

adbizz denmark

Belgium



WEEKEND KNACK: A UNIQUE WEEKLY LIFESTYLE MAGAZINE

Weekend Knack is a lifestyle magazine that approach the lifestyle world from an original, journalistic angle, and which runs ahead of the trends.

The weekly lifestyle magazine Weekend Knack has played a key role in Knack's development. Weekend Knack delivers a unique mix of very personal travel reports, trendy and up-to-date fashion reporting, and richly illustrated top stories on architecture, interior decoration and gardens. With in-depth interviews and revealing personal interest stories, no-nonsense reporting on health, beauty and wellness. It is innovative and well informed reports on food and drink. Critical restaurant reviews and columns and hundreds of leisure time tips.

Weekend Knack has more women readers than men (52% - 48%). Its well-situated, high income readership makes it the clear leader for lifestyle advertising. Weekend Knack has also been instrumental in ensuring that the news magazine Knack is read as much by women as by men. Every year Weekend Knack produces special files on gastronomy, fashion, interior decoration and gardens. On top of these come a number of mega books four times a year, with recipes, city tours etc. These luxury publications are sold separately and offered to Knack readers at special prices.

Every year Weekend Knack and Weekend Le Vif/L'Express jointly organize major culinary events like the 'Gala van de Gouden Garde' and prestigious fashion events like Fashion Weekend. They are also sports-minded at Weekend Knack: the Weekend Knack Ladies Run in Kortrijk is now a regular annual event for female runners from across Flanders. All these new initiatives are together producing a new growth segment.

Each issue has a paid circulation of 124,939 and no less than an impressive 536,000 readers! Do not hesitate to ask for package or single titled rates.

