

MEDIADATA 2027



Since 1971

YOUR KEY TO A PRIVILEGED AUDIENCE.



Austria's only bilingual information medium for the diplomatic corps.

An excellence platform hosting around 20 annual receptions and signature events.

For the employees of 56 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, military, tourism, 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

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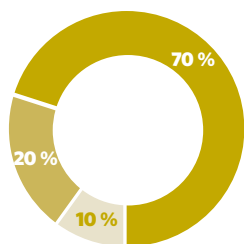
CERCLE DIPLOMATIQUE MAGAZINE INTRODUCES ITSELF

For 56 years CERCLE DIPLOMATIQUE has been the media link between diplomacy, politics, economy, military, tourism, and culture. It is Austria's leading and only **bilingual medium** for the diplomatic corps, leading officials of 56 International and Quasi-International Organisations based in Vienna and for the majority of **stakeholders, decision-makers, and multipliers from politics, economy, military, tourism, and 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 are intrinsically connected. Together with the military, they help safeguard stability, security, and sovereignty—today and for generations to come. Don't fear crises, inflation, or consumerism—with our renowned magazine you reach a crisis-proof target group that is hardly affected by these factors and that must always continue to work and perform. And one that also 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 Avcon Jet, 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, embassy staff 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.

Exclusive expert content, a clear editorial structure, and consistent bilingualism, combined with around 20 proprietary events and a carefully curated distribution list, form our success formula.

„... 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

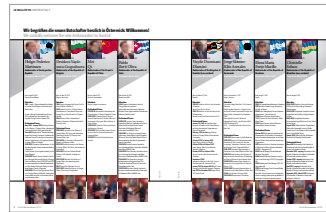
Work tools, collectors and reference work
demanding lifestyle |

