



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
241

3,7%
 MARKET SHARE

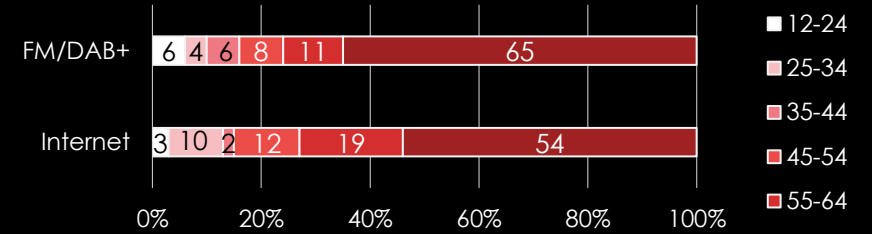
88.000
 WEEKLY LISTENERS
 (10%)

44.000
 DAILY LISTENERS
 (5%)

21.800
 SESSIONS/DAY

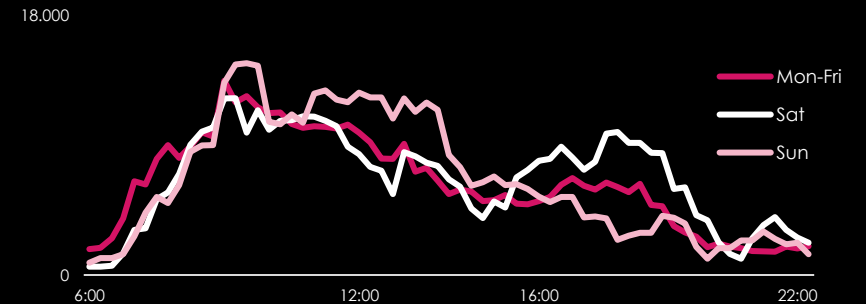


LISTENING PROFILE IN %
 FM/DAB+ LISTENER VS STREAMER



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

LISTENING CURVE



CIM RAM, Belgium North, Sep'23-Aug'24, Klara, 45+ SG1-3, Mon-Sun, 6-22h
 CIM RSM, World, Klara, Average Active Sessions/day in Sep'23-Aug'24

CIM RAM, Belgium North, Listening curves, 45+ SG1-3, Klara, Sep'23-Aug'24, Mon-Fri, Sat & Sun, 6-22h



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00	Espresso					Klara continuo	
07:00						Klara staact op	
08:00							
09:00	Ampersand					De jaren	
10:00						De liefhebber	Walden
11:00							
12:00	Music matters					Klara serveert	
13:00							
14:00	Maestro				Iedereen klassiek	De keuze van Klara	Zalige zondag
15:00							
16:00	Pompidou				So what?!	Caramba	Zanzibar
17:00							
18:00	Django					Klara classic	V&V
19:00							
20:00	Klara jazz	Klara lab	Klara classic	Klara shift	Klara classic	Klara classic	Round midnight
21:00							
22:00	Undercover				V&V	Klara continuo	
23:00	Klara continuo						

CREATIVE PARTNERSHIPS: FOCUS ON



**CLASSICAL
MUSIC**



**IEDEREEN
KLASSIEK**

AND MANY MORE...