



Concept

In 2025, we present nine Knack/Le Vif Weekend Black editions. 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. In September, Weekend Black Food will appear. This luxury edition will focus on gastronomy.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Black Food Knack Weekend	24/09/2025	05/09/2025	09/09/2025
Black Food Le Vif Weekend	25/09/2025	09/09/2025	11/09/2025

RATES

FORMAT	RATE
1/1 page in Knack Weekend + Le Vif Weekend Black Food	€ 24.400,00
1/1 for advertisers from the fashion, beauty and interior sector	€ 19.500,00

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