



Since 1971

YOUR KEY TO A PRIVILEGED AUDIENCE.

**CD CERCLE
DIPLOMATIQUE**
ECONOMIQUE et TOURISTIQUE INTERNATIONAL

Austria's only bilingual information medium for the diplomatic corps.
For the employees of 54 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, tourism, art and culture.

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54
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THE LEADING AUSTRIAN MAGAZINE FOR

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INTERNATIONAL AFFAIRS
GLOBAL BUSINESS
CULTURE & LIFESTYLE

Magazine | online | events

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TOP-CLASS READERSHIP

highest education | 70 %+ university degree



AFFLUENT

highest income | 50 % above LAE (Reader analysis decision-makers) averaget



PERSONAL VALUES

liberal | conservative | cosmopolitan



SEX | AGE

58 % men | 42 % women | 40-65+



VALUE ADDITION INTERNATIONAL ORGANISATIONS

1.7 bn € | almost 20,000 jobs | 785 m € taxes and fees

KEY FACTS | ADVERTISING



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

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



CHINA

CHINA
PORTRAIT EINER SUPERMACHT | PORTRAIT OF A SUPERPOWER



BILINGUAL SOLITAIRE PRODUCT



PROFESSIONAL MUST-READ WITH PRIVATE ADDED VALUE



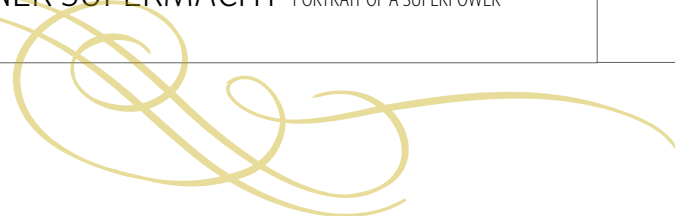
LARGE EDITORIAL TEAM | RELEVANT CONTENT



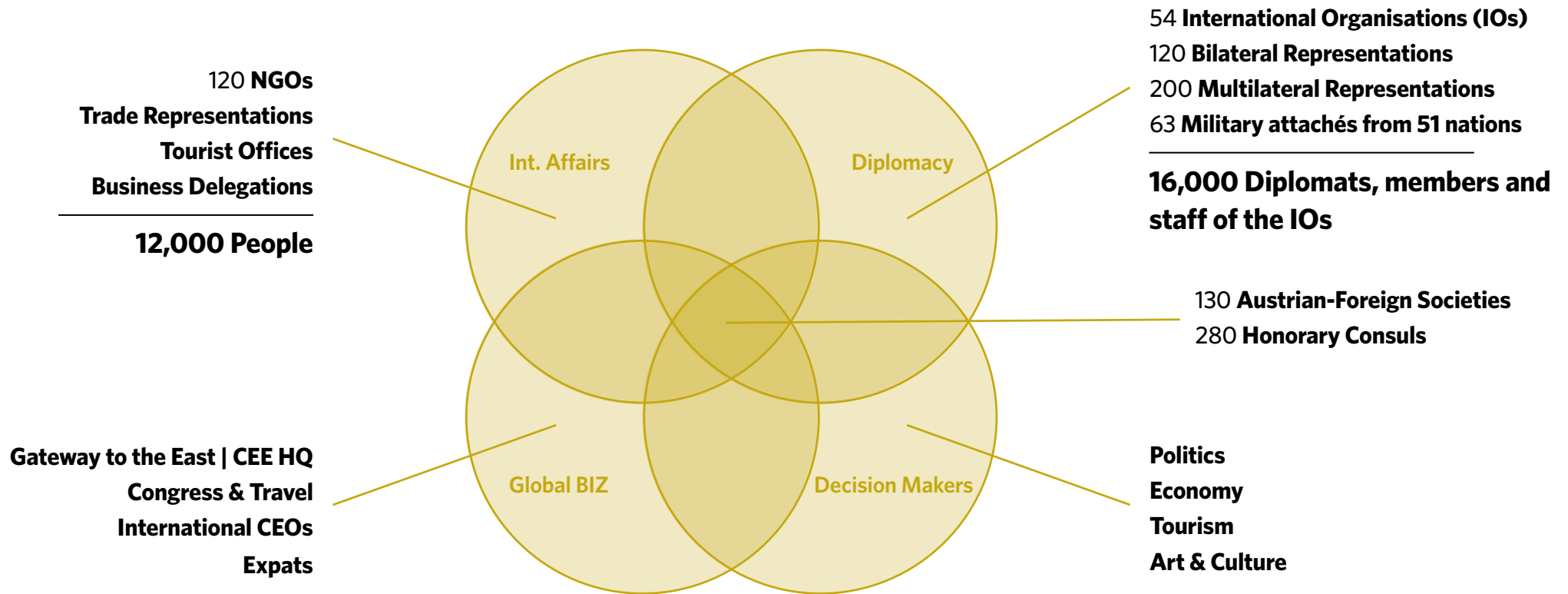
WORK TOOL, COLLECTOR- AND REFERENCE BOOK



