



**CONCEPT**

Knack and Le Vif Weekend come out 9 times a year in a luxury edition under the code name Black. The Black editions are built around a central theme that is covered in great detail and are real collector's items; to be read, re-read and then kept. They have a thicker and bigger format, are printed on matt, environmentally-friendly paper, and contain a harmonious mix of short, topical reports, interesting portraits and exciting articles.

**PUBLICATION**

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Black Fashion	22-23/02/2023	03/02/2023	07/02/2023
Black Deluxe	22-23/03/2023	03/03/2023	07/03/2023
Black Design	19-20/04/2023	30/03/2023	03/04/2023
Black Travel	17-18/05/2023	26/04/2023	28/04/2023
Black Fashion	30-31/08/2023	10/08/2023	14/08/2023
Black Food	27-28/09/2023	08/09/2023	12/09/2023
Black Design	18-19/10/2023	29/09/2023	03/10/2023
Black Deluxe	08-09/11/2023	19/10/2023	23/10/2023
Black Party	29-30/11/2023	10/11/2023	14/11/2023





## RATES

FORMAT	RATE
1/1 page	€ 23.700,00+ supplement for preferential placement*
1/1 page F&BI	€ 18.900,00+ supplement for preferential placement*
2/1 page	€ 47.400,00+ supplement for preferential placement*
2/1 page F&BI	€ 37.800,00+ supplement for preferential placement*

\* Check out our placement policy on [www.roulartamedia.be](http://www.roulartamedia.be). For any question related to available placements, please contact us.

## KEYFACTS

### Print run :

92.879 (Knack Weekend)  
+ 63.684 (Le Vif Weekend)

### RLP:

Knack Weekend  
+ Le Vif Weekend : 659.603

### Profile:

- Knack Weekend:  
52.5% social groups 1-3 64.8%  
social groups 1-4,  
52.1% women,  
49.6% higher education
- Le Vif Weekend:  
49.7% social groups 1-2 and  
58.5% social groups 1-4,  
58.3% women,  
51.5% higher education