

adbizz denmark

Belgium



WEEKEND LE VIF/L'EXPRESS: An original trendy magazine

Weekend Le Vif/L'Express is a lifestyle magazine that approach the lifestyle world from an original, journalistic angle, and which run ahead of the trends. It is Belgium's French-language lifestyle magazine and speaks to both men and women, with a unique blend of original, high-quality editorial content.

Weekend Le Vif/L'Express has grown into a fully-fledged magazine with rich, original and often unexpected content, all 100% lifestyle: fashion, accessories, beauty, travel, gastronomy, architecture, decoration and design. From Brussels, Paris and Milan to London, Barcelona, New York and Tokyo, its journalists and talented employees maintain good contacts with the creative world, with the same determination to produce exclusive reporting in total editorial freedom. A team that is passionately interested in lifestyle news and is in advance of the trends.

With a creative and regularly changing layout, Weekend Le Vif/L'Express resolutely prioritizes hitherto unpublished and refined images with an accent on young Belgian talents. Every year Weekend Le Vif/L'Express also publishes several specials on fashion, accessories, beauty, travel, gastronomy, architecture, decoration and design, together with a number of trendy dossiers. Brim-full of interviews with major designers and attention-catching reporting, beautifully illustrated with a layout that subtly combines glamour and temptation.

Special 'hors série' editions also supplement the regular specials. Weekend Le Vif/L'Express also wants to make Belgian cooks better known. As well as the regular monthly articles, a number of '101 recipes' have already been produced containing the recipes of 45 young talents from Wallonia and Brussels. Large-scale cooperation is gradually growing with the Roularta Group's French magazines, with Maison Française, Maisons Côté Sud, Côté Ouest, Côté Est, Côté Paris, Maison Magazine, Ideat, Atmosphères and L'Express Styles exchanging more and more material with Weekend Le Vif/L'Express, Weekend Knack and Nest, in an effort to provide readers with top-quality reporting.

Each issue has a paid circulation of 80,712 and is read by 320,000. Do not hesitate to ask for package or single title rates.

