



PLACEMENT POLICY

The following placement policy applies only to Knack Weekend/Le Vif Weekend with the exception of the Weekend Blacks and the Specials.

1. Preferential placements and surcharges

The first placements in the magazine (after cover 2) are reserved for formats requiring 2/1 pq, without creative formulas and subject to a surcharge.

The only other priority given is to the placement of adverts for which the corresponding surcharge percentages are actually charged (see below for applicable percentages). For technical reasons, pages with creative formulas can be placed in between the first positions.

The surcharges calculated for the first positions (not the first pages) are as follows:

1st position 2/1 pq: + 25%

2nd position 2/1 pq: + 22.5%

3th position 2/1 pq: + 20%

4th position 2/1 pq: + 17.5%

5th position 2/1 pq: + 15%

Face Content/Face Intro/Face Update in Knack Weekend (subject to possible changes of the dummy). These left pages come before the premium positions of some pages and after the positions of the first double pages. Surcharge for this position is 25%.

The subsequent placements after the double pages and the Face pages (left page) are reserved for formats requiring 1/1 pq without creative formulas; and that are subject to a surcharge. For technical reasons, pages with creative formulas can be placed in between this positions.

The surcharges calculated for these positions (except for the Weekend Blacks and the Specials mentioned in the calendar below) are as follows:

1st position: + 25%

2nd position: + 22.5%

3rd position: + 20%

4th position: + 17.5%

5th/6th/7th/8th/9th/10th position: + 15%

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ING - IBAN BE78 3850 5139 2986 - BIC BBRUBEBB | KBC - IBAN BE70 4721 0111 7125 - BIC KREDBEBB

BNP PARIBAS FORTIS - IBAN BE47 2850 3650 6280 - BIC GEBABEBB

DEXIA - IBAN BE70 5513 5261 0025 - BIC GKCCBEBB





The following rules apply only to Knack Weekend/Le Vif Weekend Black editions and to the Specials mentioned in the calendar below:

Le Vif Weekend		Knack Weekend	
Date de parution	Dossiers/Sujets-Specials/Suppl.	Verschijningsdatum	Dossiers/Thema's/Bijlagen
1/02/2018	Dossier Enfants	31/01/2018	Dossier Kinderen
15/02/2018	BLACK MODE	14/02/2018	BLACK MODE
22/02/2018	Spécial Mode, c'est Belge	21/02/2018	Special Mode, dit is Belgisch
1/03/2018	Spécial Hommes	28/02/2018	Special Mannen
8/03/2018	Dossier Accessoires	7/03/2018	Dossier Accessoires
15/03/2018	Dossier Denim	14/03/2018	Dossier Jeans
22/03/2018	BLACK LUXE	21/03/2018	BLACK LUXE
19/04/2018	BLACK DESIGN	18/04/2018	BLACK DESIGN
3/05/2018	Dossier Bijoux (fête des mères)	2/05/2018	Dossier Juwelen (moederdag)
10/05/2018	Spécial Déco	9/05/2018	Special Deco
24/05/2018	Black Voyage	23/05/2018	BLACK REIZEN
31/05/2018	Dossier Horlogerie & Parfum (fête des pères)	30/05/2018	Dossier Urwerken & Parfum (vaderdag)
23/08/2018	BLACK MODE	22/08/2018	BLACK MODE
30/08/2018	Spécial Mode, c'est Belge	29/08/2018	Special Mode, dit is Belgisch
6/09/2018	Spécial Hommes	5/09/2018	Special Mannen
13/09/2018	BLACK FOOD	12/09/2018	BLACK FOOD
20/09/2018	Dossier Accessoires	19/09/2018	Dossier Accessoires
27/09/2018	Spécial Déco & Design	26/09/2018	Special Deco & Design
11/10/2018	BLACK DESIGN	10/10/2018	BLACK DESIGN
1/11/2018	BLACK LUXE	31/10/2018	BLACK LUXE
15/11/2018	Dossier Parfums	14/11/2018	Dossier Parfums
22/11/2018	Dossier Horlogerie & Bijoux	21/11/2018	Dossier Urwerken & Juwelen
29/11/2018	BLACK FETES	28/11/2018	BLACK FEEST
6/12/2018	Dossier Haute-Couture	5/12/2018	Dossier Haute-Couture

Preferential placements and surcharges

The first placements in the magazine (after cover 2) are reserved for formats **requiring 2/1 pq**, without creative formulas and subject to a surcharge.

The only other priority given is to the placement of adverts for which the corresponding surcharge percentages are actually charged (see below for applicable percentages). For technical reasons, pages with creative formulas can be placed in between the first positions.

The surcharges calculated for the first positions (not the first pages) are as follows:

1st position 2/1 pq: + 35%

2nd position 2/1 pq: + 32.5%

3th position 2/1 pq: + 30%

4th position 2/1 pq: + 27.5%



5th position 2/1 pq: + 25%
6th position: + 22.5%
7th position: + 20%
8th position: + 17.5%
9th /10th position: + 15%

Extra new position: Face Content (Black editions) or Face Intro (Specials) or Face Update in Knack Weekend (subject to possible changes of the dummy). These left pages come before the premium position of some pages and after the position of the first double pages. Surcharge for this position is 35%.

