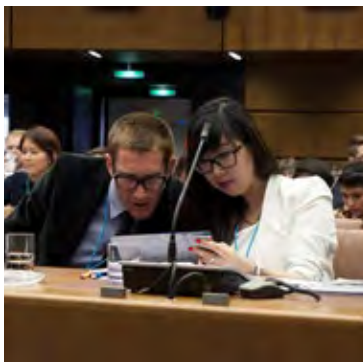




2020 Media Kit



European Diplomacy & Economics





Dear Prospective Partner,

The European Diplomacy & Economics Magazine is a professionally designed periodical focusing on diplomatic and consular affairs, with an insight on economics and culture with the aim to address the selected audience of the wider European Union rather than a single country. It is you whom we are addressing because we are convinced that with the help of our skills, our additional web appearance and our selected target audience we can offer you advertising which would particularly meet your needs. The magazine is published twice a year, and each publication is accompanied by side events in the field of culture, economy and diplomacy organized in different European cities. Should you have any questions regarding our offer, we are ready to be contacted and most honoured to cooperate with you.

Yours sincerely,

Erik Molnár

Founder & Publisher

The first edition was published in June 2014, since then you can enjoy it on more than 100 pages.

Yearly reaching more than 500,000 highly educated readers across Europe – in print and online.

An average copy of the European Diplomacy & Economics Magazine passes through the hands of 9.7 readers.



January

February

March

April

May

June

July

August

September

October

November

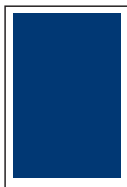
December





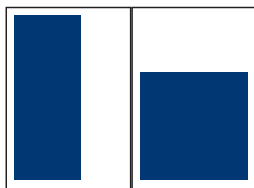
Ad Unit 2-page spread:

Trim size 420 x 297
Non-Bleed 394 x 252

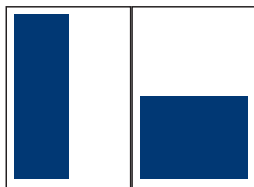


Ad Unit 1 page:

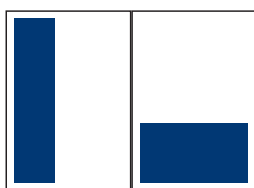
Trim size 210 x 297
Non-Bleed 184 x 252



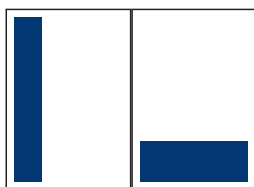
2/3 page vertical trim size 134 x 297
Non-Bleed 121 x 252
2/3 page horizontal trim size 210 x 188
Non-Bleed 184 x 168



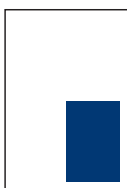
1/2 page vertical trim size 102,5 x 297
Non-Bleed 89,5 x 252
1/2 page horizontal trim size 210 x 148,5
Non-Bleed 184 x 123,5



1/3 page vertical trim size 71,5 x 297
Non-Bleed 57,5 x 252
1/3 page horizontal trim size 210 x 106,5
Non-Bleed 184 x 81,5



1/4 page vertical trim size 56 x 297
Non-Bleed 42 x 252
1/4 page horizontal trim size 210 x 85,5
Non-Bleed 184 x 60,5



1/4 page trim size
Non-Bleed 89,5 x 123,5

Rates 2020-2021

• Spread (2x page rate)	Euro 18,500
• Cover 2 Spread	Euro 26,500
• 1 Page	Euro 10,500
• Opposite TOC	Euro 15,500
• 4th Cover	Euro 28,500
• 3rd Cover	Euro 18,500
• 2nd Cover	Euro 18,500
• 2/3 Page	Euro 7,500
• 1/2 Page	Euro 6,500
• 1/3 Page	Euro 5,500
• 1/4 Page	Euro 3,500-4,500

European Diplomacy & Economics Frequenz-Rabatte

Frequency discounts are available
for one calendar year

from 2 appearance 10%
from 4 appearance 20%
from 7 appearance 30%
from 10 appearance 40%

Premium rate:

Position specified by the advertiser
15% for 1/1 pages
Cooperated Advertisement:
10% from booked format surcharges
will be discounted

All other special requests are to be discussed individually.
All our fees exclude 5% Local Business Tax and 20% VAT in Austria.
All material are requested on PDF data storage device from our procurers. Should you have any further technical queries, please do not hesitate to contact our colleague in person or via e-mail.
Declining show: 3 mm bleed on all sides.
Please place broached endangered logos or texts in descending show 5 mm from the trim away.
File Formats
PDF/X-1a:2003
Scanned images must be high resolution (300 dpi) CMYK.
No spot colors, RGB, LAB, or ICC profiles and saved in TIFF or EPS format
All fonts must be included and by Type 1 or 3
No TrueType Fonts

Advertorial

Advertorials are articles that include a marketing message. They are a very attractive advertising option that allows you to present your message in an informative and educational way to our readers. The idea is to present an existing problem or condition in a written one-page article and then provide a solution – your product or service! Moreover our premium package includes advertorial that you write or we ghost-write. This specialized and expanded format is the perfect complement to traditional image-building advertising. As a bonus, you can accompany your advertorial with a full-page advertisement.

Online Advertorials

Online advertorials are one of the most effective forms of digital marketing. The standard advertorial is about 1500-1750 words, is written in a casual, consumer-friendly style and contains a link at the bottom that leads to a landing page or microsite, ideally one that is specifically designed to convert clicks to leads. What is more we offer you online advertorials to market a wide array of products, services and causes. Virtually any product, service or cause that has more features and benefits than you can thoroughly discuss in 30 seconds is an excellent candidate for an online advertorial.

Benefits of advertorials

An advertorial is the combination of an advertisement and an editorial. The advertisement is usually written in an objective article made to look like an independent news story. The way a written article differs with an advertorial is that information is provided on a product or service but in a way that the reader does not feel persuaded in any way. You have more time and space to go into depth about the merits of your product or service and through the use of the blurring of “content” versus “advertising” readers are more likely to bestow import on the message because of the format of the writing.

People may have a preconceived idea of what a product does and its quality. However an advertorial can enhance the image of a product, elevating its features and changing the mind of readers, making them feel that it is a quality product.

