

KNACK/LE VIF 'WEEKEND FASHION COLLECTIONS'

CONCEPT

Fashion is one of the mainstays of the **Knack/Le Vif Weekend** lifestyle magazines. The *Black Fashion* and the *Belgian Fashion Special* editions, along with the various fashion specials, provide extensive coverage of new collections, accessories, fashion houses, looks and trends. The Knack/Le Vif Weekend magazines have a rock-solid reputation for fashion. The editorial staff attend the most important catwalk shows, look behind the scenes and talk to designers. Their experience enables them to pick up trends and future developments very quickly.

In November 2017, the editorial teams of Knack/Le Vif Weekend will present a **special extra edition** containing a **full overview of all the important fashion shows in New York, London, Milan and Paris**. This fashion bible, called '**Fashion Collections**', will be this season's must-have for fashion lovers. Knack/Le Vif Weekend Fashion Collections will be the first Belgian magazine to bring out a complete fashion show guide of this kind. The reviews will bear the mark of the respected fashion teams at Knack/Le Vif Weekend, and the high-quality photography will be combined with state-of-the-art graphic design.

Do you want to increase your 'fashion cred' as an advertiser? This visually stunning magazine is where you need to be!

KEY FACTS

- **Release:** November 2017
- **Print run:** 15,000 copies (9,000 NL copies, 7,250 FR copies)
- **Number of pages:** 228 pages
- **Format:** 285 mm x 225 mm finished format (trimbox)
- **Paper:** cover & inside identical to Weekend Black, satin, 90 gram
- **Finish:** glued back
- **Distribution:** larger towns and cities (individual sales) + 2,000 copies for subscribers (discount voucher)
- **Period:** 3 months (November - January)
- **Price:** individual sales: € 18, subscribers: € 13

RATES

- 1/1 page: € 5,280
- 2/1 page: € 10,000
- Cover 4: € 7,920
- Cover 2: € 6,600
- Double C2: € 13,200
- Verso double C2: € 6,600
- First pub: € 6,600
- Opposite contents: € 6,600

