



Since 1971

## YOUR KEY TO A PRIVILEGED AUDIENCE.

**CD CERCLE  
DIPLOMATIQUE**  
ECONOMIQUE et TOURISTIQUE INTERNATIONAL

Österreichs einziges zweisprachiges Informationsmedium für das Diplomatische Corps.  
Für die Mitarbeiter der 54 Internationalen und Quasi-Internationalen Organisationen  
mit Sitz in Wien - einer der bedeutendsten Amtssitz-Städte weltweit und  
Drehscheibe der globalen Spitzendiplomatie.

Für die Entscheider in Österreichs Politik, Wirtschaft, Tourismus, Kunst und Kultur.

Und für Anzeigenkunden, die wissen, dass sie damit den Schlüssel zu einer einzigartigen  
Welt besitzen - zu einer vielbeschäftigten und höchst anspruchsvollen Klientel.

[cercle-diplomatique.com](http://cercle-diplomatique.com)

Find us on 

CERCLE DIPLOMATIQUE  
**54**  
YEARS  
Since 1971

# YOUR KEY TO A PRIVILEGED AUDIENCE



Since 1971

## THE LEADING AUSTRIAN MAGAZINE FOR

DIPLOMACY  
INTERNATIONAL AFFAIRS  
GLOBAL BUSINESS  
CULTURE & LIFESTYLE

Magazin | Online | Events

CERCLE DIPLOMATIQUE  
54  
YEARS  
Since 1971



# YOUR KEY TO A PRIVILEGED AUDIENCE



## **SUPER A-SCHICHT**

höchste Bildung | 70 %+ Uni-Abschluss



## **AFFLUENT**

höchste Einkommen | 50 % über LAE-Schnitt



## **PERSÖNLICHE WERTEHALTUNG**

Liberal | Konservativ | Weltbürger



## **GESCHLECHT | ALTER**

58 % Männer | 42 % Frauen | 40-65 +



## **WERTSCHÖPFUNG INTERNATIONALE ORGANISATIONEN**

1,7 Mrd. € | knapp 20.000 Arbeitsplätze | 785 Mio. € Steuern und Abgaben

# KEY FACTS | ADVERTISING

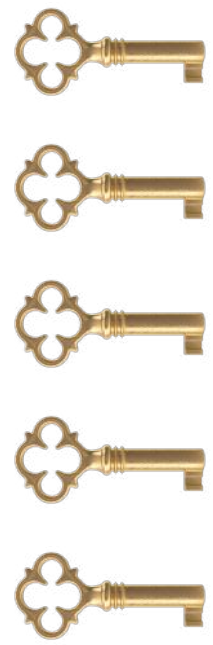
**CD** CERCLE DIPLOMATIQUE  
ECONOMIQUE et TOURISTIQUE INTERNATIONAL

