

Knack

weekend

LE VIF



## Concept

In 2022, we present nine Knack/Le Vif Weekend Black editions. 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. In september, Weekend Black Food will appear. This luxury edition will focus on gastronomy.

## ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Black Food Knack Weekend	28/09/2022	09/09/2022	13/09/2022
Black Food Le Vif Weekend	29/09/2022	13/09/2022	15/09/2022

## RATES

FORMAT	RATE
1/1 page in Knack Weekend + Le Vif Weekend Black Food	€ 22.100
1/1 for advertisers from the fashion, beauty and interior sector	€ 17.700

## KEYFACTS

Circulation :  
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 en  
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