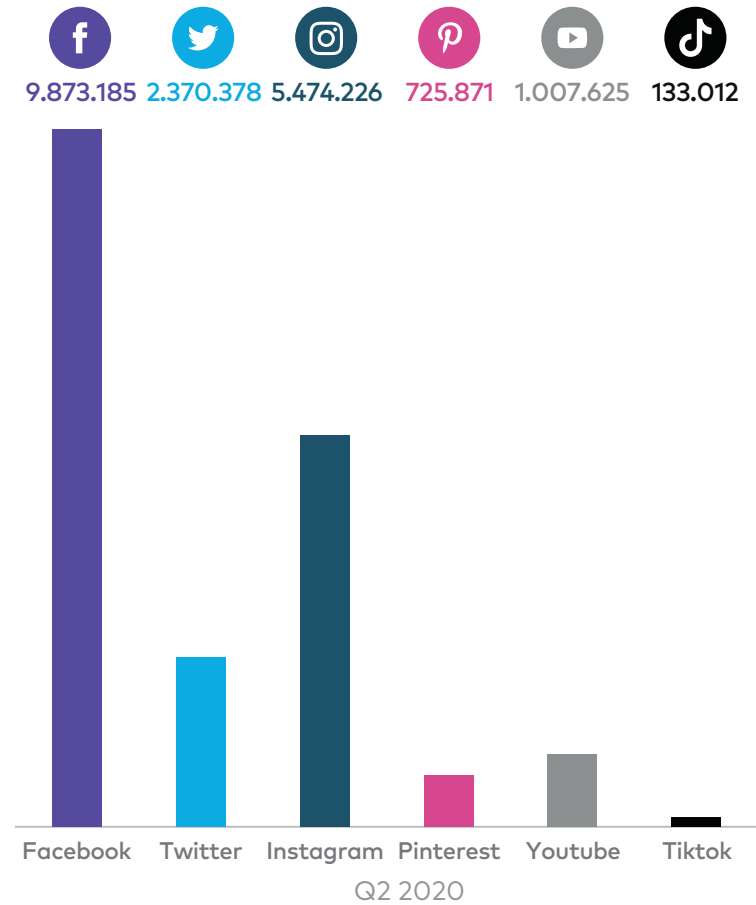




Magazine Media Social Media Monitor

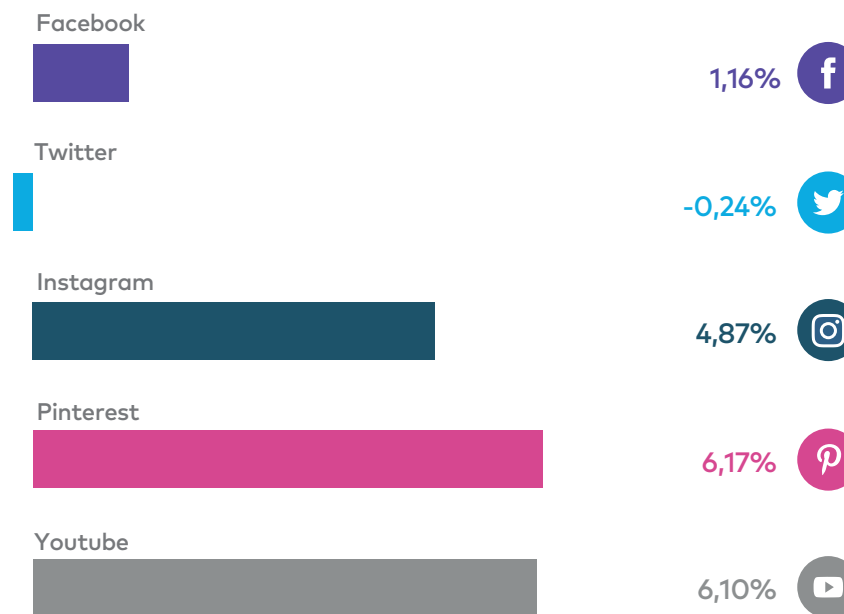
Q2-2020

**Totaal aantal likers / volgers
per sociaal netwerk binnen
magazine media branche**
(30 juni 2020)



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

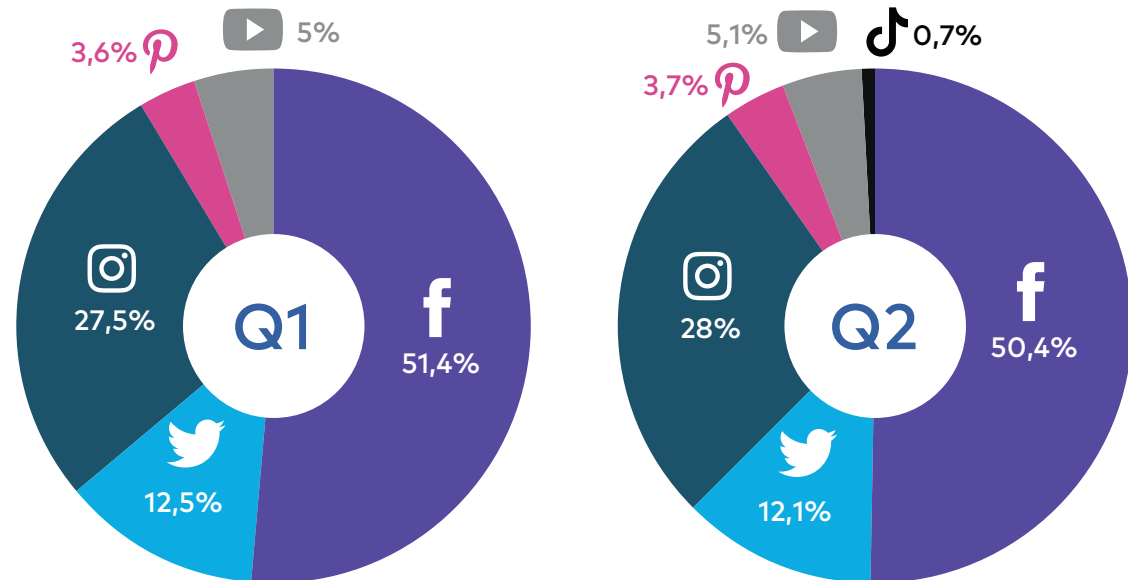
(30 juni 2020)



Q1 2020 vs Q2 2020

**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**

(30 juni 2020)



Q1 2020 vs Q2 2020




Top 25 grootste magazine media merken (30 juni 2020)




MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.548.648	14 Meiden Magazine (21)	355.041
2 LINDA. (2)	1.345.930	15 AndC (14)	349.421
3 Vtwnonen (3)	1.319.482	16 Libelle (15)	339.144
4 Voetbal International (4)	1.024.707	17 Tina (19)	300.108
5 GTST Magazine (5)	787.910	18 ELLE Decoration (16)	289.212
6 ELLE (6)	665.028	19 Autoweek (18)	280.324
7 Flow (7)	569.894	20 Ouders van Nu (17)	277.999
8 Donald Duck (8)	489.555	21 Psychologie Magazine (20)	259.812
9 VOGUE (9)	487.813	22 Glamour (22)	242.843
10 Panorama (10)	474.038	23 ZIN (23)	232.172
11 National Geographic (11)	468.873	24 Margriet (24)	229.049
12 Happinez (12)	382.460	25 Wendy (25)	218.596
13 Cosmopolitan (13)	372.135		

