

## The radio station that accompanies people all the way

On JOE we listen to a perfect balance between classics and contemporary hits. JOE touches the heart of its listeners with generous and caring actions such as 'Pakje van je hart', 'JOE summer island', etc. The main target group is persons aged 40 and older.

### Radio

Daily Listeners <sup>1</sup>	496,600
------------------------------	---------

### Audience Share

People 35-54	16%
--------------	-----



<sup>1</sup>CIM Radio (Mon-Sun; all day). JOEFM is published in Belgium.