high willingness to spend | crisis-proof

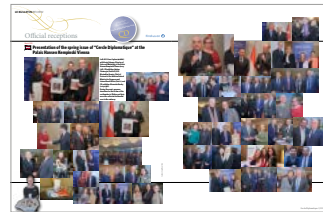
Magazine | online | events



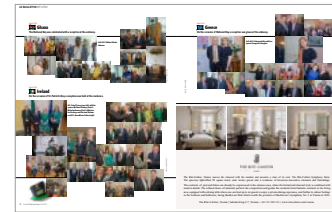
LE BULLETIN



New Credentials



Magazine Presentation & Networking



Official Receptions

LE MONDE



Country Cover Story



Ambassador Interview



Commentaries

L'AUTRICHE



Economy



International Organisations

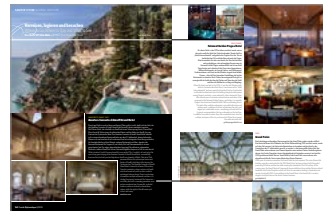


Interviews

SAVOIR VIVRE



Art & Culture



Global Adviser



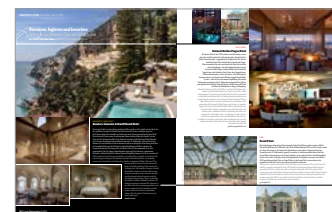
Connoisseur



Real Estate



Ambassador's Drive



Lifestyle News

LES RENDEZVOUS



Event Reviews



Etiquette for Cosmopolitans

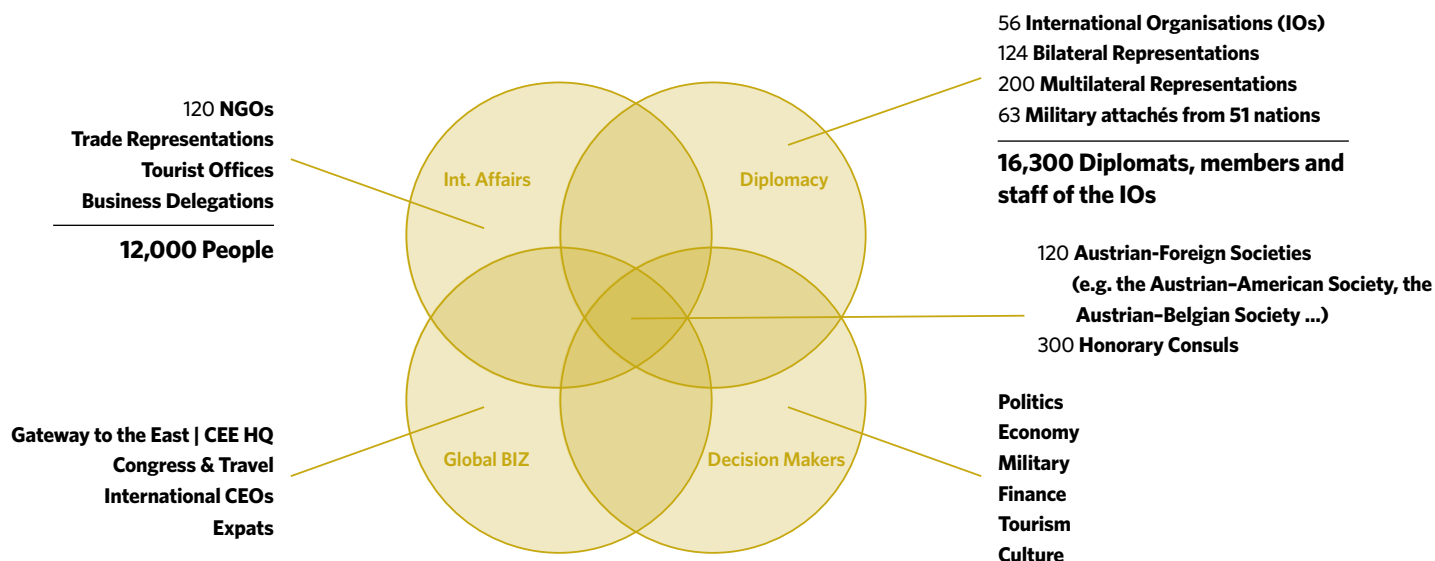
DISTRIBUTION



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

- all 124 bilateral embassies (ambassadors, military, economy and cultural attachés) in Vienna
- all of the approximately 200 multilateral representations in Vienna
- Austrian embassies, consulates general, honorary consulates, cultural forums abroad, as well as Austrian libraries abroad (diplomatic courier service of the Federal Ministry for European and International Affairs)
- 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)
- 56 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 (127 societies and 8 extraordinary members)
- THINK TANKS: AIES Austria Institute for European and Security Policy, AIT Austrian Institute of Technology, 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, IRE Institute of the Regions of Europe, 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 nine provincial governments, including international and protocol departments
- Parliament: National Council President, National and Federal Council, all fractions in the Austrian Parliament, selected committees
- Federal Ministry for European and International Affairs,
- Federal Ministry of Defence, General Staff, Military Commands, National Defence Academy, MilAk Wr. Neustadt
- Federal Ministry of the Interior, Federal Ministry of Economic Affairs, Energy and Tourism,
- Vienna Provincial Police Directorate, Vienna Provincial Traffic Department
- CEOs of the Top-1000-companies in Austria, Rectors' Offices of Austrian Universities and Private Universities
- stakeholders, key multipliers, senior executives and decision-makers from the fields of politics, business, military, finance, medicine, tourism & culture
- all Convention Bureaus in Austria
- VIP Terminal Lounges at the General Aviation Center Flughafen Wien, Airport Lounges Flughafen Wien
- Privatjets of Avcon Jet, City-Jet and Globe Air
- as e-paper at Media-Box (virtual bibliothek by Media Carrier): with 1.200 Hotels and 20 Airlines 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:
Adina Apartment Hotel Vienna Belvedere, The Amaris Vienna, Hotel Altstadt Radisson Blu, Anantara Palais Hansen Vienna, Arcotel AQ Wien, Arcotel Kaiserwasser, Hotel Astoria, Astoria Relax & Spa-Hotel, Austria Trend Hotel Bosei, Austria Trend Hotel Europa, Ayurveda Resort Mandira, BLEIB BERG Health Retreat, Chaletdorf Prechtldorfgut, Chaletdorf Priesteregg, Citadines Danube Vienna, Das Kronthaler, Die Josefine Hotel, European Ayurveda Resort Sonnhof, Eurostars Grand Hotel Wien, Falkensteiner Schlosshotel Velden, Feriendorf Holzlehn, Golden Hill Country Chalets & Suites, Good Life Resort Riederalp, Grand Ferdinand - Hotel am Ring, Hotel Goldener Hirsch, A Luxury Collection Hotel Salzburg, Gradonna****s Mountain Resort, Hilton Danube, Hilton Garden Inn, Hilton Vienna Park, Hilton Vienna Plaza, House of Time Vienna, Hotel Imperial, a Luxury Collection Hotel, Steigenberger Hotel Herrenhof, Hyatt Regency Vienna, Imperial Riding School - Autograph Collection, InterAlpen-Hotel Tyrol, InterContinental Wien, Kitzbühel Country Club, Hotel Kitzhof Mountain Design Resort, Hotel Kvarner Palace, Hotel Hochschober, Hotel Schloss Leopoldskron, Le Meridien Vienna, Luxuslodge „Zeit zum Leben“, Hotel Am Konzerthaus Vienna - MGallery, Mandarin Oriental Vienna, Miramar Adria-Relax-Resort, Natur-resort Puradies, Nils am See, Palais Coburg, Palais Mailberger Hof, Park Hyatt Vienna, Kempinski Hotel Das Tirol, Travel Charme Fürstenhaus am Achensee, O11 Boutique Hotel, Obertauern [PLACESHOTEL] by Valamar, Austria Trend Hotel Park Royal Palace Vienna, Austria Trend Parkhotel Schönbrunn, Radisson Blu Das Triest Hotel, The Ritz-Carlton, Vienna, Rosewood Schloss Fuschl, Rosewood Vienna, Sacher Salzburg, Sacher Wien, Austria Trend Hotel Savoyen Vienna, Schani Hotels UNO City, Salon, Wien, Wien Blick, Schick Hotels Wien, Schlosshotel Seevilla, Hotel Schloss Mönchstein Salzburg, SPA RESORT STYRIA****S, Sheraton Grand Salzburg, Steigenberger Hotel & Spa Krems, The Guesthouse Vienna, Thermalhotel Fontana, Leoben Schloss-Kitzbühel, 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 Luxury boutiques: GOLDENESQUARTIER VIENNA, VIP-Lounge McArthurGlen Parndorf, Joh. Springer's Erben hunting and sporting arms
- selected doctors, lawyers, John Harris Fitness Schillerplatz and DC-Tower
- magazine department Morawa Vienna, Wollzeile
- Wiener Privatklinik, Privatklinik Döbling, Rudolfinerhaus, RC Radiology Center, Park Residenz Döbling

