



Concept

In 2023, **Le Vif/Knack Weekend**, **Le Vif/Knack Extra** and **Trends Style** will highlight the latest creations in the high end jewels and watches in very special editions dedicated to this fascinating sector.

Knack Weekend (Dutch) and **Le Vif Weekend** (French) are leading lifestyle magazines in Belgium. Both magazines focus on fashion, travel, gastronomy, architecture, design, beauty and wellness.

Trends Style (D/F) is the favourite monthly magazine of all men and women appreciating elegance and good taste. The editorial calendar presents 8 very fine issues, real bibles on the good life with articles on fashion, watches and accessories, jewels and beauty.

Le Vif/L'Express and **Knack Extra** bring a special annual guide **Horlogerie**, in an extra large format and just in time for the end-of-year parties.

PUBLICATION

TITLE	EDITION	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Knack Weekend/Le Vif Weekend	Love is in the air	08-09/02/2023	23/01/2023	30/01/2023
Feeling/GAEL	Big spring/summer fashion edition	15/02/2023	17/01/2023	20/01/2023
Trends Style D/F	Fashion, Beauty/Health	16/02/2023	01/02/2023	02/02/2023
Knack Weekend/Le Vif Weekend	Special Gentlemen's Style	08-09/03/2023	20/02/2023	27/02/2023
Knack Weekend/Le Vif Weekend	Accessories Special	15-16/03/2023	27/02/2023	06/03/2023
Trends Style D/F	Luxury, Dreamcars	16/03/2023	01/03/2023	02/03/2023
Knack Weekend/Le Vif Weekend	BLACK DELUXE	22-23/03/2023	03/03/2023	07/03/2023
Trends Style D/F	Outdoor/ Travel	13/04/2023	28/03/2023	29/03/2023
Le Vif Weekend	Sporty is the new style	13/04/2023	30/03/2023	04/04/2023
Knack Weekend/Le Vif Weekend	BLACK DESIGN	19-20/04/2023	30/03/2023	03/04/2023
Trends Style D/F	Watches/ Technology	11/05/2023	25/04/2023	26/04/2023
Trends Style D/F	Design/Culinary	08/06/2023	23/05/2023	24/05/2023



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TITLE	EDITION	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Trends Style D/F	Architecture/Real estate/Sports/relaxation	06/07/2023	21/06/2023	22/06/2023
Knack Weekend/Le Vif Weekend	SPECIAL BLACK KNOKKE	26/07/2023	07/07/2023	14/07/2023
Feeling/GAEL	Big fall/winter fashion edition	23/08/2023	24/07/2023	27/07/2023
Knack Weekend/Le Vif Weekend	Special Gentlemen's Style	13-14/09/2023	28/08/2023	04/09/2023
Trends Style D/F	Fashion/ Beauty/ Health	14/09/2023	30/08/2023	31/08/2023
Knack Weekend/Le Vif Weekend	Accessories Special	04-05/10/2023	18/09/2023	25/09/2023
Trends Style D/F	Watches/ Design	05/10/2023	20/09/2023	21/09/2023
Knack Weekend/Le Vif Weekend	BLACK DESIGN	18-/10/2023	29/09/2023	03/10/2023
Trends Style D/F	Luxury/ Architecture/ Real estate	02/11/2023	17/10/2023	18/10/2023
Knack Weekend/Le Vif Weekend	BLACK DELUXE	08-/11/2023	19/10/2023	23/10/2023
Knack/Le Vif Extra	Watches	15-/11/2023	30/10/2023	03/11/2023
Feeling/GAEL	Party issue	22/11/2023	24/10/2023	27/10/2023
Knack Weekend/Le Vif Weekend	Special Jewels and Watches	22-23/11/2023	06/11/2023	13/11/2023
Knack Weekend/Le Vif Weekend	BLACK PARTY	29-30/11/2023	10/11/2023	14/11/2023
Knack Focus/Le Vif Focus	Gifts Special	06-07/12/2023	20/11/2023	27/11/2023
Knack Weekend/Le Vif Weekend	Special Luxury Gifting	06-07/12/2023	20/11/2023	27/11/2023
Trends Style D/F	Party	07/12/2023	22/11/2023	23/11/2023

RATES

FORMAT	RATES
1/1 page in Trends Style (F/D)	€ 8.700,00
1/1 page in Le Vif Weekend + Knack Weekend	€ 23.700,00
1/1 page in Le Vif / Knack Extra (F/D)	€ 24.000,00

KEYFACTS

Print run :

92.879 (Knack Weekend) + 63.684 (Le Vif Weekend), for the Black specials: check our overview 'print run'.

Print run Trends Style :

53,921 copies

Profile:

- Le Vif Weekend: 49.7% SG 1-3, RLP: 286,316
- Knack Weekend: 52.5% SG 1-2, RLP: 389,017
- Trends Style F+D: 42,1% SG 1-3; RLP: 136.044
- Knack: 51.8% SG 1-3, RLP: 445.055
- Le Vif/L'Express: 46.81% SG 1-3, RLP: 407.018