



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  
**134**

**10,5%**  
MARKET SHARE

**494.000**  
WEEKLY LISTENERS  
(22%)

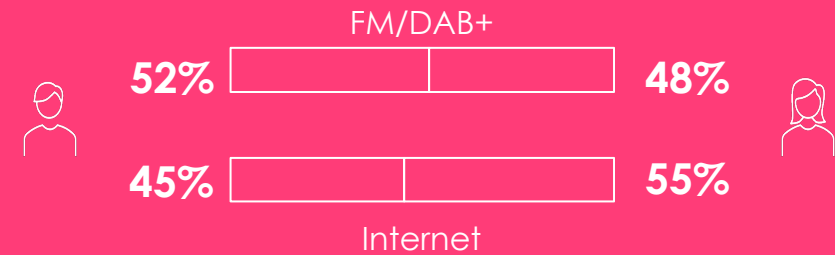
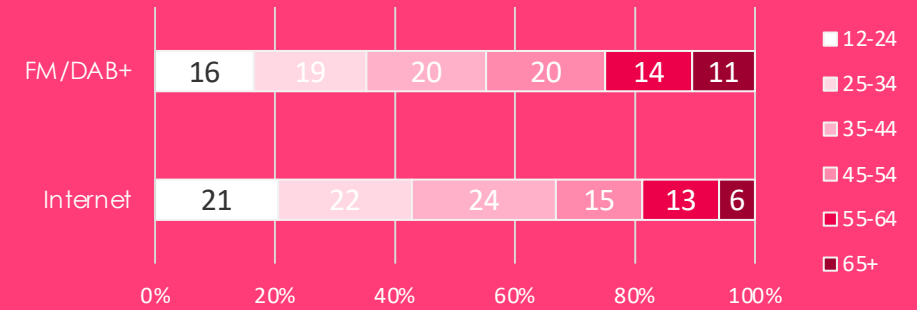
**218.000**  
DAILY LISTENERS  
(10%)

**45.300**  
SESSIONS/DAY

294K 242K 180K

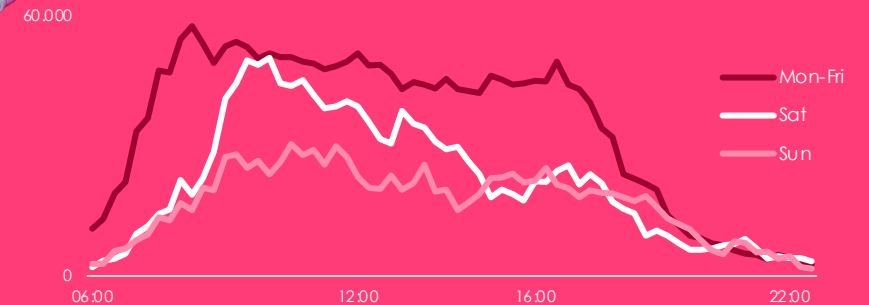


## LISTENING PROFILE IN % FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), MNM, Jan-Dec 2024, Mon-Sun, 6-22h

## LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 18-44, MNM, Jan-Dec 2024, 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										
10:00	Repeat? Doen we niet! <i>Anke Goergen</i>					MNM Weekend				
11:00										
12:00										
13:00	Club Kawtar				De vrijdag is van ons	MNM R&Beats				
14:00										
15:00										
16:00	Alexandra Gadzina				Nina Black Friday	Magik saturday	MNM Party Hits			
17:00										
18:00										
19:00	Robin van de radio		KWENI		MNM Start to DJ	Smash the house	Make life sing			
20:00										
21:00	MNM Make Life Sing				MNM Start to DJ	Smash the house	Make life sing			
22:00										
23:00										

## CREATIVE PARTNERSHIPS: FOCUS ON



### A BROADER AUDIENCE

Expanding from its roots as a youth-oriented station

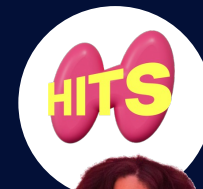


MNM BETAALT JE REKENING



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

**126**  
AMONG  
**18-54**

**167.000**  
WEEKLY LISTENERS  
**(5%)**

**1,6%**  
MARKET SHARE

CIM RAM, Belgium North, Jan-Dec 2024, MNM Hits, 18-54, Mon-Sun, 6-22h

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