



Concept

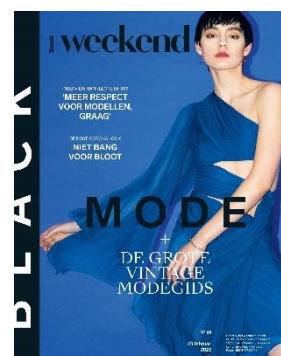
Every week, Knack & Le Vif Weekend present a variety of lifestyle news, always focused on 5 main categories: Fashion, Beauty, Design, Travel and Food. Striking photo shoots alternate with interviews and reports on important players in all these areas. Fashion trends and news from the fashion world are explored in a dynamic format, new products are tested and new designs are screened. The editors also report on the places to be, give readers an exclusive look behind the scenes with creators and innovative minds and even comment on hot news in the street etc.

Since fashion is one of Knack & Le Vif Weekend's main strengths, many editions devote considerable attention to the new collections, accessories, fashion houses, looks etc.

Besides the fashion trilogy Black Fashion, Belgian Fashion Special and Men's Fashion Special, there are other specials that focus on fashion items or extensive reports that address the theme of fashion in an original context.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Love is in the air	08-9/02/2023	23/01/2023	30/01/2023
Generation-Z	15-16/02/2023	30/01/2023	06/02/2023
BLACK FASHION	22-23/02/2023	03/02/2023	07/02/2023
Special Belgian Fashion	01-02/03/2023	10/02/2023	14/02/2023
Special Gentlemen's Style	08-09/03/2023	20/02/2023	27/02/2023
BLACK DELUXE	22-23/03/2023	03/03/2023	07/03/2023
Swimwear	29-30/03/2023	13/03/2023	20/03/2023
Sporty is the new style	12-13/04/2023	30/03/2023	04/04/2023
Jeans Fashion	24-25/05/2023	05/05/2023	12/05/2023
KNACK WEEKEND SPECIAL BLACK KNOCKE	26/07/2023	07/07/2023	14/07/2023





THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
BLACK FASHION	30-31/08/2023	10/08/2023	14/08/2023
Special Belgian Fashion	06-07/09/2023	18/08/2023	22/08/2023
Special Gentlemen's Style	13-14/09/2023	28/08/2023	04/09/2023
Jeans	11-12/10/2023	25/09/2023	02/10/2023
Lingerie lover	01-02/11/2023	13/10/2023	20/10/2023
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 in Le Vif Weekend + Knack Weekend	€ 14.300,00
1/1 page in Weekend Black F/D	€ 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 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