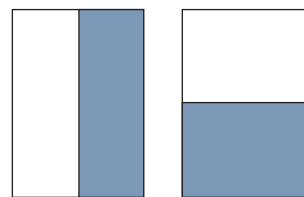
# AD RATES 2023



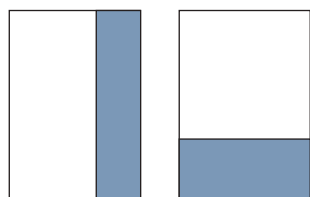
**Double page** **14.900 euros**  
SLOPING 460 x 297 mm



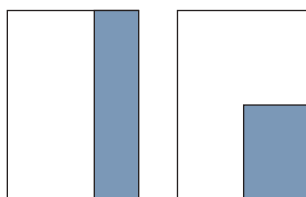
**1/1 page** **7.600 euros**  
SLOPING 230 x 297 mm



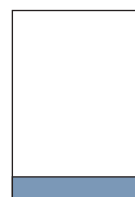
**1/2 page** **4.700 euros**  
**Vertical** SLOPING 115 x 297  
**Horizontal** SLOPING 230 x 148,5



**1/3 page** **3.900 euros**  
**Vertical** SLOPING 77 x 297  
**Horizontal** SLOPING 230 x 99



**1/4 page** **3.200 euros**  
**Vertical** SLOPING 57,5 x 297  
**box** PRINT SPACE 95 x 125,5



**bar (Le Guide)** **2.200 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	<b>19.900 euros</b>
Back cover	<b>9.600 euros</b>
Inside front cover	<b>9.100 euros</b>
Inside back cover	<b>8.700 euros</b>

#### Special advertising forms:

Tip-on cards, banderoles and glued-in inserts (sachets) on request. Design costs of promotions and advertorials (incl. logo) 450 euros per page, including two proof runs!

#### Inserts on undefined place:

to 20 gr	euros 220	per thousand
to 30 gr	euros 230	per thousand
to 40 gr	euros 240	per thousand
In addition, on request		

## CD PUBLICATION DATES

Issue	Publication date	Copy deadline	Print deadline
01/2023	1. March	31. January	10. February
02/2023	1. June	28. April	12. May
03/2023	1. September	28. July	11. August
04/2023	1. December	31. October	10. November

Print documents to [produktion@firstclassmedia.at](mailto:produktion@firstclassmedia.at)

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

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