



Concept

Every week, Knack & Le Vif Weekend present a variety of lifestyle news, always focused on 5 main categories: Fashion, Beauty, Design, Travel and Food. Our editorial staff informs the reader about the latest trends, the places to be, ... Since Beauty is one of Knack & Le Vif Weekend's main strengths, there are several special editions that are dedicated to beauty. Below you can find an overview of all the beauty issues for 2022.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Clean (beauty/food/fashion)	18-19/01/2023	02/01/2023	09/01/2023
Love is in the air	08-09/02/2023	23/01/2023	30/01/2023
BLACK DELUXE	22-23/03/2023	03/03/2023	07/03/2023
File Women gift ideas	03-04/05/2023	14/04/2023	21/04/2023
Sunshine beauty	07-08/06/2023	19/05/2023	26/05/2023
File Men gift ideas	31/05-01/06/2023	11/05/2023	19/05/2023
Black DELUXE	08-09/11/2023	19/10/2023	23/10/2023
File Perfume addict + Luxury living	15-16/11/2023	27/10/2023	06/11/2023
Black Party	29-30/11/2023	10/11/2023	14/11/2023
File Luxury gifting	06-07/12/2023	20/11/2023	27/11/2023

RATES

FORMAT	RATE
1/1 page in Le Vif Weekend + Knack Weekend	€ 14.300,00
1/1 page in Weekend Black	€ 18.900,00

Rates for advertisers in the sectors Fashion & Beauty

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