

# MEDIADATA 2022

Since 1971

YOUR KEY TO A  
PRIVILEGED AUDIENCE.




Austria's only bilingual information medium for the diplomatic corps.  
For the employees of more than 40 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)

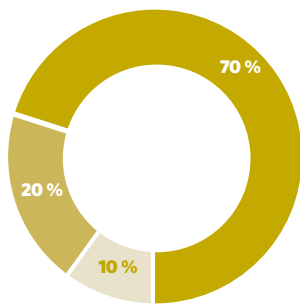
Find us on 



## CERCLE DIPLOMATIQUE MAGAZINE INTRODUCES ITSELF

For 50 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 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 Business- and Senator-Lounges from Austrian Airlines, the lounges of the General Aviation Center and the Vienna airport. CD Magazine is also present on board of private planes by Avcon Jet AG, City-Jet, Goldeck Flug 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 useful 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 is the great strength of CD Magazine and is also the distinguishing feature compared to other magazines in this sector.



#### 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
- Diplomatic Academy, PaN - Dachverband aller österreich - ausländischen Gesellschaften
- Economic chamber of commerce in Vienna and commercial counsellors abroad
- European Forum Alpbach, European-Forum Wachau, Salzburg Summit, Vienna Economic Forum
- 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
- CEO's 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 im General Aviation Center Flughafen Wien, Airport Lounges Flughafen Wien
- Business- and Senator Lounges of Austrian Airlines, Privatjets of Avcon Jet, Goldeck Flug, City Jet and Globe Air
- as e-paper at Media-Box (virtual bibliothek by Media Carrier): with 1.200 Hotels and 20 Airlines worldwide
- Coffeehous/Restaurants - Delivery in the first district of Vienna (via partners)
- Palais Niederösterreich, Conference Center Laxenburg
- Suite magazine directly in the suites of the following luxury hotels:  
Almdorf Seinerzeit, Hotel Altstadt Radisson Blu, Andaz Vienna Am Belvedere, Arcotel Kaiserwasser, Hotel Astoria, Astoria Relax & Spa-Hotel, Hotel Bristol - A Luxury Collection Hotel Vienna, Austria Trend Hotel Bosei, Austria Trend Hotel Europa, Chaletdorf Prechtldorfgut, Falkenstein Schloßhotel Velden, Feriendorf Holzlebn, Fleming's Deluxe Hotel, Golden Hill Country Chalets & Suites, 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, Hotel Sonnhof Ayurveda, Imperial Riding School Renaissance Hotel Vienna, Inter Alpen-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, 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, 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, Leoben Schloss-Kitzbühel, The Ring, Vienna's Casual, Luxury Hotel, Hotel Topazz, SO/Vienna, Stanglwirt, Vienna Marriott Hotel, Vila Vita Pannonia, 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



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.
- NEW since 2020: available in addition to Avcon Jet in the jets of the commercial airlines Goldeck-Flug, City-Jet and Globe Air
- e-paper in the MEDIA BOX: 1.200 hotels and 20 airlines worldwide use this service for their customers  
**[www.media-carrier.de/die-media-box/referenzen](http://www.media-carrier.de/die-media-box/referenzen)**
- From March 2021: Copies at the best restaurants & cafes in downtown Vienna (with a specialized media sales partner)
- High-quality contact to key figures
- Strong brand, on the market for 50 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: 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>	rund 200.000 pro Ausgabe (CD hat einen hohen Mitlesefaktor und eine lange Auflagedauer)
<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>	164 pages
<b>Distribution:</b>	ersonalised single & parcel shipping to our distribution partners
<b>Established:</b>	1971 (takeover & relaunch 2015)

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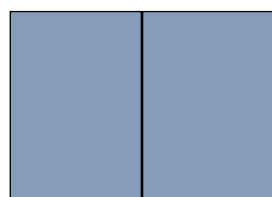
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Andrea FÜRNEWEGER  
Publisher

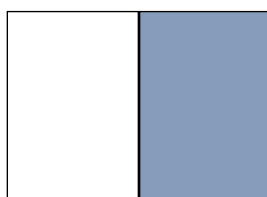
Mag. Alexander BURSKY  
Publisher



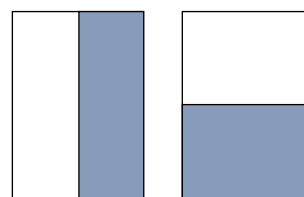
# AD RATES 2022



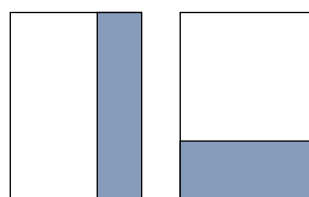
**Double page** **13.500 euros**  
SLOPING 460 x 297 mm



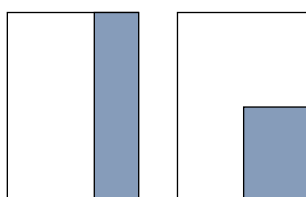
**1/2 page** **6.900 euros**  
SLOPING 230 x 297 mm



**1/2 page** **4.300 euros**  
**Vertical** SLOPING 115 x 297  
**Horizontal** SLOPING 230 x 148,5



**1/3 page** **3.600 euros**  
**Vertical** SLOPING 77 x 297  
**Horizontal** SLOPING 230 x 99



**1/4 page** **2.900 euros**  
**Vertical** SLOPING 57,5 x 297  
**box** PRINT SPACE 95 x 125,5



**bar (Le Guide)** **1.990 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>18.200 euros</b>
Back cover	<b>8.700 euros</b>
Inside front cover	<b>8.300 euros</b>
Inside back cover	<b>7.900 euros</b>

## Special advertising forms:

Tip-on cards, banderoles and glued-in inserts (sachets) on request. Design costs of promotions and advertorials (incl. logo) 350 euros per page, including two proof runs!

## Inserts on undefined place:

to 20 gr	euros 200	per thousand
to 30 gr	euros 210	per thousand
to 40 gr	euros 220	per thousand
In addition, on request		

## CD PUBLICATION DATES

Issue	Publication date	Copy deadline	Print deadline
01/2022	1. March	31. January	11. February
02/2022	1. June	29. April	13. May
03/2022	1. September	29. July	12. August
04/2022	1. December	31. October	11. November

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

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