



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
248

3,3%
 MARKET SHARE

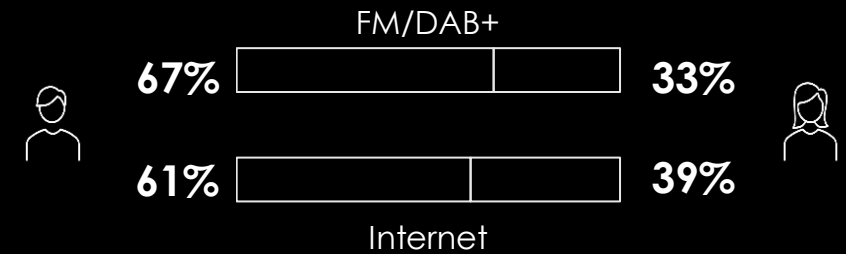
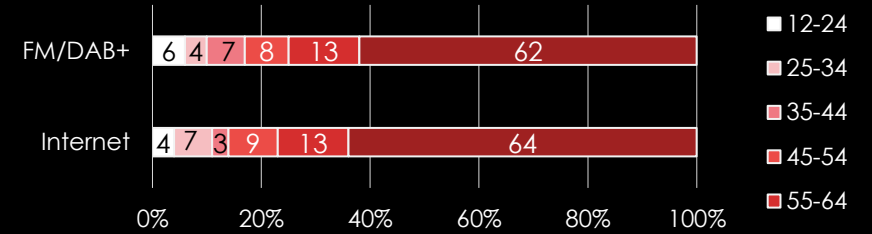
81.000
 WEEKLY LISTENERS
 (9%)

41.000
 DAILY LISTENERS
 (5%)

20.500
 SESSIONS/DAY

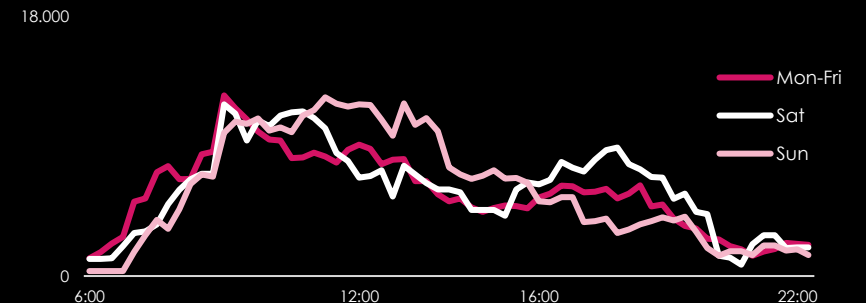


LISTENING PROFILE IN %
 FM/DAB+ LISTENER VS STREAMER



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

LISTENING CURVE



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



Summer 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
07:00							
08:00	Espresso					Klara Staat Op	
09:00							
10:00							
11:00	De zomer van Klara					De zomer van Klara	De zomer van Klara
12:00							
13:00	Summertime					Summer-time	Summer-time
14:00							
15:00	De zomer van Klara					De zomer van Klara	De zomer van Klara
16:00							
17:00							
18:00	Django					Django	Classical Queers
19:00							
20:00	Nuits d'été					Nuits d'été	Nuits d'été
21:00							
22:00	All that Jazz					All that Jazz	All that Jazz
23:00	Continuo						

CREATIVE PARTNERSHIPS: FOCUS ON



CLASSICAL
MUSIC



IEDEREEN
KLASSIEK

AND MANY MORE...