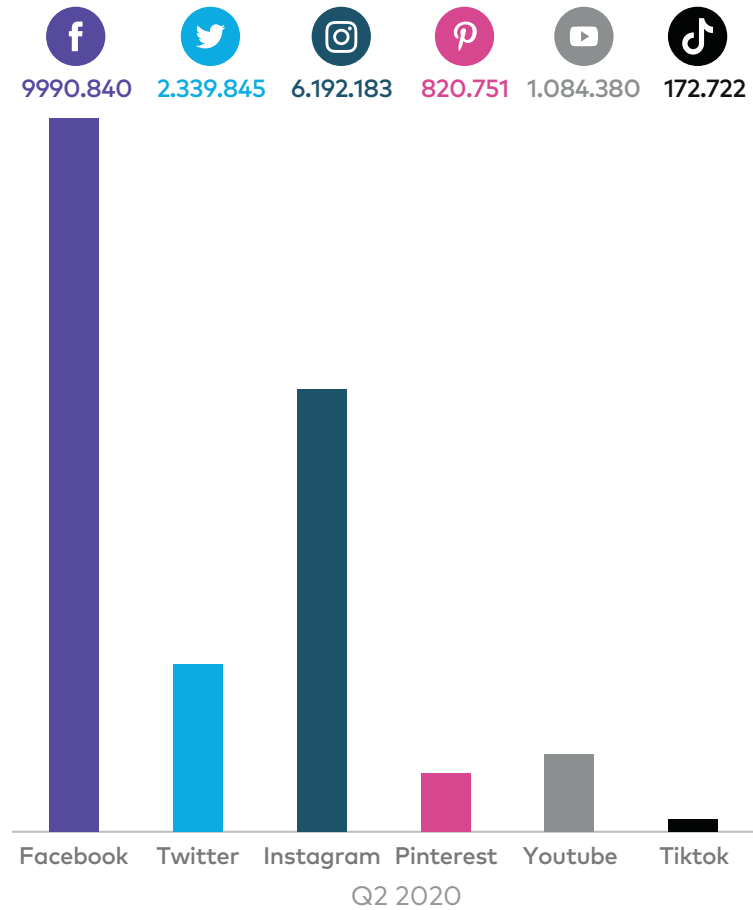




Magazine Media Social Media Monitor

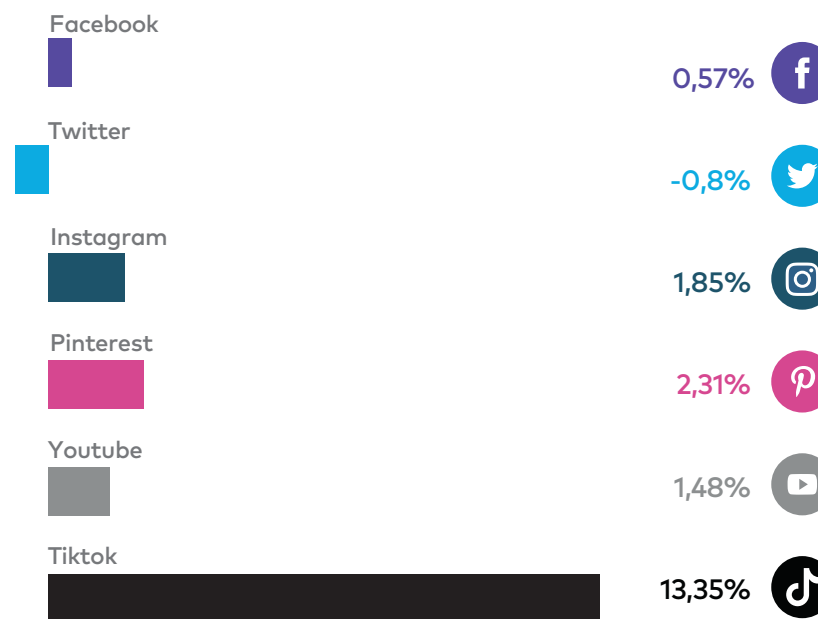
Q2-2021

**Totaal aantal likers / volgers
per sociaal netwerk binnen
magazine media branche**
(30 juni 2021)



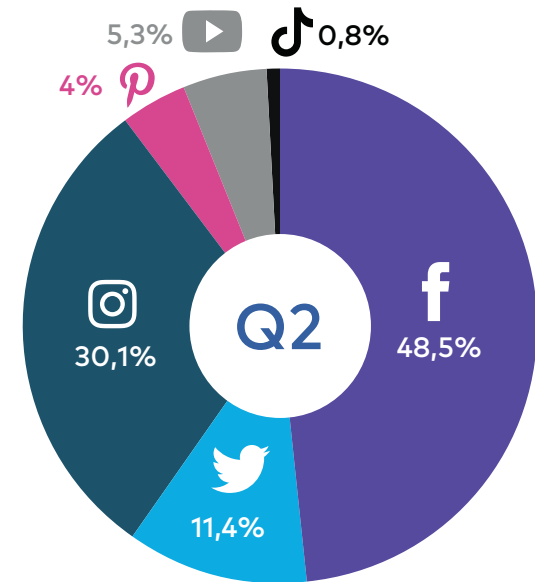
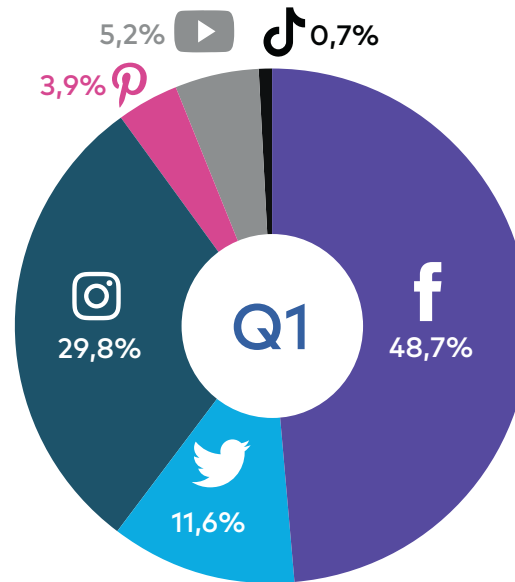
Groei % likers / volgers per social netwerk binnen magazine media branche

(30 juni 2021)



Q1 2021 vs Q2 2021

**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**
(30 juni 2021)



Q1 2021 vs Q2 2021




Top 25 grootste magazine media merken (30 juni 2021)




MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.532.170	14 Cosmopolitan (13)	372.634
2 Vtwonon (2)	1.477.349	15 Libelle (15)	366.623
3 LINDA. (3)	1.380.341	16 Meiden Magazine (16)	365.187
4 Voetbal International (4)	1.059.504	17 ELLE Decoration (17)	331.079
5 GTST Magazine (5)	793.233	18 Tina (18)	327.801
6 ELLE (6)	665.536	19 Autoweek (19)	322.095
7 Flow (7)	581.839	20 Psychologie Magazine (20)	310.826
8 VOGUE (8)	491.846	21 Ouders van Nu (21)	299.075
9 Donald Duck (9)	487.615	22 Margriet (23)	246.371
10 National Geographic (10)	485.607	23 Glamour (22)	246.091
11 Panorama (11)	470.645	24 Wendy (25)	230.811
12 Happinez (12)	418.239	25 ZIN (24)	230.292
13 AndC (14)	382.199		

