Since 1971

YOUR KEY TO
A PRIVILEGED AUDIENCE.

Austria’s only bilingual information medium for the Diplomatic Corps. For the staff of more than 54 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

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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

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

- **54 International Organisations**
  - 120 NGOs
  - Trade Representations
  - Tourist Offices
  - Business Delegations
  - **20,000 People**

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

- **130 Austrian-Foreign Societies**

- **15 Think Tanks**

- **280 Honorary Consuls**

- **120 Bilateral Representations**

- **200 Multilateral Representations**

- **6,000 People**

- **Int. Affairs**

- **Diplomacy**

- **Decision Makers**

- **Global BIZ**

- **Politics**
  - Economy
  - Tourism
  - Art & Culture
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

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

Wolfgang Sobotka
President of the Austrian National Council

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

Michael Ludwig
Mayor and Governor of Vienna

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

Martin Selmayr
EU Commission Representative in Austria

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

Archbishop Pedro López Quintana
Apostolic Nuncio

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

Emil Brix
Director of the Diplomatic Academy Vienna

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

Heinz Fischer
Former Austrian Federal President
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 or 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

Vienna - only official seat in the EU

Only comparable with NY and Geneva

Economic factor | 10,600 conference days
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