YOUR KEY TO A PRIVILEGED AUDIENCE



- Direct access to a **unique, internationally active network of key stakeholders and an absolutely stable and crisis-proof premium target group:** accomplished, hard-to-reach, well-traveled, systemically relevant, sophisticated, highly educated, affluent — the top of the top
- **National and international readership in Vienna, active in the international arena:** politicians, business leaders, top executives from industry, commerce, and the military, ambassadors, diplomats, embassy staff, parliamentarians, representatives of International and Quasi-International Organisations, development agencies, leading figures and institutions from the cultural sector, tourism decision-makers, airlines, members of federal and state governments, ministries, chambers, the Presidential Office, protocol and international departments, advocacy groups and institutions, lobbyists, agencies, private clinics, and more
- High-quality contact to key figures
- Strong media brand, 56 years on the market, leading medium and #1 community paper
- **Professional must-read with personal value,** long reading time and high secondary readership
- Printed bilingually with around 800 pages, online on www.cercle-diplomatique.com, and some 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 1.7 billion euros, almost 20,000 jobs, 785 million euros in taxes and fees www.bmeia.gv.at/themen/wien-als-sitz-internationaler-organisationen/
- Around **18,000 conference days** annually with **154,000 participants**

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

LPD VIENNA
Protection and Security

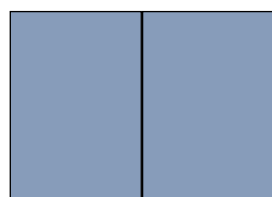
"The international organizations are important for Vienna. They provide intellectual ventilation for the city and are international loudspeakers. Through them, we are seen in the world of the global attention economy."

NORBERT KETTNER
CEO Vienna Tourist Board

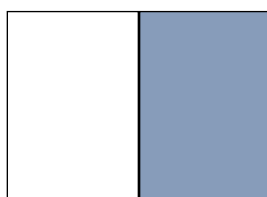
PUBLISHING DETAILS

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) - popular coffee table book
Magazine presentation:	Each of these four issues is presented at an ambassador and VIP reception in an exclusive setting as a power networking platform (attended by ambassadors and key decision-makers from politics, business, the military, culture, and tourism)
Format:	230 x 297 mm
Pages:	minimun 164 pages
Distribution:	Personalized parcel and individual mail distribution powered by a dynamic database, updated daily as part of the community and its leading trade publication—carefully built and refined over 56 years, distribution partners
Established:	1971 (takeover & relaunch 2015)

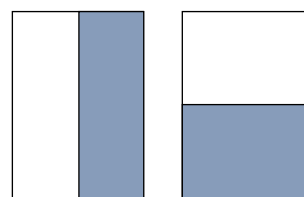
AD RATES 2027



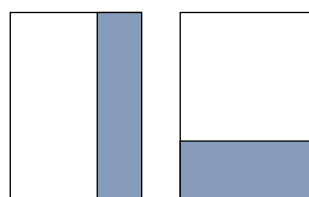
Double page
SLOPING
15,900 euros
460 x 297 mm



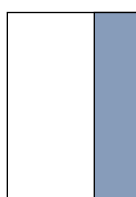
1/1 page
SLOPING
7,900 euros
230 x 297 mm



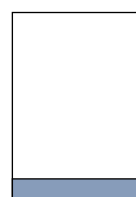
1/2 page
Vertical
Horizontal
4,900 euros
SLOPING 115 x 297
SLOPING 230 x 148,5



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



1/4 page
Vertical
3,400 euros
SLOPING 57,5 x 297



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

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

Premium positioning:

Inside front cover/Page 3	21,900 euros
Back cover	10,600 euros
Inside front cover	9,900 euros
Inside back cover	9,500 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
01/2027	1. March	29. January	5. February
02/2027	1. June	23. April	7. May
03/2027	1. September	23. July	6. August
04/2027	1. December	29. October	5. November

Print documents to produktion@firstclassmedia.at

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

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