



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+
SG 1-3

97.000
weekly listeners
(11,0%)

4,7%
market share



Selective reach of
higher educated profiles

176.000
weekly listeners
(9,2%)

4,7%
market share

10.000 visitors

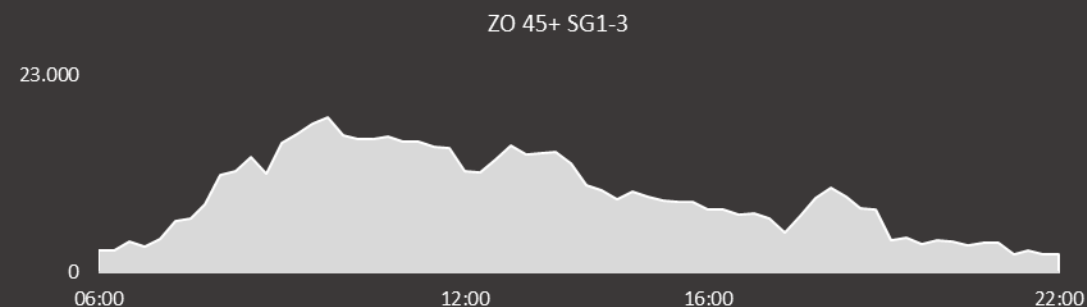
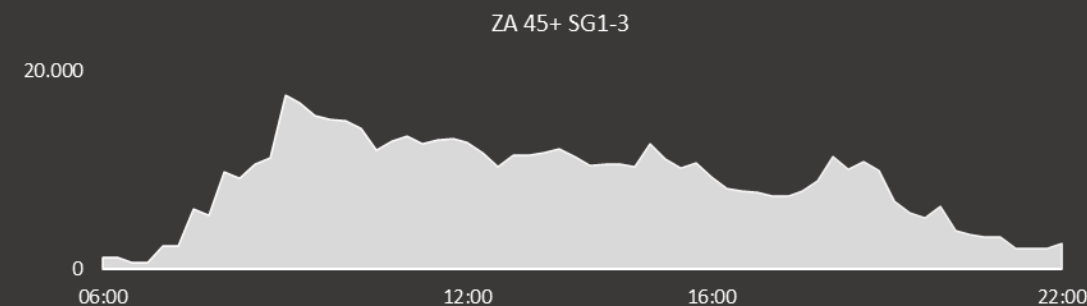
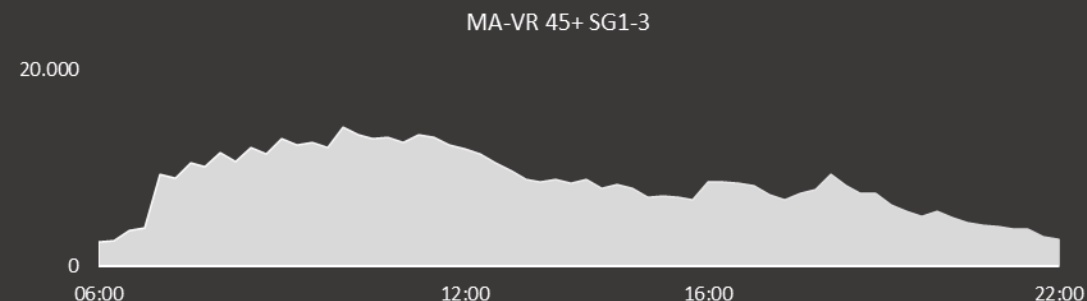
Iedereen Klassiek 29/10/2022



Higher educated
Higher social groups



	Mon	Tue	Wed	Thu	Fri	Sat	Sun		
06:00						Klara Continuo			
07:00	Espresso					Klara Staat Op			
08:00									
09:00									
10:00	Ampersand					De Liefhebber	Berg en Dal		
11:00							Walden		
12:00	Music Matters					Klara Serveert			
13:00						Iedereen Klassiek			
14:00								Zalige Zondag	
15:00	Maestro								
16:00									
17:00	Pompidou								
18:00	Django				Take 6	Caramba	Zanzibar		
19:00									
20:00	Klara Live					Klara Live			
21:00								Valckenaers & Vanhoudt	
22:00	Late Night Jazz	Late Night Lab	Late Night World	Late Night shift	Valckenaers & Vanhoudt		Round Midnight		
23:00									



Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 45+ SG1-3, Klara,, mei'22-apr'23, ma-vr, za & zo, 6-22u

KLARA IN 2023



Receive a TV campaign



DE TWINTIGERS
27/02 – 18/05



KONINGIN
ELISABETHWEDSTRIJD
21/05 – 03/06



KLARA TOP 100
TBC

LIVE RADIO



LIVE EVENT



KLARA FESTIVAL
10/03 - 26/03



IEDEREEN
KLASSIEK

October