



Concept

Knack & Le Vif Weekend start the season with the Kids dossiers.

Adored and pored over by anyone who loves dressing children in the latest and hippest collections, with coverage of both Belgian and international brands.

The focus is on fashion trends in kids' clothes and shoes, accessories & must-haves, trendy toys, media and decorations.

From an editorial perspective, these specials are a way of communicating with parents while focusing on kids.

ISSUE DATE

ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
15-16/02/2023	30/01/2023	06/02/2023
23-24/08/2023	04/08/2023	11/08/2023

RATES

FORMAT	RATE
1/1 page Le Vif Weekend + Knack Weekend	€ 23.700,00

KEY FACTS

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