



## Concept

Belgian designers and fashion labels make their voices heard time and again at a global level, and are also well loved in their home country.

The readers of Knack & Le Vif Weekend have expressed a clear interest in this topic for many years, as close followers of Belgian fashion.

Mode, dit is Belgisch / Mode c'est Belge is entirely devoted to Belgian fashion designers and manufacturers, presenting the latest updates on young talent as well as the collections of established names.

With a strong visual presence and a broad, interested target audience.

## ISSUE DATE

ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
02-03/03/2022	11/02/2022	15/02/2022
31/08-01/09/2022	11/08/2022	16/08/2022

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