



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. Striking photo shoots alternate with interviews and reports on important players in all these areas. Fashion trends and news from the fashion world are explored in a dynamic format, new products are tested and new designs are screened. The editors also report on the places to be, give readers an exclusive look behind the scenes with creators and innovative minds and even comment on hot news in the street etc.

Since **fashion** is one of Knack & Le Vif Weekend's main strengths, many editions devote considerable attention to the new collections, accessories, fashion houses, looks etc.

Besides the fashion trilogy Black Fashion, Belgian Fashion Special and Men's Fashion Special, there are other specials that focus on fashion items or extensive reports that address the theme of fashion in an original context.

ISSUE DATES

THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
Cruise Fashion	26-27/01/2022	10/01/2022	17/01/2022
Love is in the air	09-10/02/2022	24/01/2022	31/01/2022
Generation-Z / High-tech	16-17/02/2022	31/01/2022	07/02/2022
BLACK FASHION	23-24/02/2022	04/02/2022	08/02/2022
Special Belgian Fashion	02-03/03/2022	11/02/2022	15/02/2022
Special Men	09-10/03/2022	21/02/2022	28/02/2022
BLACK LUXE	23-24/03/2022	04/03/2022	08/03/2022
Swimwear	30-31/03/2022	14/03/2022	21/03/2022
Sporty is the new style	13-14/04/2022	28/03/2022	04/04/2022
Jeans Fashion	18-19/05/2022	02/05/2022	09/05/2022
KNACK WEEKEND SPECIAL BLACK KNOCKE	27/07/2022	08/07/2022	15/07/2022





THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
BLACK FASHION	24-25/08/2022	04/08/2022	08/08/2022
Special Belgian Fashion	31/08-01/09/2022	11/08/2022	16/08/2022
Special Men	07/09-15/09/2022	22/08/2022	29/08/2022
Jeans	26-27/10/2022	10/10/2022	17/10/2022
Lingerie lover	02-03/11/2022	14/10/2022	21/10/2022
BLACK LUXURY	09-10/11/2022	19/10/2022	21/10/2022
BLACK PARTY	30/11-01/12/2022	10/11/2022	15/11/2022

RATES

FORMAT	RATE
1/1 page in Le Vif Weekend + Knack Weekend	€ 13.400,00
1/1 page in Weekend Black F/D	€ 17.700,00

*Rates for advertisers in the sectors Fashion & Beauty.

KEY FACTS

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
• Profiel Le Vif Weekend:
42,2% social groups 1-2 and
70,4% social groups 1-4,
46,4% women,
58,2% higher education