The subsequent placements after the double pages and the Face left pages are reserved for formats requiring 1/1 pq without creative formulas; and that are subject to a surcharge. For technical reasons, pages with creative formulas can be placed in between this positions. The surcharges calculated for these positions are as follows:

1st position: + 35%
2nd position: + 32.5%
3rd position: + 30%
4th position: + 27.5%
5th position: + 25%
6th position: + 22.5%
7th position: + 20%
8th position: + 17.5%
9th/10th position: + 15%

In case of fashion issues (Black Fashion/Belgian Fashion/Men's Fashion) priority for preferential placements is given to fashion advertisers.

In case of design issues (Black Home/Home-Design Special/Classic homes) priority for preferential placements is given to design advertisers.

In case of beauty issues (Black Beauty/Perfume Special) priority for preferential placements is given to beauty advertisers.

Cancellation costs (= 100% of the quoted rate) will be charged on cancellation of, or changes to, a reserved order that includes a preferential placement within the premium positions.

- An option is valid for 3 weeks unless the reservation deadline is earlier.

Once the validity period of the option has been exceeded the client is informed, and has 24 hours in which to highlight the option and either cancel it, or submit a signed order. Any new reservation that follows on from a cancellation of an option for the same position, title and date, will only be approved if we receive an immediate signed order. (It is therefore not possible to extend an existing option by taking the same option out again once the initial validity period has been exceeded).

Complaints about preferential placements will only be considered if the correct surcharges have been paid.

Preferential placements (except for Cover positions) other than those mentioned above are subject to a surcharge of 15%.



2. Cover rules

The following rules apply only to the covers of Knack Weekend/Le Vif Weekend Black editions and to the Specials mentioned in the calendar below.
These terms and supplements are not used for other titles published by Roularta Media.

Le Vif Weekend		Knack Weekend	
Date de parution	Dossiers/Sujets-Specials/Suppl.	Verschijningsdatum	Dossiers/Thema's/Bijlagen
1/02/2018	Dossier Enfants	31/01/2018	Dossier Kinderen
15/02/2018	BLACK MODE	14/02/2018	BLACK MODE
22/02/2018	Spécial Mode, c'est Belge	21/02/2018	Special Mode, dit is Belgisch
1/03/2018	Spécial Hommes	28/02/2018	Special Mannen
8/03/2018	Dossier Accessoires	7/03/2018	Dossier Accessoires
15/03/2018	Dossier Denim	14/03/2018	Dossier Jeans
22/03/2018	BLACK LUXE	21/03/2018	BLACK LUXE
19/04/2018	BLACK DESIGN	18/04/2018	BLACK DESIGN
3/05/2018	Dossier Bijoux (fête des mères)	2/05/2018	Dossier Juwelen (moederdag)
10/05/2018	Spécial Déco	9/05/2018	Special Deco
24/05/2018	Black Voyage	23/05/2018	BLACK REIZEN
31/05/2018	Dossier Horlogerie & Parfum (fête des pères)	30/05/2018	Dossier Uurwerken & Parfum (vaderdag)
23/08/2018	BLACK MODE	22/08/2018	BLACK MODE
30/08/2018	Spécial Mode, c'est Belge	29/08/2018	Special Mode, dit is Belgisch
6/09/2018	Spécial Hommes	5/09/2018	Special Mannen
13/09/2018	BLACK FOOD	12/09/2018	BLACK FOOD
20/09/2018	Dossier Accessoires	19/09/2018	Dossier Accessoires
27/09/2018	Spécial Déco & Design	26/09/2018	Special Deco & Design
11/10/2018	BLACK DESIGN	10/10/2018	BLACK DESIGN
1/11/2018	BLACK LUXE	31/10/2018	BLACK LUXE
15/11/2018	Dossier Parfums	14/11/2018	Dossier Parfums
22/11/2018	Dossier Horlogerie & Bijoux	21/11/2018	Dossier Uurwerken & Juwelen
29/11/2018	BLACK FETES	28/11/2018	BLACK FEEST
6/12/2018	Dossier Haute-Couture	5/12/2018	Dossier Haute-Couture

The surcharges calculated for the cover positions are as follows:

Cover 2 = + 50%

In case of a double cover = verso C2: +35%

Cover 3 = + 25%

Cover 4 = + 75%



Important:

Advertisers that had cover positions on the Black editions and the Specials in the year preceding the current year's covers are given priority when reserving the same covers again.

These advertisers are contacted in person by Roularta Media at the beginning of September with the latest information on their right to purchase covers. They then have one week in which to confirm the said covers by submitting a signed order to Roularta Media.

Reservation of these covers is only valid once we are in receipt of a signed order. Reserved orders for these covers may not be cancelled or changed. Reservation of a creative formula does not override the normal rules that apply to the assignment of covers. If the client wishes to reserve a creative formula such as a gatefolder, then he must first reserve the cover, which is subject to the above rules.

Once contact has been made with those advertisers who benefit from a right to purchase, the non-reserved covers will then be made available to other clients.

Important: a reserved order for a cover may not be cancelled or changed.