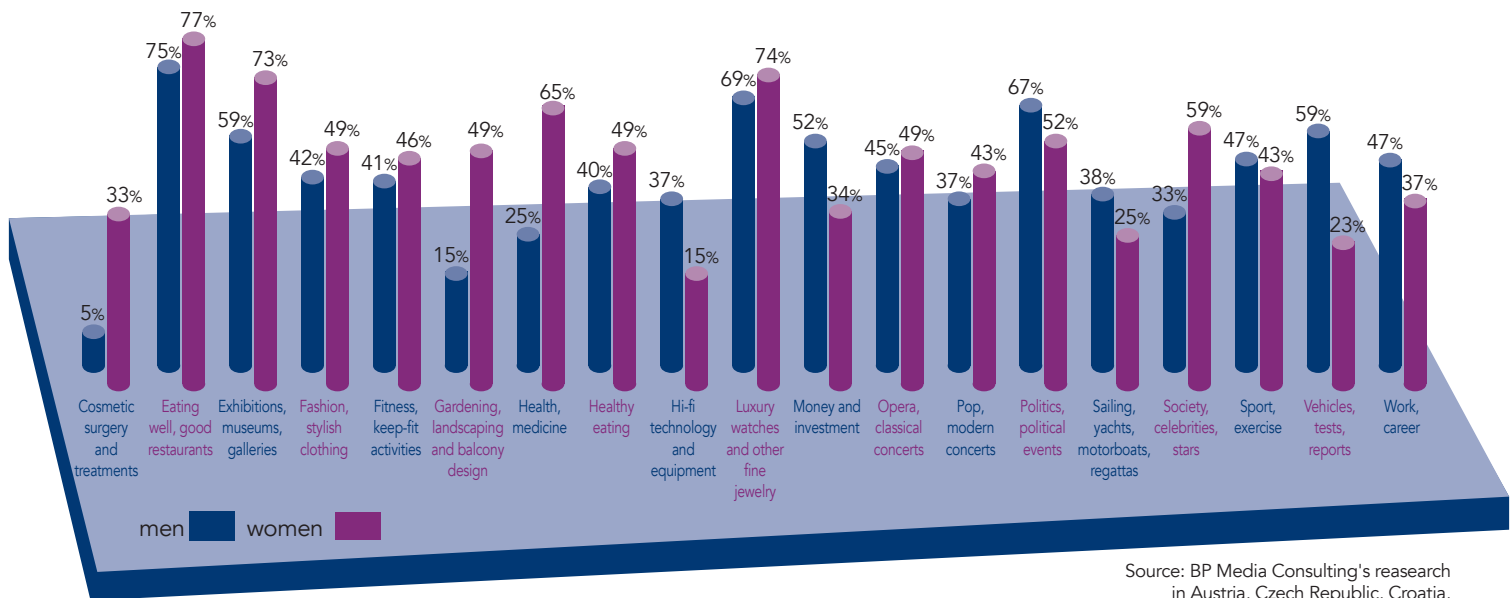
Bespoke it

Contact us and we will find a program that suits your budget and desire... From full-page image advertising to advertorials we create your advertisements.

Digital



Readers' interests



Source: BP Media Consulting's research in Austria, Czech Republic, Croatia, Germany, Hungary, Italy, and Slovakia in 2016-2018.

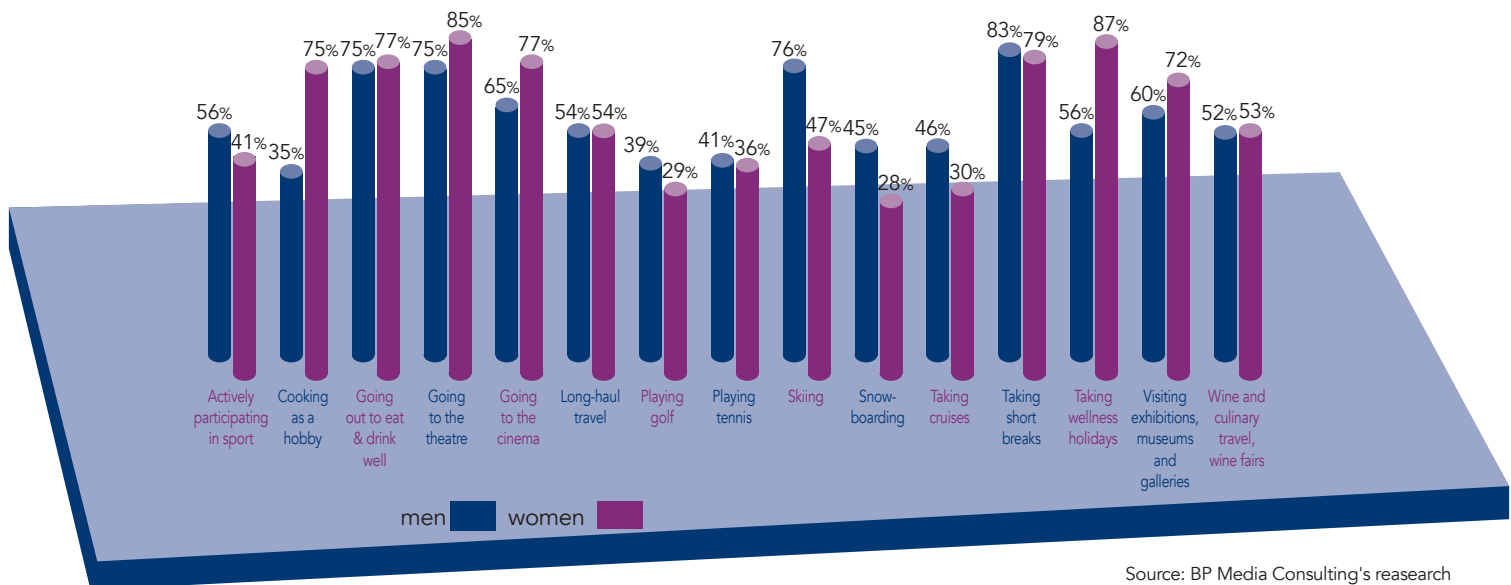
European Diplomacy & Economics is sent as well as a community paper directly by post and parcel shipment to:

