

ENJOY A COLLECTOR'S ITEM READ BY THE 100,000 MOST IMPORTANT PEOPLE IN BELGIUM!

To be present in Diplomatic World means entering the world of your target group, touching them at the core of their expectations and passions. And it is, of course, the ideal moment for presenting your products and services to readers looking for information of the highest quality.



Based on a quarterly circulation of about 15,000 copies, our readers are:

- Top managers selected from 2000 firms and the most important multinational companies in Belgium
- 3,300 directors of SME firms based in Belgium
- 2,800 members of the most important Belgian business clubs (both French- and Dutch-speaking)
- 1,530 international officials (NATO, SHAPE, senior Belgian army officers)
- 970 Ambassadors and Heads of Delegations (both national and EU missions)
- 700 Belgian and Dutch Honorary Consuls
- 550 members of the Executive Boards of the most important professional federations (FEB – VEV - UNICE - FEBISP – AGORIA – UWE – UNIZO - FEDICHEM)
- 754 Members of the European Parliament (who have each asked to receive DW)
- 160 Federal Ministers and also the heads of their private offices, our international PR people, their trade and/or economic representatives, regional Ministers and their private office heads
- 27 EU Commissioners, and the heads, spokespersons and selected members of their private offices
- The Royal Family of Belgium.

THOSE WHO VALUE COMMUNICATION WITH DECISION MAKERS CHOOSE DIPLOMATIC WORLD, BECAUSE THE WISH OF EVERYBODY IS TO REACH THIS EXCEPTIONAL AUDIENCE WITH HIGH PURCHASING POWER, WHERE EACH MESSAGE HAS A CHANCE FOR A GREATER IMPACT.

CEO's and company directors as well as the **high-level management executives** belonging to the private sector or government institutions, being Belgian or international organizations established in Belgium, constitute the occupational category mostly represented, i.e. **over 70% of our readership**. The residual third gathers the professionals belonging to **scientific and intellectual domains** such as doctors, lawyers, academic professors and researchers, lobbyists and journalists working in our country. Our readership thus is constituted of all those **decision-makers** living and working in Belgium, and of course also in and outside Brussels, and belonging to the economical, financial, political, administrative, diplomatic, scientific and cultural circles of authority. The three-quarters of our readers are Belgian citizens, the last quarter covering the full spectrum of foreign nationals living and working mostly in and around the Brussels Region.

4000 copies of this magazine have been sent out for the following exceptional events in the economic and diplomatic worlds:

- The yearly European Business Summit, the '175 Years of Belgium', the European Jubilee or welcome events ran by the FEB for trade delegations, the Legal Awards, the European Corporate Security Association (ECSA)
- Galas and VIP evenings in Belgium organized by our parent company Punch Communications Group
- Associated with the Belgian Chambers of commerce in their communication and public relations initiatives
- The Annual conference of Ambassadors in Belgium, Circle International Diplomatique et Consulaire (CIDIC), Ordre de Saint-Gabriel
- Sponsor of various renowned scientific, cultural and charity events, i.e. the Royal Institute for International Relations (IRI), the 'Lutte contre le cancer' association, The Legal Awards.
- 1000 copies of the magazine are distributed to prestige locations in Benelux (4- and 5-star hotels, restaurants, exclusive country seats, golf clubs, event spaces and castles)

Comments:

- In industrial circles, our magazine is mainly read in companies employing more than 100 people.
- While our mailing list is mostly composed of male readers, copies of the magazine are sent to the private addresses of our target readers and is also read by their wives and partners, especially for the sections on lifestyle and travel.

