



Klara is the station of choice for **the arts and culture enthusiast**, encouraging the discovery of classical, jazz and world music among **higher social audiences**.

Strong on  
**45+**  
SG 1-3

**98.000**  
weekly listeners  
(11,2%)

**4,3%**  
market share



Selective reach of  
**higher educated profiles**

**174.000**  
weekly listeners  
(9,3%)

**4,5%**  
market share

**10.000** visitors

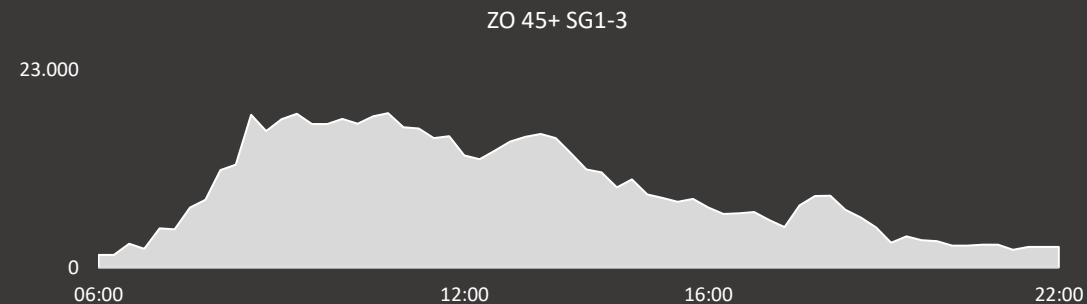
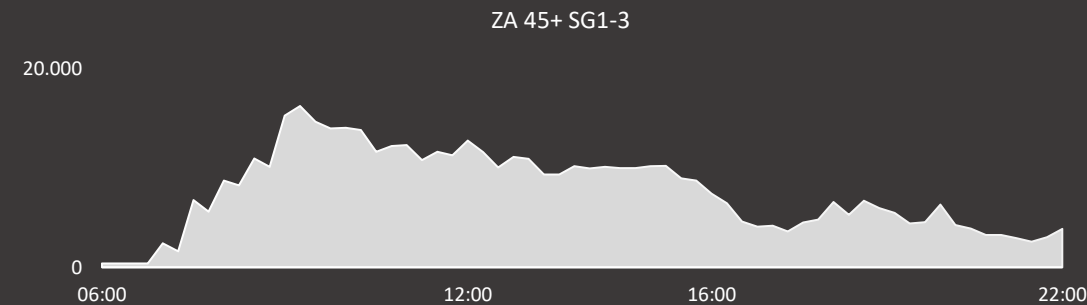
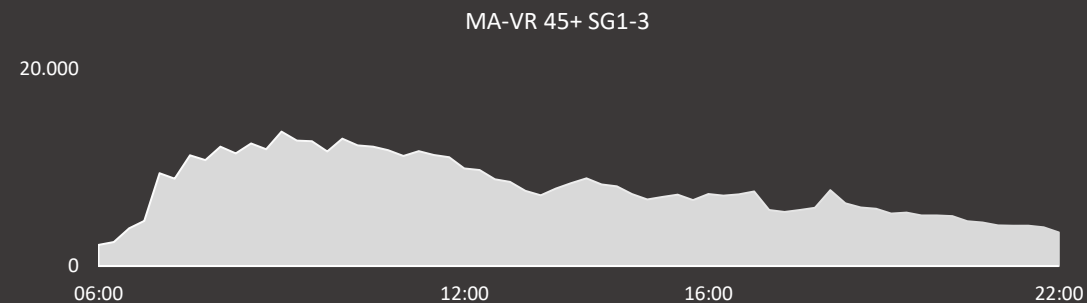
Iedereen Klassiek 29/10/2022



Higher educated  
Higher social groups



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						Klara Continuo	
07:00	Espresso						
08:00						Klara Staat Op	
09:00							
10:00	Ampersand					De Liefhebber	Berg en Dal
11:00							Walden
12:00	Music Matters		Klara Serveert				
13:00							Zalige Zondag
14:00							
15:00	Maestro					Iedereen Klassiek	
16:00							
17:00	Pompidou						Zanzibar
18:00	Django				Take 6	Caramba	
19:00							
20:00	Klara Live					Valckenaers & Vanhoudt	
21:00						Klara Live	
22:00	Late Night Jazz	Late Night Lab	Late Night World	Late Night shift	Valckenaers & Vanhoudt	Round Midnight	
23:00							



Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 45+ SG1-3, Klara, jan-dec'22, ma-vr, za & zo, 6-22u

MEER WETEN? tel. 02 716 34 11 | radio@var.be | var.be/luistercijfers | STAY TUNED: var.be/nieuwsbrief

# KLARA IN 2023

LIVE RADIO



DE TWINTIGERS

27/02 – 18/05

KONINGIN  
ELISABETHWEDSTRIJD

21/05 – 03/06



KLARA TOP 100

TBC



LIVE EVENT

KLARA FESTIVAL

10/03 - 26/03



IEDEREEN  
KLASSIEK

October