

LE VIF weekend

Black

XXL | EXTRA HIP | EXTRA CHIC |

Black Mode 22 février 2013	Black Déco & Design 29 mars 2013	Black Beauté 26 avril 2013	Black Néoluxe 31 mai 2013	Black Mode 30 août 2013	Black Déco & Design 4 octobre 2013	Black Hiver 1 novembre 2013	Black Fêtes 29 novembre 2013
1	2	3	4	5	6	7	8

CALENDAR 2013

LE VIF WEEKEND/KNACK WEEKEND BLACK

N°	ISSUE DATE	RESERVATION DEADLINE	MATERIAL DEADLINE	THEME
01	22/02/2013	01/02/2013	05/02/2013	BLACK FASHION
02	29/03/2013	08/03/2013	12/03/2013	BLACK HOME & DESIGN
03	26/04/2013	05/04/2013	09/04/2013	BLACK BEAUTY
04	31/05/2013	08/05/2013	13/05/2013	BLACK DELUXE - BIRTHDAY EDITION
05	30/08/2013	08/08/2013	12/08/2013	BLACK FASHION
06	04/10/2013	13/09/2013	17/09/2013	BLACK HOME & DESIGN
07	01/11/2013	10/10/2013	14/10/2013	BLACK WINTER
08	29/11/2013	07/11/2013	12/11/2013	BLACK PARTY

RATE*

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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. For any question related to available placements, please contact us.

CIM

LE VIF WEEKEND/KNACK 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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Media**



Attention guaranteed.