



Concept

In 2022, **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/Le Vif Weekend	Love is in the air	09-10/02/2022	24/01/2022	31/01/2022
Trends Style N/F	Special Art	17/02/2022	02/02/2022	03/02/2022
Knack/Le Vif Weekend	Special Men	09-10/03/2022	21/02/2022	28/02/2022
Knack/Le Vif Weekend	Special Accessories Addict	16-17/03/2022	28/02/2022	07/03/2022
Trends Style N/F	Spring Style	17/03/2022	02/03/2022	03/03/2022
Knack/Le Vif Weekend	BLACK LUXURY	23-24/03/2022	04/03/2022	08/03/2022
Knack/Le Vif Weekend	Sporty is the new style	13-14/04/2022	28/03/2022	04/04/2022
Trends Style N/F	Luxury	14/04/2022	30/03/2022	31/03/2022
Knack/Le Vif Weekend	BLACK DESIGN	20-21/04/2022	31/03/2022	04/04/2022
Trends Style N/F	Trends in Outdoor Living	12/05/2022	27/04/2022	28/04/2022
Trends Style N/F	Watches	09/06/2022	23/05/2022	24/05/2022





TITLE	EDITION	DATE OF PUBLICATION	DEADLINE RESERVATION	DEADLINE MATERIAL
Trends Style N/F	Special Luxury Real Estate	07/07/2022	22/06/2022	23/06/2022
Knack Weekend	SPECIAL BLACK KNOCKE powered by Steps	27/07/2022	08/07/2022	15/07/2022
Knack/Le Vif Weekend	Special Men	07-15/09/2022	22/08/2022	29/08/2022
Trends Style N/F	Special Paris Autumn Style	15/09/2022	31/08/2022	01/09/2022
Knack/Le Vif Weekend	Special Accessories Addict	05-06/10/2022	19/09/2022	26/09/2022
Trends Style N/F	Special Milan Watches	06/10/2022	21/09/2022	22/09/2022
Knack/Le Vif Weekend	BLACK DESIGN	19-20/10/2022	30/09/2022	04/10/2022
Trends Style N/F	Luxurious Living	03/11/2022	18/10/2022	19/10/2022
Knack/Le Vif Weekend	BLACK LUXURY	09-10/11/2022	19/10/2022	21/10/2022
Knack/Le Vif Extra	Horlogerie	09-10/11/2022	21/10/2022	26/10/2022
Knack/Le Vif Weekend	Special Jewels and Watches	23-24/11/2022	04/11/2022	14/11/2022
Knack/Le Vif Weekend	BLACK PARTY	30/11-01/12/2022	10/11/2022	15/11/2022
Knack/Le Vif Focus	Special Gifts	07-08/12/2022	21/11/2022	28/11/2022
Knack/Le Vif Weekend	Special Luxury Gifting	07-08/12/2022	21/11/2022	28/11/2022
Trends Style N/F	Party	08/12/2022	23/11/2022	24/11/2022

RATES

FORMAT	RATES
1/1 page in Trends Style (F/D)	€ 8.100,00
1/1 page in Le Vif Weekend + Knack Weekend	€ 13.400,00
1/1 page in Le Vif / Knack Extra (F/D)	€ 13.400,00

KEYFACTS

Print run Le Vif/L'Express/ Knack/ Knack Weekend/ Le Vif Weekend:

62.695 Le Vif/L'Express/ Le Vif Weekend
+ 92.171 Knack/ Knack Weekend,
for the Black specials: check our
overview 'print run'.

Print run Trends Style :

54.990 copies (F&D)

Profile:

- Le Vif Weekend: 42,2% SG 1-2, RLP: 224.454
- Knack Weekend: 40,5% SG 1-2, RLP: 358.369
- Trends Style F&D: 33,6% SG 1-2; RLP: 123.000
- Knack: 41,2% SG 1-2, RLP: 451.199
- Le Vif/L'Express: 39,1% SG 1-2, RLP: 350.122