

Knack weekend

# Black

XXL | EXTRA HIP | EXTRA CHIC |

Black Mode   20 februari 2013	Black Women & Design   27 maart 2013	Black Beauty   24 april 2013	Black Deluxe   29 mei 2013	Black Mode   28 augustus 2013	Black Women & Design   2 oktober 2013	Black Winter   30 oktober 2013	Black Feest   27 november 2013
1	2	3	4	5	6	7	8

## CALENDAR 2013

KNACK WEEKEND/LE VIF WEEKEND BLACK

N°	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE	THEME
01	20/02/2013	30/01/2013	01/02/2013	BLACK FASHION
02	27/03/2013	06/03/2013	08/03/2013	BLACK HOME & DESIGN
03	24/04/2013	03/04/2013	05/04/2013	BLACK BEAUTY
04	29/05/2013	06/05/2013	08/05/2013	BLACK DELUXE - BIRTHDAY EDITION
05	28/08/2013	06/08/2013	08/08/2013	BLACK FASHION
06	02/10/2013	11/09/2013	13/09/2013	BLACK HOME & DESIGN
07	30/10/2013	08/10/2013	10/10/2013	BLACK WINTER
08	27/11/2013	05/11/2013	07/11/2013	BLACK PARTY

## RATE\*

KNACK WEEKEND/LE VIF WEEKEND BLACK

1/1 page Q	€ 19,750 + supplement compulsory place*
1/1 page Q F&B	€ 15,550 + supplement compulsory place*
2/1 page Q	€ 39,500 + supplement compulsory place*
2/1 page Q F&B	€ 31,100 + supplement compulsory place*

\* New supplements for placement are applied : check out our placement policy on [www.roulartamedia.be](http://www.roulartamedia.be). For any question related to available placements, please contact us.

## CIM

KNACK WEEKEND/LE VIF WEEKEND

Circulation: 215,500 copies

RLP: 598,014

Audience: 237,262 women social groups 1-4  
Selective on women social groups 1-2: 196  
347,258 readers are Bachelor, Master, PhD graduates  
Coverage on executives: 16%  
Very selective on social groups 1-2, 35+: 243

(Source: CIM 11-12)



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