

CONCEPT

Knack and Le Vif Weekend come out 9 times a year in a luxury edition under the code name Black. 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. They have a thicker and bigger format, are printed on matt, environmentally-friendly paper, and contain a harmonious mix of short, topical reports, interesting portraits and exciting articles.

PUBLICATION

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Black Fashion	19/02/2025	31/01/2025	04/02/2025
Black Luxe	19/03/2025	28/02/2025	04/03/2025
Black Design	16/04/2025	28/03/2025	01/04/2025
Black Travel	14/05/2025	26/04/2025	28/04/2025
Black Fashion	27/08/2025	07/08/2025	11/08/2025
Black Food	24/09/2025	05/09/2025	09/09/2025
Black Design	15/10/2025	26/09/2025	30/09/2025
Black Luxe	05/11/2025	17/10/2025	21/10/2025
Black Party	26/11/2025	06/11/2025	10/11/2025



RATES

FORMAT	RATE
1/1 page	€ 24.400,00+ supplement for preferential placement*
1/1 page F&BI	€ 19.500,00+ supplement for preferential placement*
2/1 page	€ 48.800,00+ supplement for preferential placement*
2/1 page F&BI	€ 39.000,00+ supplement for preferential placement*

* Check out our placement policy on www.roulartamedia.be. For any question related to available placements, please contact us.

KEYFACTS

Print run :

71.261 (Knack Weekend)
+ 39.562 (Le Vif Weekend)

RLP:

Knack Weekend
+ Le Vif Weekend : 483.816

Profile:

- Knack Weekend:
 - 31,4% SG 1-2
 - 67,2% SG 1-4
 - 55,8% women
 - 59,1% higher education
- Le Vif Weekend:
 - 27,3% SG 1-2
 - 56,4% SG 1-4
 - 50,1% women
 - 51,5% higher education