



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+ SG1-3
 SELECTIVITY OF
264

3,9%
 MARKET SHARE

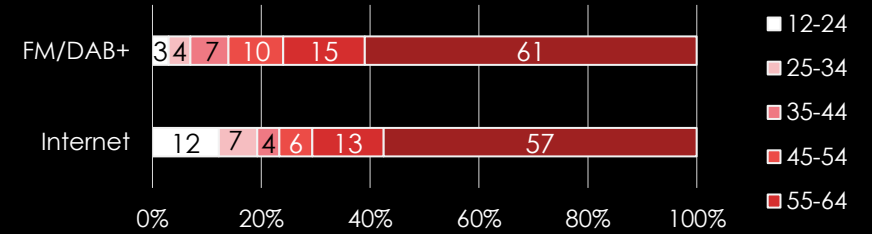
81.000
 WEEKLY LISTENERS
 (10%)

42.000
 DAILY LISTENERS
 (5%)

20.000
 SESSIONS/DAY

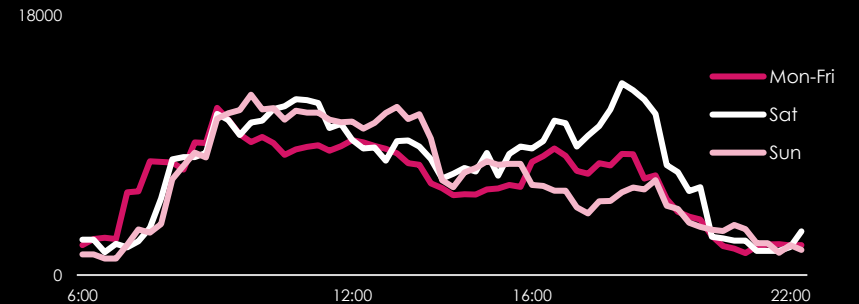


LISTENING PROFILE IN %
 FM/DAB+ LISTENER VS STREAMER



CIM RAM, North, profile (on time spent), Klara, Jan-Dec'23, Mon-Sun, 6-22u

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 45+ SG1-3, Klara, Jan-Dec'23, Mon-Fri, Sat & Sun, 6-22h



Voorjaar 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						Klara continuo	
07:00	Espresso						
08:00						Klara Staat Op	
09:00							
10:00	Ampersand						
11:00						De Liefhebber	De Jaren
12:00	Music Matters					Walden	
13:00						Klara serveert	
14:00	Maestro				Iedereen Klassiek	Zalige Zondag	
15:00						De Keuze van Klara	
16:00							
17:00	Pompidou						
18:00	Django				So What?!	Zanzibar	
19:00						Caramba	
20:00	Klara Jazz	Klara Lab	Klara Classic	Klara Shift	Klara Classic	Valckenaers & Vanhoudt	
21:00						Klara Classic	
22:00	Undercover				Valckenaers & Vanhoudt	Round Midnight	
23:00	Continuo					Continuo	

CREATIVE PARTNERSHIPS: FOCUS ON



CLASSICAL MUSIC



IEDEREEN KLASSIEK

AND MANY MORE...