



## Concept

Knack & Le Vif Weekend start the season with the Kids dossiers.

Adored and pored over by anyone who loves dressing children in the latest and hippest collections, with coverage of both Belgian and international brands.

The focus is on fashion trends in kids' clothes and shoes, accessories & must-haves, trendy toys, media and decorations.

From an editorial perspective, these specials are a way of communicating with parents while focusing on kids.

## ISSUE DATE

ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
16-17/02/2022	31/01/2022	07/02/2022
14-15/09/2022	29/08/2022	05/09/2022

## RATES

FORMAT	RATE
1/1 page Le Vif Weekend + Knack Weekend	€ 22.100

## 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