



Concept

In 2022, we present nine Knack/Le Vif Weekend Black editions. 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. In september, Weekend Black Food will appear. This luxury edition will focus on gastronomy.

ISSUE DATES

| THEME | ISSUE DATE | RESERVATION DEADLINE | MATERIAL DEADLINE |
|------------------------------|------------|----------------------|-------------------|
| Black Food Knack Weekend | 27/09/2023 | 08/09/2023 | 12/09/2023 |
| Black Food Le Vif Weekend | 28/09/2023 | 12/09/2023 | 14/09/2023 |

RATES

| FORMAT | RATE |
|--|-------------|
| 1/1 page in Knack Weekend + Le Vif Weekend Black Food | € 23.700,00 |
| 1/1 for advertisers from the fashion, beauty and interior sector | € 18.900,00 |

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