



Concept

Belgian designers and fashion labels make their voices heard time and again at a global level, and are also well loved in their home country.

The readers of Knack & Le Vif Weekend have expressed a clear interest in this topic for many years, as close followers of Belgian fashion.

Mode, dit is Belgisch / Mode c'est Belge is entirely devoted to Belgian fashion designers and manufacturers, presenting the latest updates on young talent as well as the collections of established names.

With a strong visual presence and a broad, interested target audience.

ISSUE DATE

ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
01-02/03/2023	10/02/2023	14/02/2023
06-07/09/2023	18/08/2023	22/08/2023

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