



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
254

4,1%
 MARKET SHARE

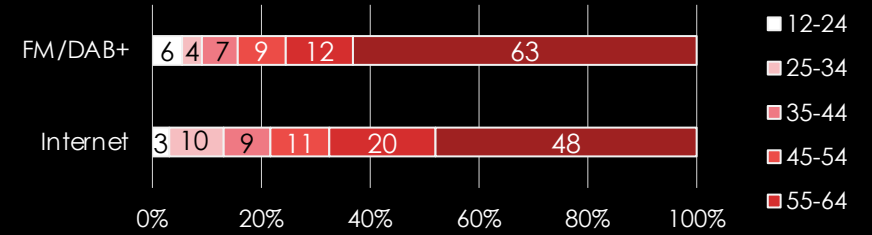
91.000
 WEEKLY LISTENERS
 (10%)

45.000
 DAILY LISTENERS
 (5%)

22.000
 SESSIONS/DAY

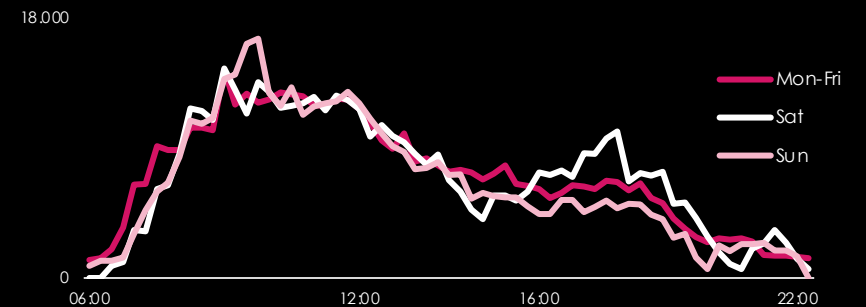


LISTENING PROFILE IN %
 FM/DAB+ LISTENER VS STREAMER



CIM RAM, North, profile (on time spent), Klara, Jan-Dec 2024, Mon-Sun, 6-22u

LISTENING CURVE



CIM RAM, Belgium North, Jan-Dec 2024, Klara, 45+ SG1-3, Mon-Sun, 6-22h
 CIM RSM, World, Klara, Average Active Sessions/day in Jan-Dec 2024

CIM RAM, Belgium North, Listening curves, 45+ SG1-3, Klara, Jan-Dec 2024, Mon-Fri, Sat & Sun, 6-22h



Spring 2025

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

CREATIVE PARTNERSHIPS: FOCUS ON



CLASSICAL
MUSIC



IEDEREEN
KLASSIEK

AND MANY MORE...