Autumn 2021  
Nr. 3 | September - November  
cercle-diplomatique.com

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



CHINA  
PORTRAIT EINER SUPERMACHT CHINA  
PORTRAIT OF A SUPERPOWER



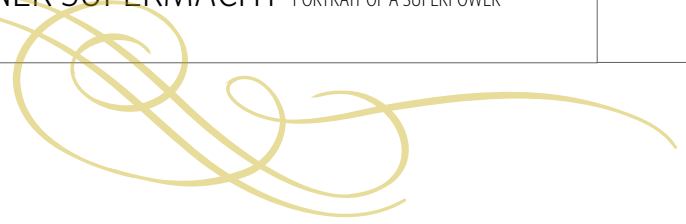
**ZWEISPRACHIGES SOLITÄRPRODUKT**

**BERUFLICHES MUST-READ UND PRIVATER MEHRWERT**

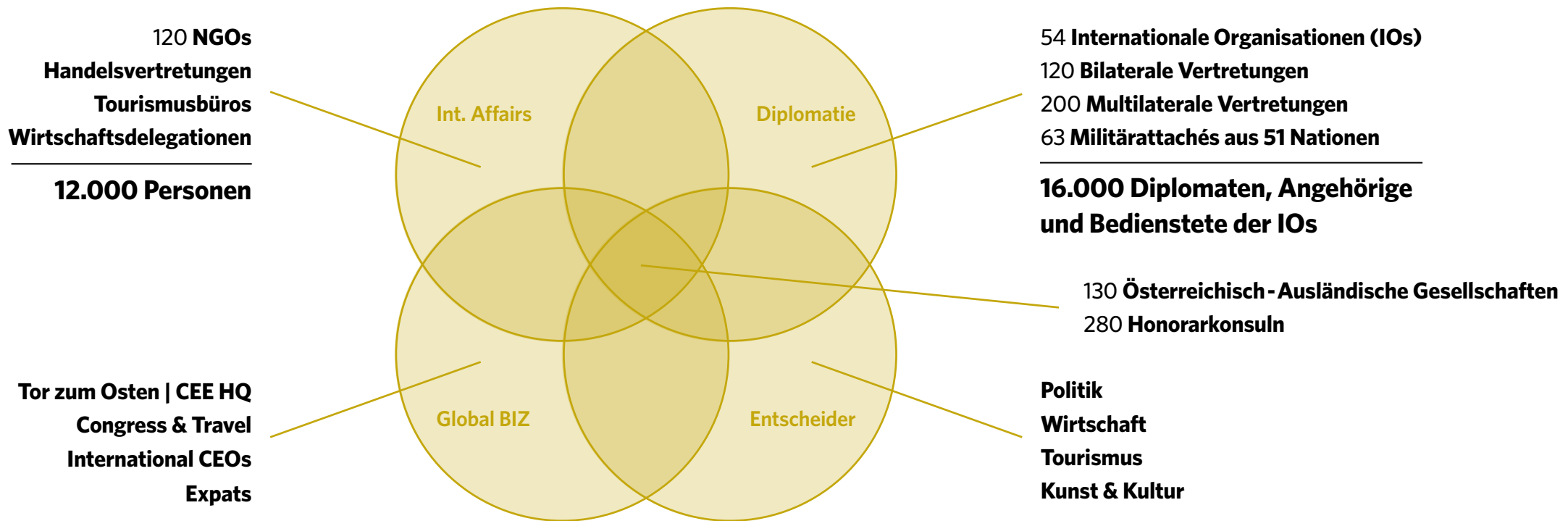
**GROSSE FACHREDAKTION | RELEVANTE INHALTE**

**ARBEITSMITTEL, SAMMLER - UND NACHSCHLAGEWERK**

**ANSPRUCHSVOLLER LEBENSSTIL**  
hohe Ausgabebereitschaft | krisensicher



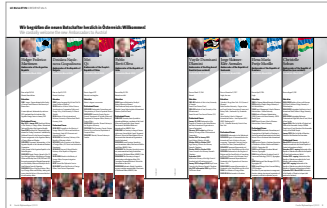
# YOUR KEY TO A PRIVILEGED AUDIENCE



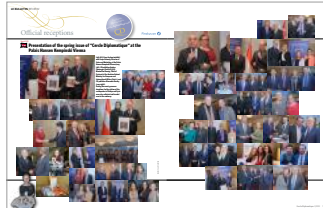


# KEY CONTENTS

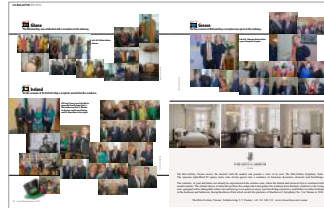
## LE BULLETIN



Neue Botschafter



Magazin Präsentation & Networking



Offizielle Empfänge

## SAVOIR VIVRE



Kunst & Kultur



Global Adviser



Connoisseur

## LE MONDE



Länderportrait



Botschafter Interview



Kommentar



Immobilien



Ambassador's Drive



Lifestyle News

## L'AUTRICHE



Wirtschaft



Internationale Organisationen



Interviews

## LES RENDEZVOUS



Event Reviews



# KEY FACTS | PRINT



## 40.000 DRUCKAUFLAGE

Diplomatie	8.000
Int. Affairs	12.500
Global BIZ	19.500

## 200.000 LESER pro AUSGABE

- hoher Mitlesefaktor
- lange Auflagedauer
- optimierte Distribution
- einziges zweisprachiges Medium DE|EN
- Quarterly 4 x p. a.



