



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**. Our editorial staff informs the reader about the latest trends, the places to be, ... Since **Beauty** is one of Knack & Le Vif Weekend's main strengths, there are several special editions that are dedicated to beauty. Below you can find an overview of all the beauty issues for 2025.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Valentine	05-06/02/2025	20-21/01/2025	27-28/01/2025
Stadsdossier Brugge/Namen	26/02-13/03/2025	07/02-25/02/2025	11/02-04/03/2025
BLACK DELUXE	19-20/03/2025	28/02-04/03/2025	04-06/03/2025
Stadsdossier Antwerp/Brussels	07-08/05/2025	16-18/04/2025	18-23/04/2025
Sunshine beauty	04-05/06/2025	16-19/05/2025	23-26/05/2025
Stadsdossier Ghent/Liège	01-09/10/2025	15-23/09/2025	22-30/09/2025
Black DELUX	05-06/11/2025	17-21/10/2025	21-23/10/2025
Stadsdossier Brussels	13/11/2025	27/10/2025	03/11/2025
Black Party	26-27/11/2025	06-10/11/2025	10-13/11/2025

RATES

FORMAT	RATE
1/1 page in Le Vif Weekend + Knack Weekend	€ 14.400,00
1/1 page in Weekend Black	€ 19.500,00

Rates for advertisers in the sectors Fashion & Beauty

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