



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
139

10,4%
MARKET SHARE

510.000
WEEKLY LISTENERS
(23%)

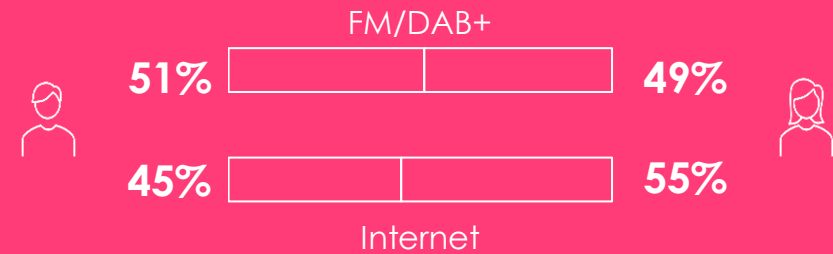
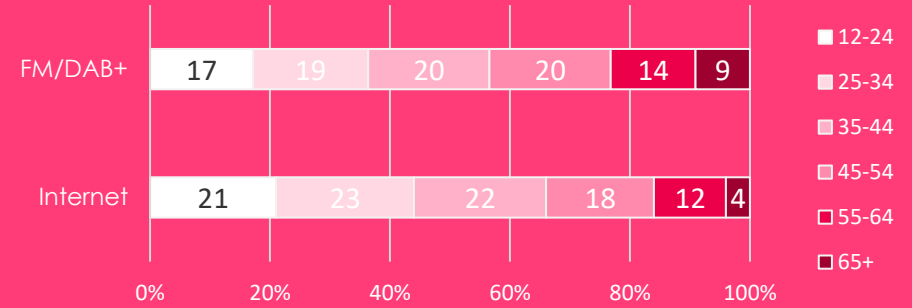
222.000
DAILY LISTENERS
(10%)

45.100
SESSIONS/DAY

281K 242K 175K

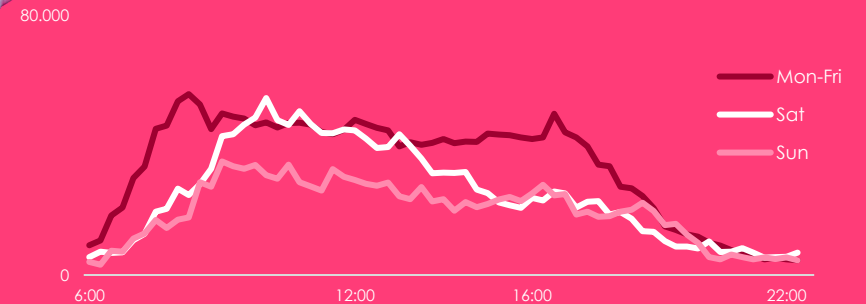


LISTENING PROFILE IN %
FM/DAB+ LISTENER VS STREAMER



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

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 18-44, MNM, Sep'23-Aug'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												Alexandra Gadzina
12:00	Nina Black Friday		Magik saturday		MNM R&Beats							
13:00							Robin van de radio		MNM Party Hits		Tola OG	
14:00												
15:00	DJ Licious		Smash the house									
16:00					MNM Start to DJ							
17:00												
18:00												
19:00												
20:00												
21:00												
22:00												
23:00												

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
132
AMONG
18-54

165.000
WEEKLY LISTENERS
(5%)

1,8%
MARKET SHARE

CIM RAM, Belgium North, Sep'23-Aug'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)