# KEY FACTS | EVENTS



## ca. 15 EVENTS & AMBASSADORS' RECEPTIONS PRO JAHR

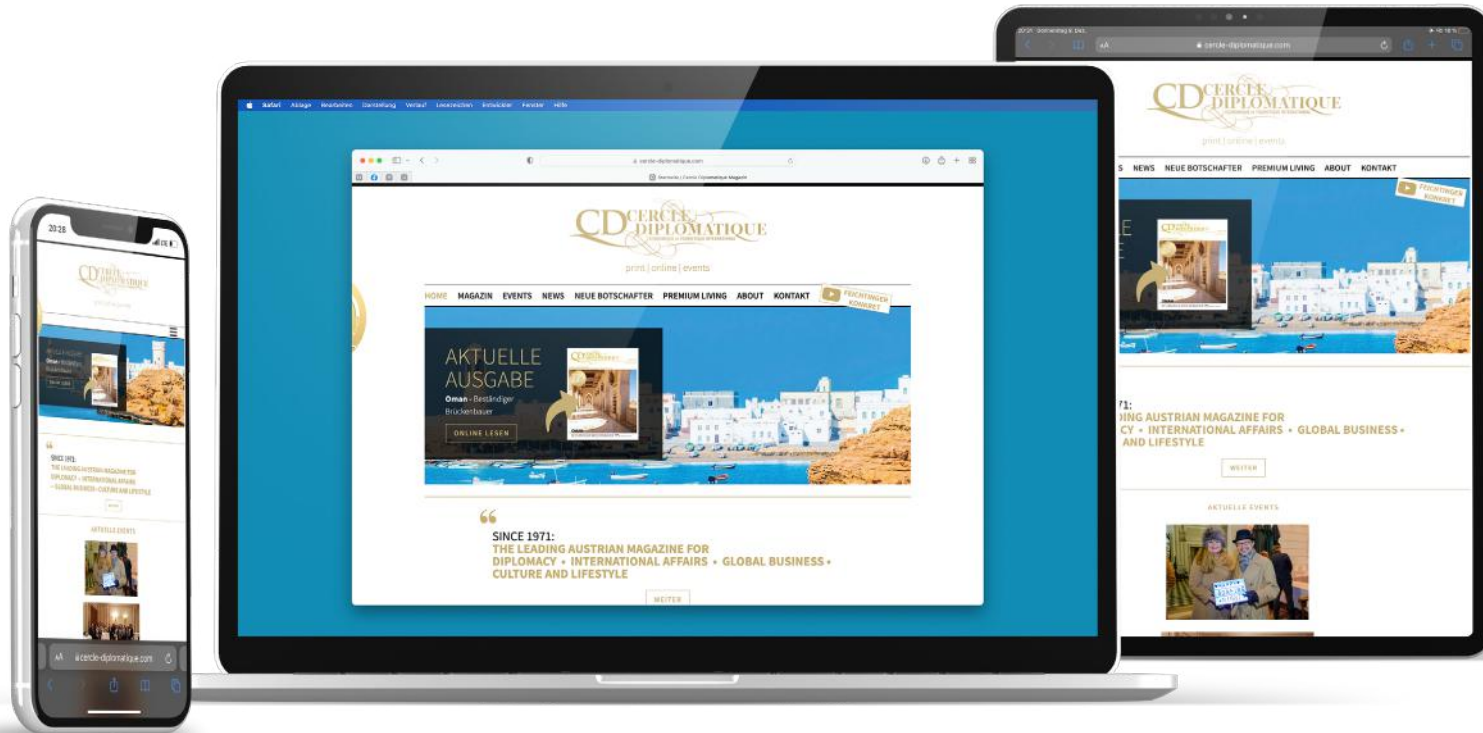
- 4 Empfänge Magazinpräsentationen
- 2 Ambassadors' welcome lunches
- 7 Previews | Kultur
- 2 Personal Assistants' & Protocol Events


## ca. 1.000 GELADENE GÄSTE





# KEY FACTS | DIGITAL



cercle-diplomatique.com  
Find us on 



# 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 succesful 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

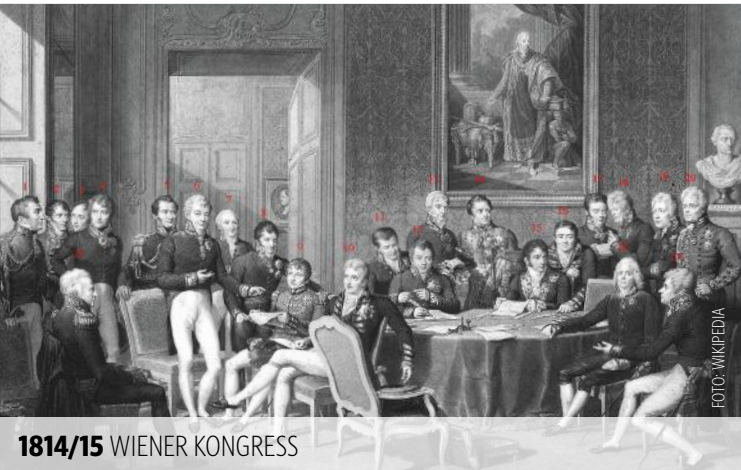
**The International Pharmacy sends warmest congratulations to CD for contributing to a healthy climate between nations for 50 years!**





# VIENNA TOWN OF TALK | TALK OF TOWN

## INTERNATIONALES PARKETT



1814/15 WIENER KONGRESS



1955 NEUTRALITÄT ÖSTERREICH



1961 KENNEDY-CHRUSCHTSCHOW GIPFEL



1965 OPEC



1979 VIC | UNO CITY



2014/2015, 2021 IRAN TALKS

🔑 Wien einzige Amtssitzstadt in der EU

🔑 nur vergleichbar mit NY und Genf

🔑 Wirtschaftsfaktor | 18.000 Konferenztage mit 154.000 Teilnehmern



# KEY CONTACTS

## FCM FIRSTCLASSMEDIA GMBH

Pokornygasse 17/2  
1190 Wien, Österreich

**Tel.:** +43 1 934 65 94  
**Fax:** +43 1 934 65 94-4

office@firstclassmedia.at  
cercle-diplomatique.com

**Andrea FÜRNEGER**  
Geschäftsführerin | Herausgeberin

**Mag. Alexander BURSKY**  
Geschäftsführer | Herausgeber



DIPLOMACY  
INTERNATIONAL AFFAIRS  
GLOBAL BUSINESS  
CULTURE & LIFESTYLE

Magazin | Online | Events

