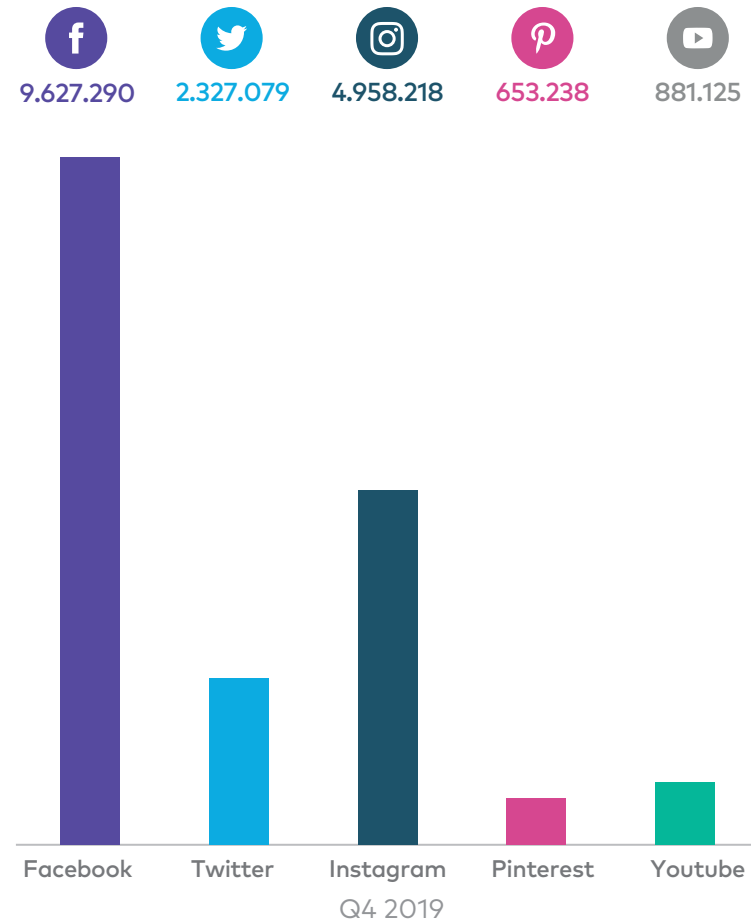




Magazine Media Social Media Monitor

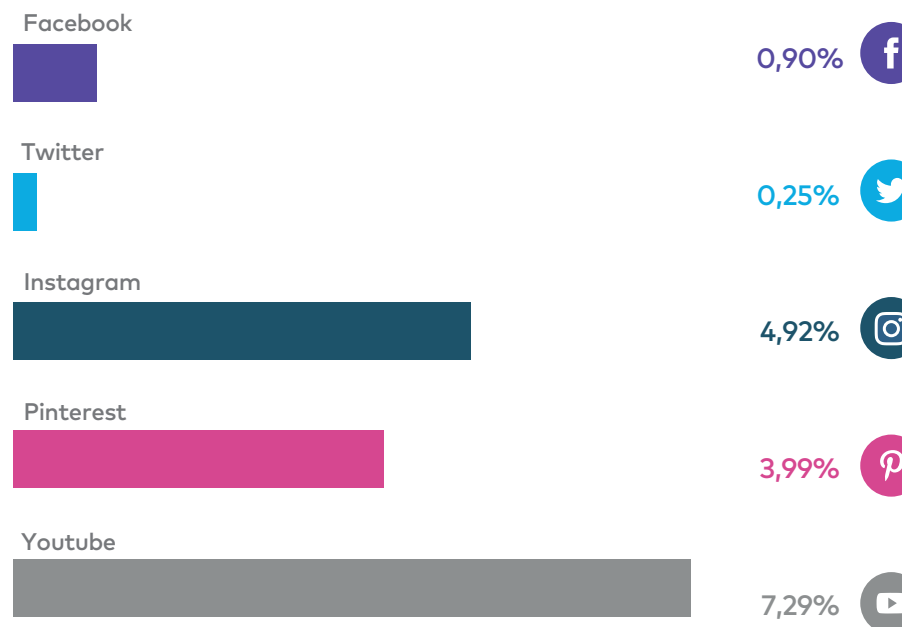
Q4-2019

**Totaal aantal likers / volgers
per sociaal netwerk binnen
magazine media branche**
(31 december 2019)



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

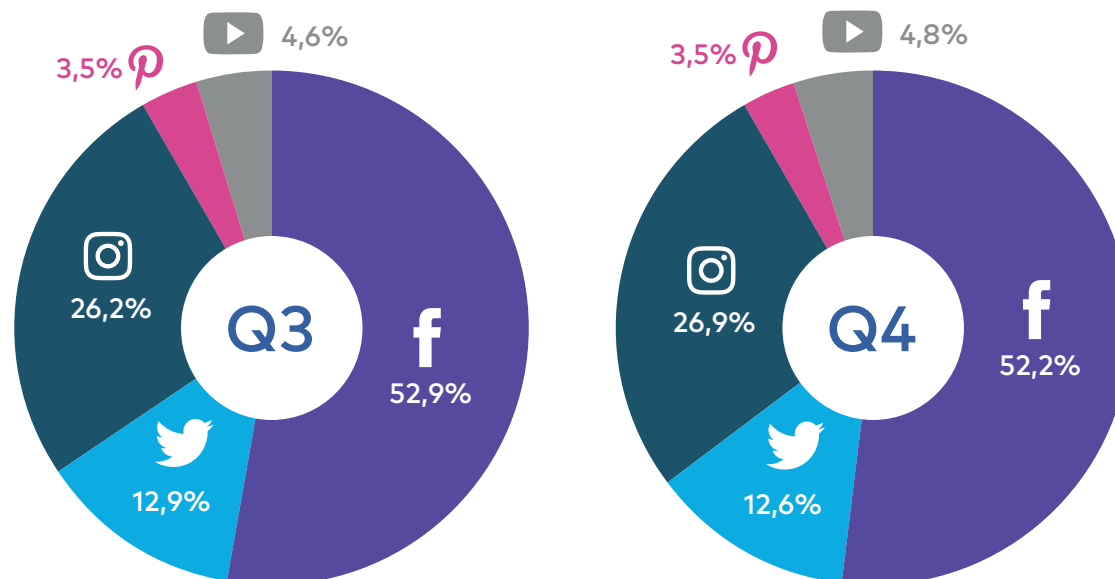
(31 december 2019)



Q3 2019 vs Q4 2019

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

(31 december 2019)



Q3 2019 vs Q4 2019



Top 25 grootste magazine media merken




(31 december 2019)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.551.031	14 AndC (14)	326.814
2 LINDA. (2)	1.275.159	15 Libelle (15)	316.455
3 Vtwonon (3)	1.191.809	16 ELLE Decoration (16)	263.391
4 Voetbal International (4)	1.007.264	17 Autoweek (17)	258.659
5 GTST Magazine (5)	785.503	18 Ouders van Nu (18)	255.642
6 ELLE (6)	655.378	19 Tina (19)	255.531
7 Flow (7)	540.763	20 Glamour (20)	238.611
8 VOGUE (9)	485.362	21 Meiden Magazine (22)	238.294
9 Donald Duck (8)	484.967	22 Psychologie Magazine (23)	238.222
10 Panorama (10)	475.183	23 ZIN (21)	231.777
11 National Geographic (11)	457.648	24 Margriet (24)	213.325
12 Happinez (13)	359.626	25 Wendy (25)	213.115
13 Cosmopolitan (12)	357.424		