SOPHISTICATED LIFESTYLE
high willingness to spend money | crisis-proof

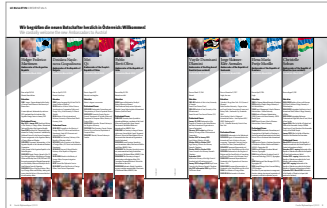


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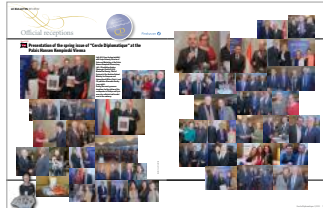


KEY CONTENTS

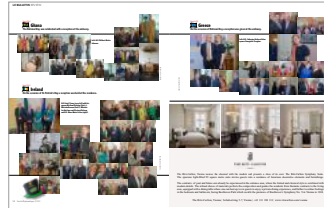
LE BULLETIN



New Credentials



Magazine Presentation & Networking



Official Receptions

SAVOIR VIVRE



Art & Culture



Global Adviser



Connoisseur

LE MONDE



Country Cover Story



Ambassador 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



FOTOS: REINE BRUNHÖLZL, QUIRIEL MORGENZSTERN, PHILIPP HUTTNER

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



KEY FACTS | DIGITAL



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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!



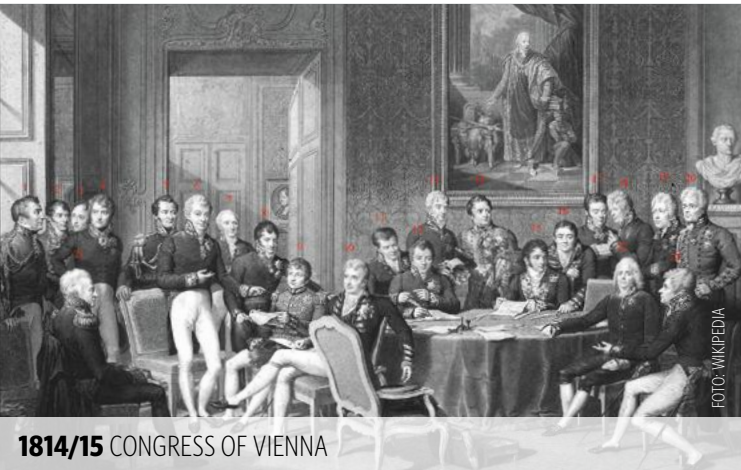
Renate Baldia
Owner of the International Pharmacy Vienna

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

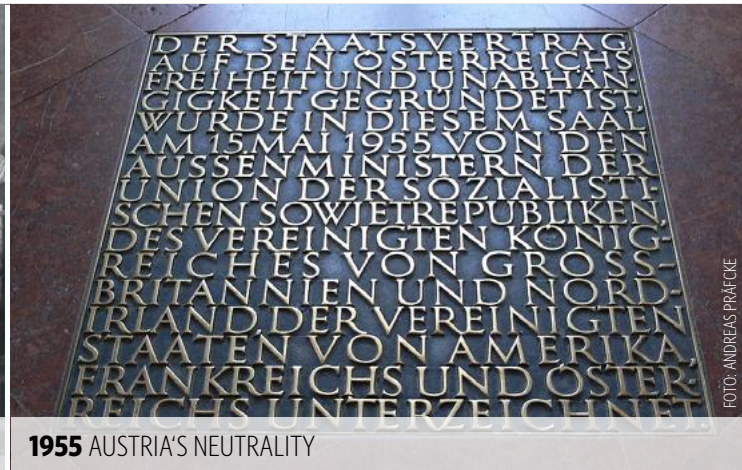


VIENNA TOWN OF TALK | TALK OF TOWN

INTERNATIONAL STAGE



1814/15 CONGRESS OF VIENNA



1955 AUSTRIA'S NEUTRALITY



1961 KENNEDY KHRUSHCHEV SUMMIT



1965 OPEC



1979 VIC | UNO CITY



2014/2015, 2021 IRAN TALKS



Vienna - only official seat in the EU



Only comparable with NY and Geneva



Economic factor | 18,000 conference days with 154,000 participants



KEY CONTACTS

FCM FIRSTCLASSMEDIA GMBH

Pokornygasse 17/2
1190 Vienna, Österreich

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

office@firstclassmedia.at
cercle-diplomatique.com

Andrea FÜRNEGER
Managing Director | Publisher

Mag. Alexander BURSKY
Managing Director | Publisher



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