Q1 2020 vs Q2 2020

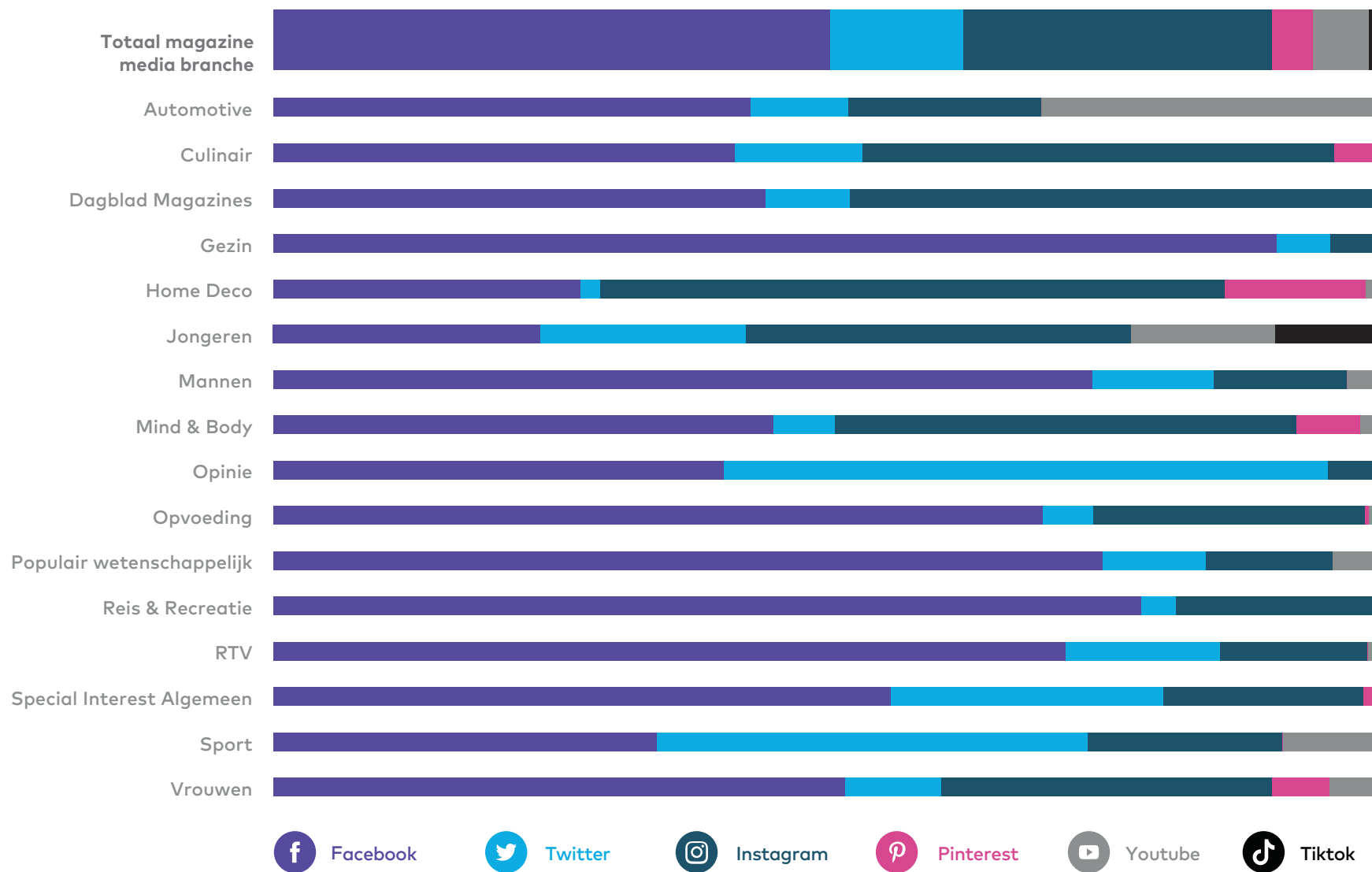


Top 10 magazine media merken per sociaal netwerk (30 juni 2020)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 TWITTER VOLGERS
1 Playboy (1)	1.252.542	1 Voetbal International (1)	470.909	1 Vtwonen (1)	768.139
2 LINDA. (2)	662.277	2 Donald Duck (2)	162.975	2 LINDA. (2)	575.912
3 Panorama (3)	463.862	3 Playboy (3)	162.311	3 Flow (3)	332.307
4 GTST Magazine (4)	449.369	4 VOGUE (4)	97.943	4 ELLE Decoration (4)	256.863
5 National Geographic (5)	377.996	5 GTST Magazine (5)	95.109	5 VOGUE (5)	200.450
6 Vtwonen (6)	294.635	6 Elsevier (6)	91.099	6 GTST Magazine (6)	198.432
7 Voetbal International (7)	282.671	7 ELLE (7)	88.567	7 AndC (7)	180.616
8 Cosmopolitan (8)	269.848	8 Vrij Nederland (8)	75.616	8 Tina (8)	174.033
9 ELLE (9)	255.978	9 De Groene Amsterdammer (9)	67.036	9 Voetbal International (9)	158.127
10 ZIN (10)	227.662	10 LINDA. (10)	58.904	10 Meiden Magazine (10)	137.643

MAGAZINE MERK	 INSTAGRAM VOLGERS	MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS
1 ELLE (1)	231.200	1 Autoweek (1)	150.000	1 Meiden Magazine (-)	105.500
2 Vtwonen (2)	214.927	2 Voetbal International (2)	113.000	2 Tina (-)	24.400
3 Flow (3)	67.132	3 Autovisie (3)	88.900	3 Girlz! (-)	2.420
4 Libelle (4)	35.034	4 Tina (4)	80.500	4 Cosmopolitan (-)	547
5 Margriet (6)	23.120	5 Meiden Magazine (5)	73.800	5 CosmoGIRL! (-)	145
6 VOGUE (5)	21.692	6 AndC (6)	73.400		
7 Flair (8)	13.414	7 LINDA.MEIDEN (7)	65.000		
8 ELLE Decoration (7)	12.782	8 GTST Magazine (8)	45.000		
9 Happinez (9)	10.209	9 LINDA. (9)	44.500		
10 Landleven (-)	9.062	10 Men's Health (10)	30.600		

Q1 2020 vs Q2 2020



 Facebook
  Twitter
  Instagram
  Pinterest
  Youtube
  Tiktok

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

