



Concept

Every week, **Knack & Le Vif Weekend** present a variety of lifestyle news, always focused on 5 main categories: **Fashion, Beauty, Design, Travel and Food**. Our editorial staff informs the reader about the latest trends, the places to be, ... Since **Beauty** is one of Knack & Le Vif Weekend's main strengths, there are several special editions that are dedicated to beauty. Below you can find an overview of all the beauty issues for 2022.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Clean (beauty/food/fashion)	19-20/01/2022	03/01/2022	10/01/2022
File Love is in the air	09-10/02/2022	24/01/2022	31/01/2022
Black Luxury	23-24/03/2022	04/03/2022	08/03/2022
File Women gift ideas	04-05/05/2022	15/04/2022	25/04/2022
File Sunshine Beauty	18-19/05/2022	02/05/2022	09/05/2022
File Men gift ideas	01-02/06/2022	13/05/2022	20/05/2022
Black Luxury	09-10/11/2022	19/10/2022	21/10/2022
File Perfume addict + Luxury living	16-17/11/2022	27/10/2022	04/11/2022
Black Party	30/11-01/12/2022	10/11/2022	15/11/2022
File Luxury gifting	07-08/12/2022	21/11/2022	28/11/2022

RATES

FORMAT	RATE
1/1 page in Le Vif Weekend + Knack Weekend	€ 13.400
1/1 page in Weekend Black	€ 17.700

Rates for advertisers in the sectors Fashion & Beauty

KEYFACTS

Circulation:

62.524 ex FR
93.569 ex NL

LLP:

Knack Weekend: 358.369,
Le Vif Weekend: 224.454

Profile Knack Weekend:

- 40,5% social groups 1-2
- 71,4% social groups 1-4
- 50,5% women
- 56,7% higher education

Profil Le Vif Weekend:

- 42,2% social groups 1-2
- 70,4% social groups 1-4
- 46,4% women
- 58,2% higher education