



Concept

In 2024, **Le Vif/Knack Weekend**, **Le Vif/Knack Extra** and **Trends Style** will highlight the latest creations in the high end jewels and watches in very special editions dedicated to this fascinating sector.

Knack Weekend (Dutch) and **Le Vif Weekend** (French) are leading lifestyle magazines in Belgium. Both magazines focus on fashion, travel, gastronomy, architecture, design, beauty and wellness.

Trends Style (D/F) is the favourite monthly magazine of all men and women appreciating elegance and good taste. The editorial calendar presents 8 very fine issues, real bibles on the good life with articles on fashion, watches and accessories, jewels and beauty.

Le Vif/L'Express and **Knack Extra** bring a special annual guide *Horlogerie*, in an extra large format and just in time for the end-of-year parties.

PUBLICATION

TITLE	EDITION	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Knack Weekend/Le Vif Weekend	Valentine Gifting men and women	07/02/2024	22/01/2024	29/01/2024
Feeling/GAEL	Big spring/summer fashion edition	21/02/2024	23/01/2024	26/01/2024
Knack Weekend/Le Vif Weekend	Special Men High-tech	06/03/2024	19/02/2024	26/02/2024
Knack Weekend/Le Vif Weekend	Accessories Special	13/03/2024	26/02/2024	04/03/2024
Trends Style D/F	Luxury, Dreamcars	24/03/2024	28/02/2024	29/02/2024
Knack Weekend/Le Vif Weekend	BLACK LUXE	20/03/2024	01/03/2024	05/03/2024
Trends Style D/F	Outdoor/Travel	11/04/2024	26/03/2024	27/03/2024
Le Vif Weekend	Sporty is the new style	11/04/2024	18/03/2024	25/03/2024
Knack Weekend/Le Vif Weekend	BLACK DESIGN	17/04/2024	28/03/2024	02/04/2024
Knack Weekend/Le Vif Weekend	Special Women gift ideas	01/05/2024	12/04/2024	19/04/2024
Trends Style D/F	Watches/ Technology	09/05/2024	22/04/2024	23/04/2024



Raketstraat/
Rue de la Fusée 50
1130 Brussels
T +32 2 467 56 11
www.roularta-advertising.be

Nele Keyaert
Media Expert Beauty &
Luxury
T +32 477 87 00 49
nele.keyaert@roularta.be

Mireille De Braekeleer
National Sales
Director
T +32 2 467 56 53
mireille.de.braekeleer@roularta.be



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Trends Style D/F	Architecture	04/07/2024	19/06/2024	20/06/2024
Knack Weekend/Le Vif Weekend	SPECIAL BLACK KNOKKE	31/07/2024	15/07/2023	22/07/2023
Feeling/GAEL	Big fall/winter fashion edition	21/08/2024	22/07/2024	25/07/2024
Knack Weekend/Le Vif Weekend	Special men	11/09/2024	26/08/2024	02/09/2024
Trends Style D/F	Fashion/ Beauty/ Health	12/09/2024	28/08/2024	29/08/2024
Knack Weekend/Le Vif Weekend	Accessories Special	02/10/2024	16/09/2024	23/09/2024
Trends Style D/F	Watches/ Design	03/10/2024	18/09/2024	19/09/2024
Knack Weekend/Le Vif Weekend	BLACK DESIGN	16/10/2024	27/09/2024	01/10/2024
Trends Style D/F	Design & art	07/11/2024	22/10/2024	23/10/2024
Knack Weekend/Le Vif Weekend	BLACK LUXE	06/11/2024	17/10/2024	21/10/2024
Knack/Le Vif Extra	Watches	23/11/2024	23/10/2024	30/10/2024
Feeling/GAEL	Party issue	20/11/2024	18/10/2024	23/10/2024
Knack Weekend/Le Vif Weekend	Special Jewels and Watches	20/11/2024	23/10/2023	08/11/2023
Knack Weekend/Le Vif Weekend	BLACK PARTY	27/11/2024	07/11/2024	12/11/2024
Knack Focus/Le Vif Focus	Gifts Special	04/12/2024	18/11/2024	25/11/2024
Knack Weekend/Le Vif Weekend	Special Luxury Gifting	04/12/2024	18/11/2024	25/11/2024
Trends Style D/F	Party	05/12/2024	20/11/2024	21/11/2024

RATES

FORMAT	RATES
1/1 page in Trends Style (F/D)	€ 9.000,00
1/1 page in Le Vif Weekend + Knack Weekend	€ 24.900,00
1/1 page in Feeling/GAEL	€ 19.400,00

KEYFACTS

Print run :
87.712 (Knack Weekend)
+ 53.759 (Le Vif Weekend), for the
Black specials: check our overview
'print run'.

Print run Trends Style :
47.998 copies

Profile:

- Le Vif Weekend: 45,6% SG 1-3, RLP: 223,308
 - Knack Weekend: 28,3% SG 1-2, RLP: 337,703
 - Trends Style F+D: 40,3% SG 1-3; RLP: 110,882
- Feeling : 40,9% SG 1-3; RLP: 179,117
GAEL : 38,6% SG 1-3; RLP: 133,350