Q1 2021 vs Q2 2021

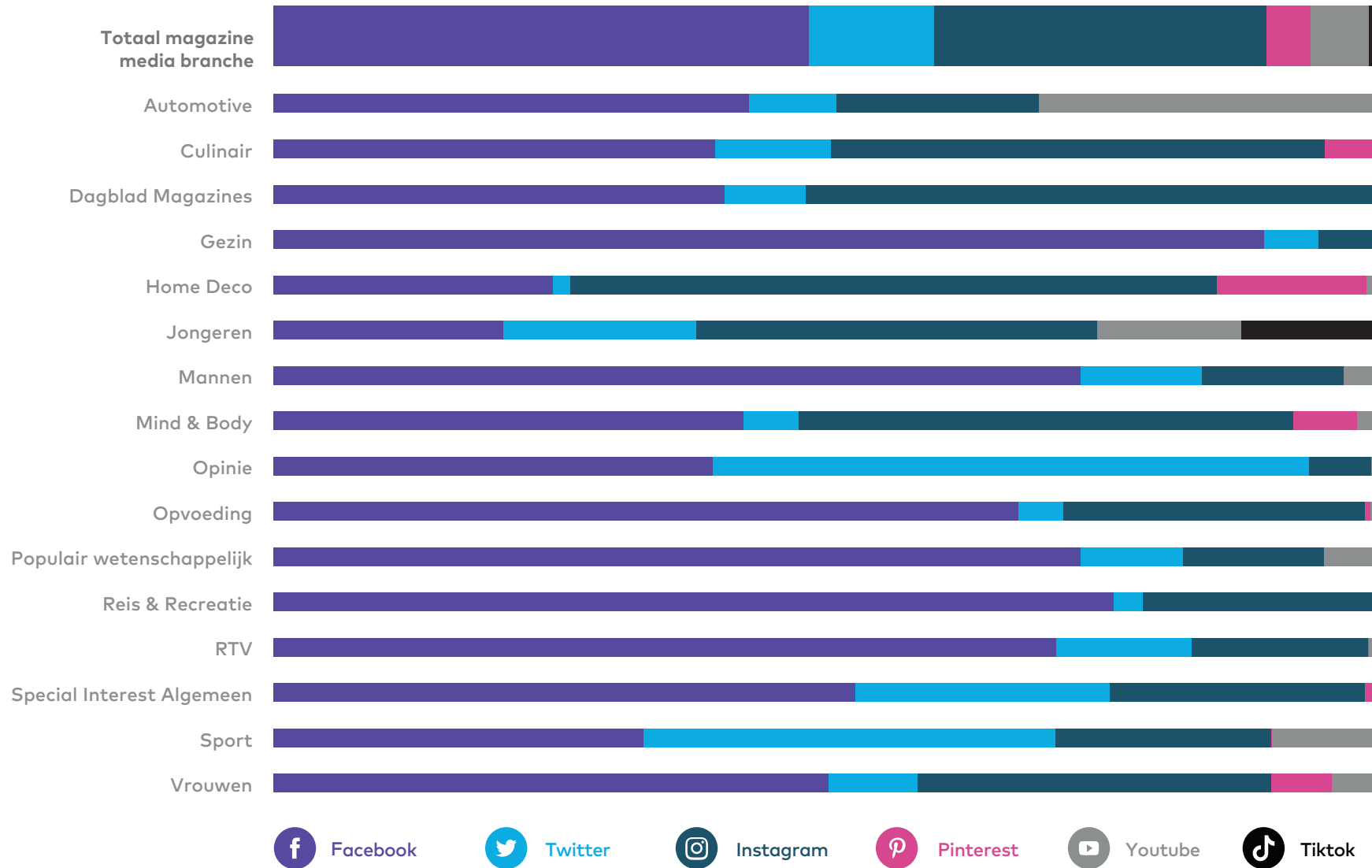


Top 10 magazine media merken per sociaal netwerk (30 juni 2021)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 INSTAGRAM VOLGERS
1 Playboy (1)	1.229.720	1 Voetbal International (1)	470.459	1 Vtwonen (1)	870.057
2 LINDA. (2)	608.870	2 Playboy (2)	162.447	2 LINDA. (2)	663.321
3 Panorama (3)	459.555	3 Donald Duck (3)	158.524	3 Flow (3)	342.423
4 GTST Magazine (4)	445.028	4 VOGUE (4)	95.557	4 ELLE Decoration (4)	298.085
5 National Geographic (5)	380.898	5 GTST Magazine (5)	91.438	5 GTST Magazine (5)	211.667
6 Vtwonen (6)	306.806	6 Elsevier (6)	91.128	6 VOGUE (6)	207.408
7 Voetbal International (7)	279.108	7 ELLE (7)	86.091	7 AndC (7)	201.797
8 Cosmopolitan (8)	270.142	8 Vrij Nederland (8)	76.649	8 Tina (8)	182.762
9 ELLE (9)	257.742	9 De Groene Amsterdammer (9)	72.848	9 Voetbal International (9)	179.937
10 Libelle (10)	229.034	10 LINDA. (10)	57.746	10 Happinez (10)	158.152

MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS	MAGAZINE MERK	 TIKTOK VOLGERS
1 Vtwonen (1)	258.194	1 Autoweek (1)	169.000	1 Meiden Magazine (1)	120.200
2 ELLE (2)	231.542	2 Voetbal International (2)	130.000	2 Tina (2)	41.700
3 Flow (3)	69.975	3 Autovisie (3)	104.000	3 CosmoGIRL! (3)	6.234
4 Libelle (4)	47.532	4 Tina (4)	82.500	4 Girlz! (4)	2.499
5 Margriet (5)	33.978	5 AndC (5)	74.900	5 Cosmopolitan (5)	2.089
6 VOGUE (6)	22.633	6 Meiden Magazine (6)	71.700		
7 Flair (7)	18.674	7 LINDA.MEIDEN (7)	63.200		
8 ELLE Decoration (8)	13.376	8 LINDA. (8)	46.000		
9 Happinez (9)	11.780	9 GTST Magazine (9)	45.100		
10 Landleven (10)	10.744	10 Men's Health (10)	34.100		

Q1 2021 vs Q2 2021



 Facebook
  Twitter
  Instagram
  Pinterest
  Youtube
  Tiktok

De Magazine Media Social Media Monitor is samengesteld
door *Rocket*²⁴ in opdracht van:

