



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 staff of more than 54 international organisations based in Vienna. For decision-makers in Austrian politics, business, tourism, art and culture.

And for advertisers who know that they hold the key to a unique world - to a busy, highly sophisticated clientele.

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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



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



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



CHINA
PORTRAIT EINER SUPERMACHT CHINA
PORTRAIT OF A SUPERPOWER



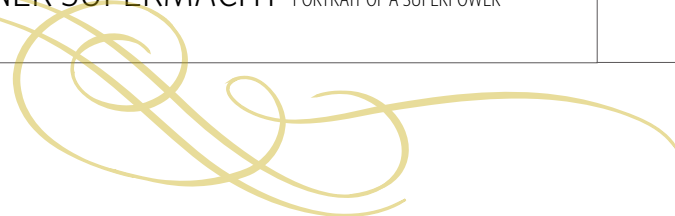
BILINGUAL SOLITAIRE PRODUCT

PROFESSIONAL MUST-READ WITH PRIVATE ADDED VALUE

LARGE EDITORIAL TEAM | RELEVANT CONTENT

WORK TOOL, COLLECTOR- AND REFERENCE BOOK

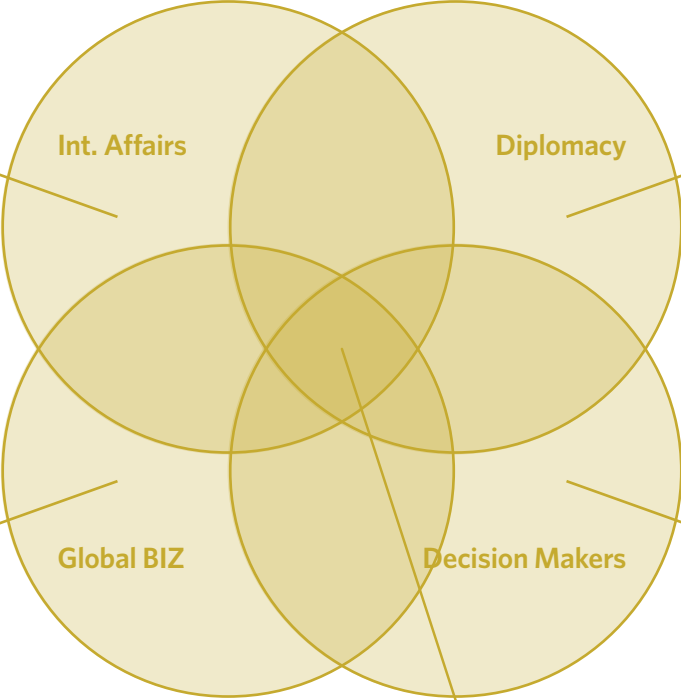
SOPHISTICATED LIFESTYLE
high willingness to spend money | crisis-proof



YOUR KEY TO A PRIVILEGED AUDIENCE

54 **International Organisations**
120 **NGOs**
Trade Representations
Tourist Offices
Business Delegations

20,000 People



120 **Bilateral Representations**
200 **Multilateral Representations**

6,000 People

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

Politics
Economy
Tourism
Art & Culture

130 **Austrian-Foreign Societies**
15 **Think Tanks**
280 **Honorary Consuls**



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



PHOTOS: REINE BRUNHÖLZL, OUIRIEL 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



PHOTO: WIKIPEDIA

1814/15 CONGRESS OF VIENNA



PHOTO: ANDREAS PRÄTCKE

1955 AUSTRIA'S NEUTRALITY



PHOTO: DEPARTMENT OF STATE

1961 KENNEDY-KHRUSHCHEV SUMMIT



PHOTO: OPEC

1965 OPEC



PHOTO: ADOBE STOCK

1979 VIC | UNO CITY



PHOTO: DRAGAN TITIC

2014/2015, 2021 IRAN TALKS



Vienna - only official seat in the EU



Only comparable with NY and Geneva



Economic factor | 10,600 conference days



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