- frequently in Central Europe and further countries
- all bilateral & multilateral embassies
honorary & honorary general consuls
- all ministries, government offices and provincial administrations,
and all fractions in parliaments
- executives, senior executives and decision-makers
from the fields of politics, business, banking and insurance,
tourism & culture
- economic chambers, chamber of commerce
- international organizations and UN organizations
- CEO's of Top-100-companies per countries
- VIP Lounge at international airports
- Suite magazine in the following luxury hotels:
Hotel Sacher Wien & Salzburg, Hotel Bristol Wien,
Kempinski Hotel Bristol Berlin,
Kempinski Hotel Corvinus Budapest, Hotel Westin Zagreb etc.
- Doctors, lawyers, luxury hotels in Central Europe,
private clinics etc.

It's best
read & enjoyed
in print.



Readers' leisure activities



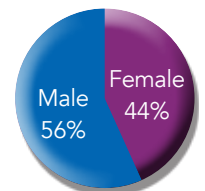
Source: BP Media Consulting's research in Austria, Czech Republic, Croatia, Germany, Hungary, Italy, and Slovakia in 2016-2018.

PUBLICATION DATA

Circulation: 15,000 issues
 Readers: Above 100,000 per issue
 Languages: English
 Frequency: 2 or 3 x per annum
 Format: 210x297 mm
 Volume: 100 pages (average)

AUDIENCE PROFILE

Active people, aged 25-60 years old
 Average Income EUR 69,500
 Highly qualified, graduated from higher education
 Diplomats, civil servants, middle and top managers, company owners, entrepreneurs
 Most of them above average income and purchasing power
 Living a healthy, active and trendy lifestyle
 Quality and exclusivity are very important in purchasing decisions
 They have the financial background to finance their hobbies and free time



Please contact us for more information about advertising and appearance opportunities

European Diplomacy & Economics | INTERNATIONAL SALES

sales@eudne.com

European Diplomacy & Economics | EDITORIAL

Erik Molnár Jr.
 Editor in Chief

Editor-in-Chief@eudne.com

European Diplomacy & Economics Magazine
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 Erik Molnar Communication & Media Verlag KG
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office@eudne.com

The European Diplomacy & Economics Magazine

European Diplomacy & Economics is a growing media and branding establishment, with a focus on diplomatic issues and information about business, leadership and lifestyles. European Diplomacy & Economics' mission is to deliver actualities on the people and ideas changing the world to our community of affluent public and business decision makers.

What distinguishes the European Diplomacy & Economics from other media brands is our unique right of entry to the leader decision makers either in Economics or Diplomacy. We also distinguish ourselves its distribution is unique in the sense that it covers the entire European Union. There is always a need for information, it has a crucial role. The most important treasure of our century is information. It is the responsibility of the press to always provide information, at all circumstances and to be the flag-bearer of free information flow. Our aim is to achieve this in the field of diplomacy and economics according to the challenges of the 21st century. Our professional audience is provided with a magazine which is not bound to national borders and which is familiar with the events shaping the life of the world. The European Diplomacy & Economics Magazine is to introduce the world and professional activities of diplomats accredited in the European Union countries and at the same time to provide insight into the areas of international business life related to Europe. It presents the work and opinion of ambassadors, senior government officials, and corporate executives through interviews. The magazine deals with culture, international events, social life and events and processes embracing and directly or indirectly influencing international diplomacy and economic life.

Our mission is to introduce different nations and people and value through diplomatic and economic processes. The magazine is unique in the sense that it will be distributed to all embassies and consular missions of the target countries, local ministries, UN specialized agencies and other non-governmental agencies and companies – free of charge for them. Furthermore, it will be distributed in the capitals of countries in close contact with the EU. In addition, it will also be available in some exclusive hotels of European capitals. Be our partner in this cross-border co-operation.



Yours sincerely,

Erik Molnár Jr.

Editor in Chief