



A leader in the radio landscape for connecting with the world of young people, also stretching to active population.

STRONG ON
18-44
SELECTIVITY OF
141

11,0%
MARKET SHARE

526.000
WEEKLY LISTENERS
(24%)

231.000
DAILY LISTENERS
(11%)

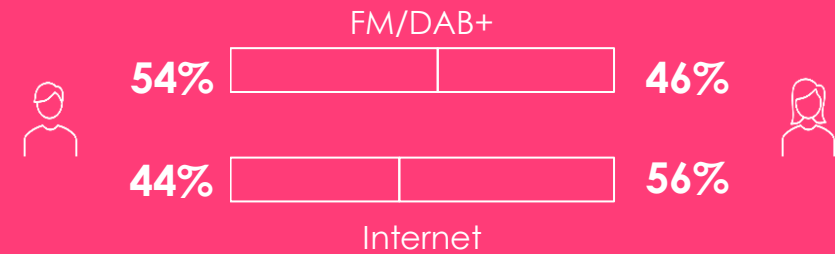
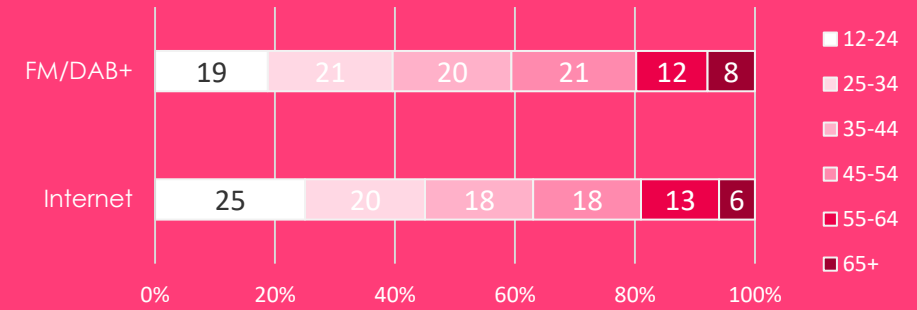
47.700
SESSIONS/DAY

281K 242K 175K



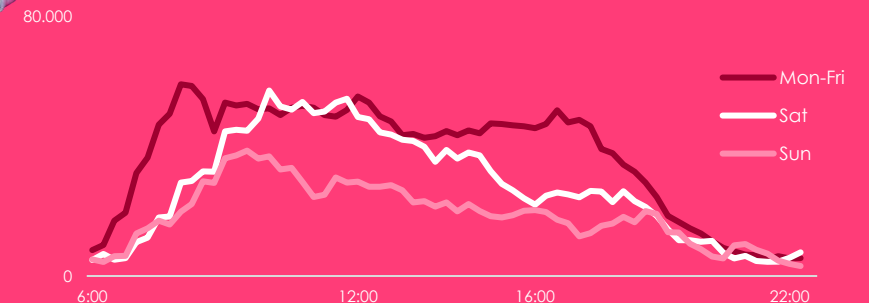
LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), MNM, May'23-Apr'24, Mon-Sun, 6-22h

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 18-44, MNM, May'23-Apr'24, Mon-Fri, Sat, Sun, 6-22h



	Mon	Tue	Wed	Thu	Fri	Sat	Sun		
06:00	De MNM Ochtendshow					Make life sing			
07:00						Repeat? Doen we niet! <i>Brahim</i>		MNM Throwback	
08:00								MNM50	Ultratop 50
09:00	Repeat? Doen we niet! <i>Anke Goergen</i>		MNM Weekend						
10:00					Club Kawtar		De vrijdag is van ons		
11:00									Nina Black Friday
12:00	MNM R&Beats								
13:00			Robin van de radio		MNM Party Hits				
14:00							Tola OG		
15:00	MNM Make Life Sing								
16:00			DJ Licious		Beste van Tomorrow land				
17:00							MNM Start to DJ		Smash the house
18:00	Make life sing								
19:00			MNM Make Life Sing						
20:00					MNM Start to DJ				
21:00	Smash the house								
22:00			MNM Make Life Sing						
23:00					MNM Start to DJ				

CREATIVE PARTNERSHIPS: FOCUS ON



A BROADER AUDIENCE

Expanding from its roots as a youth-oriented station



MNM BETAALT JE REKENING



BRAHIM ZOEKT COLLEGA'S

AND MANY MORE...



MNM's best hits, non-stop via DAB+ & internet, one of the biggest digital-only radio brands in Flanders.

SELECTIVITY OF
133
AMONG
18-54

165.000
WEEKLY LISTENERS
(5%)

1,8%
MARKET SHARE

CIM RAM, Belgium North, May'23-Apr'24, MNM Hits, 18-54, Mon-Sun, 6-22h

MORE INFO? [var.be/luistercijfers](https://www.var.be/luistercijfers) | [var.be/blog](https://www.var.be/blog) | STAY TUNED: [var.be/nieuwsbrief](https://www.var.be/nieuwsbrief)