

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 Fashion	23-24/02/2022	04/02/2022	08/02/2022
Black Luxury	23-24/03/2022	04/03/2022	08/03/2022
Black Design	20-21/04/2022	31/03/2022	04/04/2022
Black Travel	08-09/06/2022	18/05/2022	20/05/2022
Black Fashion	24-25/08/2022	04/08/2022	08/08/2022
Black Food	28-29/09/2022	09/09/2022	13/09/2022
Black Design	19-20/10/2022	30/09/2022	04/10/2022
Black Luxury	09-10/11/2022	19/10/2022	21/10/2022
Black Party	30-31/11/2022	10/11/2022	15/11/2022



RATES

FORMAT	RATE
1/1 page	€ 22.100 + supplement for preferential placement*
1/1 page F&BI	€ 17.700 + supplement for preferential placement*
2/1 page	€ 44.200 + supplement for preferential placement*
2/1 page F&BI	€ 35.400 + 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 :

93.569 (Knack Weekend)
+ 62.524 (Le Vif Weekend)

RLP:

Knack Weekend
+ Le Vif Weekend : 563.025

Profile:

- Knack Weekend:
 - 40,5% social groups 1-2 and
 - 71,4% social groups 1-4,
 - 50,5% women,
 - 56,7% higher education
- Le Vif Weekend:
 - 42,2% social groups 1-2 and
 - 70,4% social groups 1-4,
 - 46,4% women,
 - 58,2% higher education