Q3 2019 vs Q4 2019

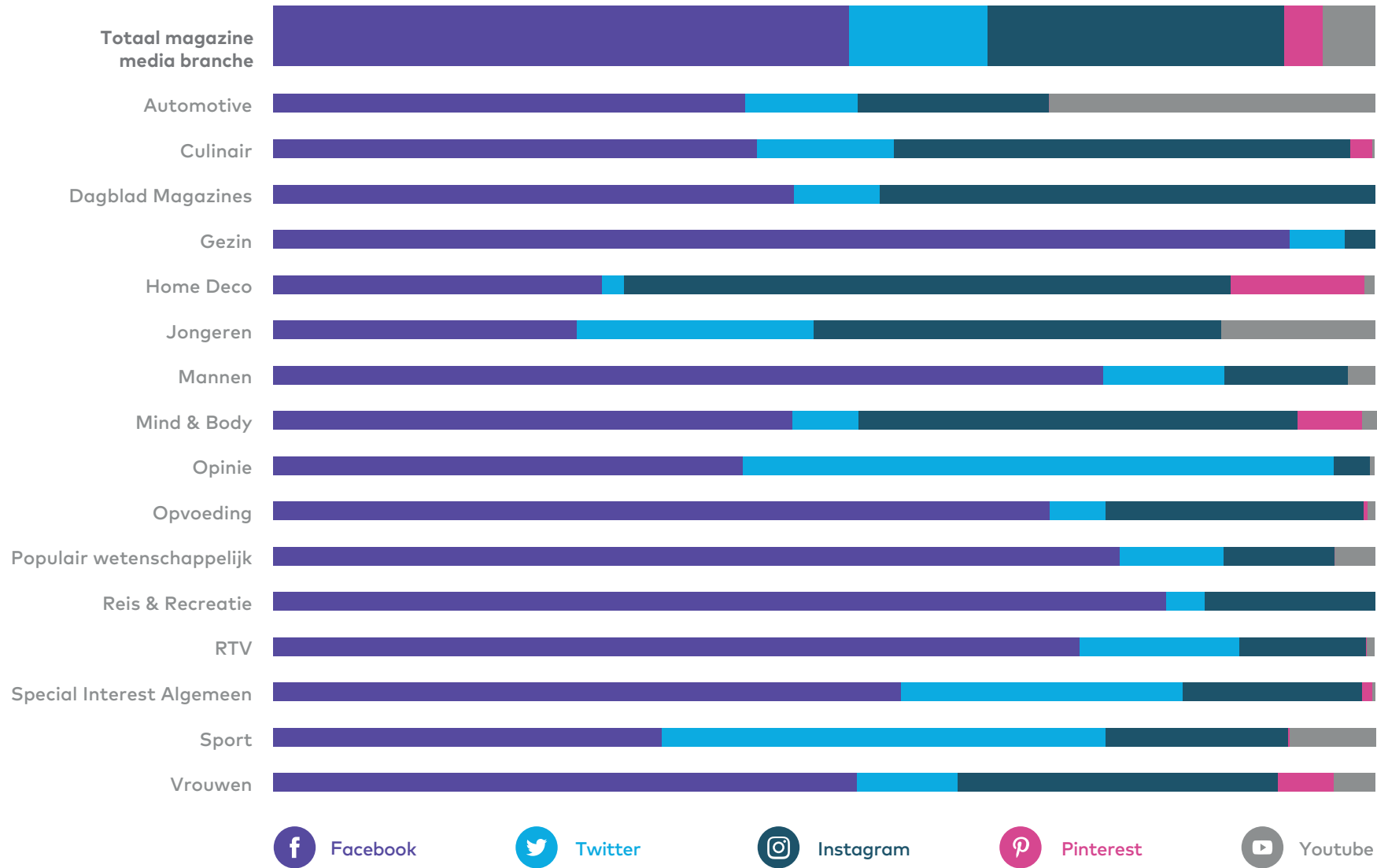
Top 10 magazine media merken per sociaal netwerk (31 december 2019)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS
1 Playboy (1)	1.265.645	1 Voetbal International (1)	472.350
2 LINDA. (2)	657.343	2 Donald Duck (2)	165.337
3 Panorama (3)	465.435	3 Playboy (3)	160.344
4 GTST Magazine (4)	452.927	4 VOGUE (4)	99.124
5 National Geographic (5)	377.466	5 GTST Magazine (5)	96.669
6 Voetbal International (6)	284.645	6 ELLE (6)	89.780
7 Vtwonen (7)	282.569	7 Elsevier (7)	87.545
8 Cosmopolitan (8)	265.440	8 Vrij Nederland (8)	74.878
9 ELLE (9)	255.946	9 De Groene Amsterdammer (9)	64.193
10 ZIN (10)	227.635	10 LINDA. (10)	59.264

MAGAZINE MERK	 INSTAGRAM VOLGERS	MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS
1 Vtwonen (1)	683.385	1 ELLE (1)	231.176	1 Autoweek (1)	142.000
2 LINDA. (2)	511.218	2 Vtwonen (2)	184.954	2 Voetbal International (2)	102.000
3 Flow (3)	306.093	3 Flow (3)	64.816	3 Autovisie (5)	77.200
4 ELLE Decoration (4)	231.411	4 Libelle (5)	24.299	4 Tina (4)	76.900
5 VOGUE (5)	197.586	5 VOGUE (4)	20.798	5 Meiden Magazine (6)	70.200
6 GTST Magazine (6)	191.507	6 Margriet (7)	12.977	6 AndC (7)	69.700
7 AndC (7)	164.915	7 ELLE Decoration (6)	12.459	7 LINDA.MEIDEN (-)	54.900
8 Tina (8)	157.491	8 Happinez (8)	9.624	8 GTST Magazine (8)	44.400
9 Voetbal International (9)	148.269	9 Flair (10)	9.324	9 LINDA. (3)	43.000
10 Meiden Magazine (10)	129.408	10 Ariadne at Home (9)	8.388	10 Men's Health (9)	26.300

Q3 2019 vs Q4 2019





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

