

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
Valentine	05-06/02/2025	20-21/01/2025	27-28/01/2025
Generation-Z	12-13/02/2025	27-28/01/2025	03-04/02/2025
BLACK FASHION	19-20/02/2025	31/01-04/02/2025	04-06/02/2025
Special Belgian Fashion	26-27/02/2025	07-11/02/2025	11-13/02/2025
Special Gentlemen's Style	05-06/03/2025	17-18/02/2025	24-25/02/2025
BLACK DELUXE	19-20/03/2025	28/02-04/03/2025	04-06/03/2025
Swimwear	26-27/03/2025	10-11/03/2025	17-18/02/2025
City file Antwerp/Brussels	07-08/05/2025	16-18/04/2025	18-23/04/2025
Jeans Fashion	21-22/05/2025	05-06/05/2025	12-13/05/2025
KNACK WEEKEND SPECIAL BLACK KNOCKE	30/07/2025	11/07/2025	18/07/2025



THEME	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE
BLACK FASHION	27-28/08/2025	07-11/08/2025	11-13/08/2025
Special Belgian Fashion	03-04/09/2025	14-19/08/2025	19-21/08/2025
Special Gentlemen's Style	10-11/09/2025	25-26/08/2025	01-02/09/2025
Jeans	08/10/2025	22/09/2025	29/09/2025
Lingerie lover	29-30/10/2025	13-14/10/2025	20-21/10/2025
BLACK DELUXE	05-06/11/2025	17-21/10/2025	21-23/10/2025
BLACK PARTY	26-17/11/2025	06-10/11/2025	10-13/11/2025

RATES

FORMAT	RATE
1/1 page in Le Vif Weekend + Knack Weekend	€ 14.400,00
1/1 page in Weekend Black F/D	€ 19.500,00

*Rates for advertisers in the sectors Fashion & Beauty.

KEYFACTS

Print run :

71.261 (Knack Weekend)
+ 39.562 (Le Vif Weekend)

RLP:

Knack Weekend
+ Le Vif Weekend : 483.816

Profile:

• **Knack Weekend:**

31,4% SG 1-2
67,2% SG 1-4
55,8% women
59,1% higher education

• **Le Vif Weekend:**

27,3% SG 1-2
56,4% SG 1-4
50,1% women
51,5% higher education