



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 |
|---------------|----------------------|-------------------|
| 26-27/02/2025 | 07-11/02/2025 | 03-13/02/2025 |
| 03-04/09/2025 | 14-19/08/2025 | 19-21/08/025 |

RATES

| FORMAT | RATE |
|-------------------------|-------------|
| 1/1 page Knack Weekend | € 14.400,00 |
| 1/1 page Le Vif Weekend | € 10.500,00 |

KEY FACTS

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