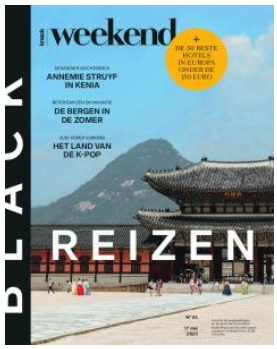
Concept

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 Mode	21/02/2024	02/02/2024	06/02/2024
Black Luxe	20/03/2024	01/03/2024	05/03/2024
Black Design	17/04/2024	28/03/2024	02/04/2024
Black Travel	15/05/2024	24/04/2024	26/04/2024
Black Mode	28/08/2024	08/08/2024	12/08/2024
Black Food	25/09/2024	06/09/2024	10/09/2024
Black Design	16/10/2024	27/09/2024	01/10/2024
Black Luxe	06/11/2024	17/10/2024	21/10/2024
Black Party	27/11/2024	07/11/2024	12/11/2024



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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 :

87.712 (Knack Weekend)

+ 53.759 (Le Vif Weekend)

RLP:

Knack Weekend

+ Le Vif Weekend : 547,271

Profile:

• Knack Weekend:

28,3% social groups 1-2 and 61,8% social groups 1-4,

50,3% women,

53,4% higher education

• Le Vif Weekend:

27,5% social groups 1-2 and 58,5% social groups 1-4,

53,4% women,

51,3% higher education

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