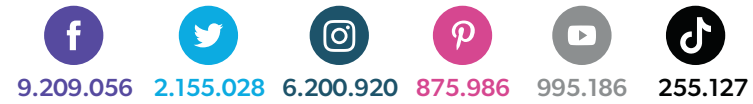




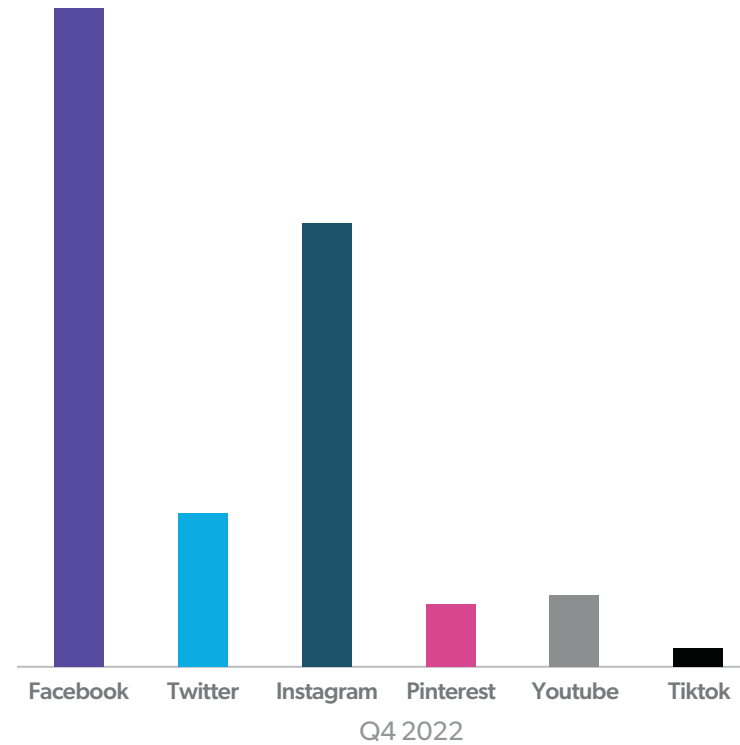
# Magazine Media Social Media Monitor

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Q4-2022

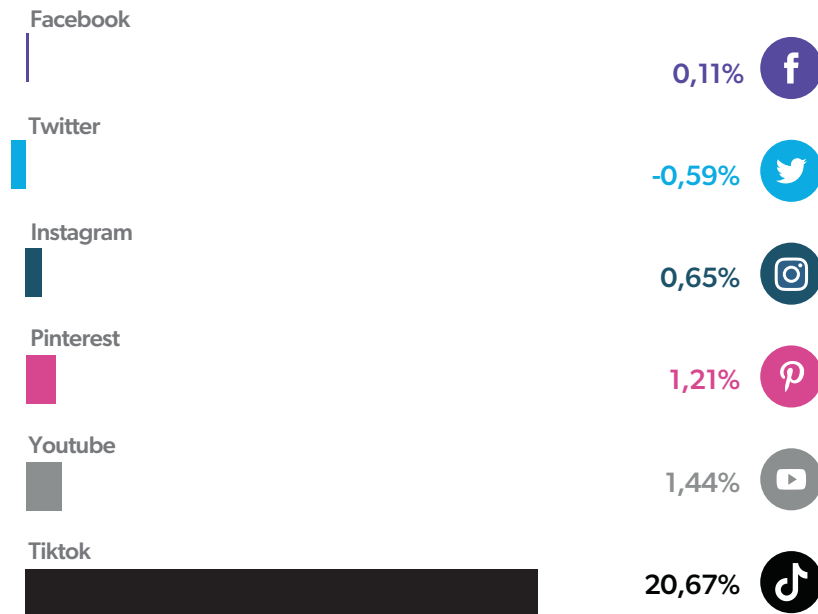


**Totaal aantal likers / volgers  
per sociaal netwerk binnen  
magazine media branche**  
(31 december 2022)



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

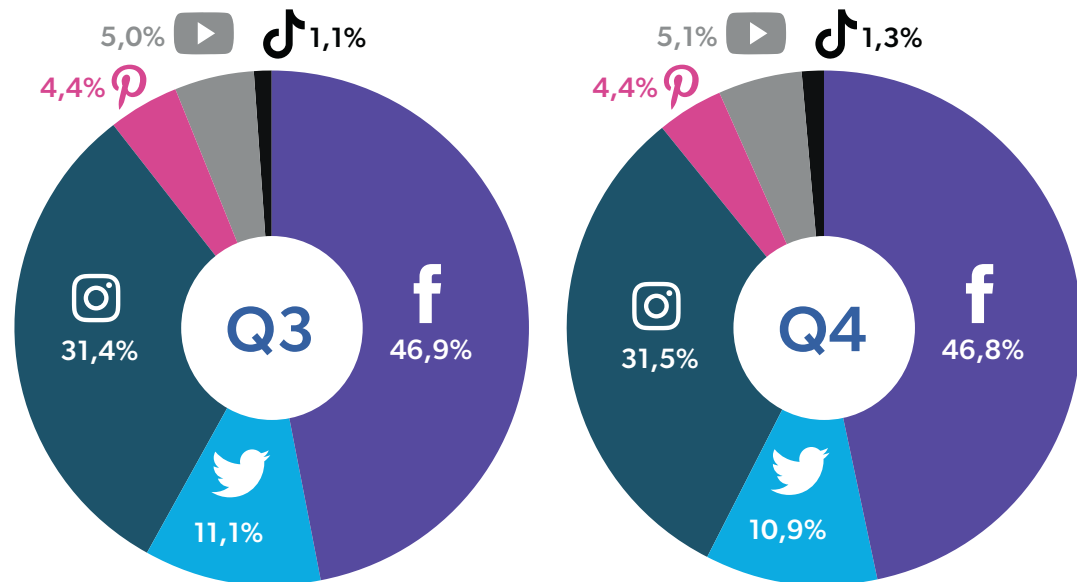
(31 december 2022)



Q3 2022 vs Q4 2022

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

(31 december 2022)



Q3 2022 vs Q4 2022

## Top 25 grootste magazine media merken

(31 december 2022)




MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Vtwonon (2)	1.507.570	14 Libelle (14)	387.146
2 Playboy (1)	1.502.572	15 Cosmopolitan (15)	376.987
3 LINDA. (3)	1.418.353	16 Autoweek (17)	347.085
4 Voetbal International (4)	1.121.897	17 Tina (16)	341.055
5 ELLE (5)	675.187	18 Psychologie Magazine (18)	340.542
6 Flow (6)	579.642	19 Ouders van Nu (19)	312.041
7 VOGUE (8)	512.373	20 Meiden Magazine (20)	302.836
8 National Geographic (7)	507.395	21 Margriet (21)	256.715
9 Donald Duck (9)	481.634	22 ZIN (22)	228.634
10 Panorama (10)	467.816	23 Wendy (23)	227.350
11 Happinez (11)	427.581	24 Truckstar (24)	219.905
12 ELLE Decoration (12)	412.875	25 VROUW (25)	211.863
13 AndC (13)	387.729		




Q3 2022 vs Q4 2022



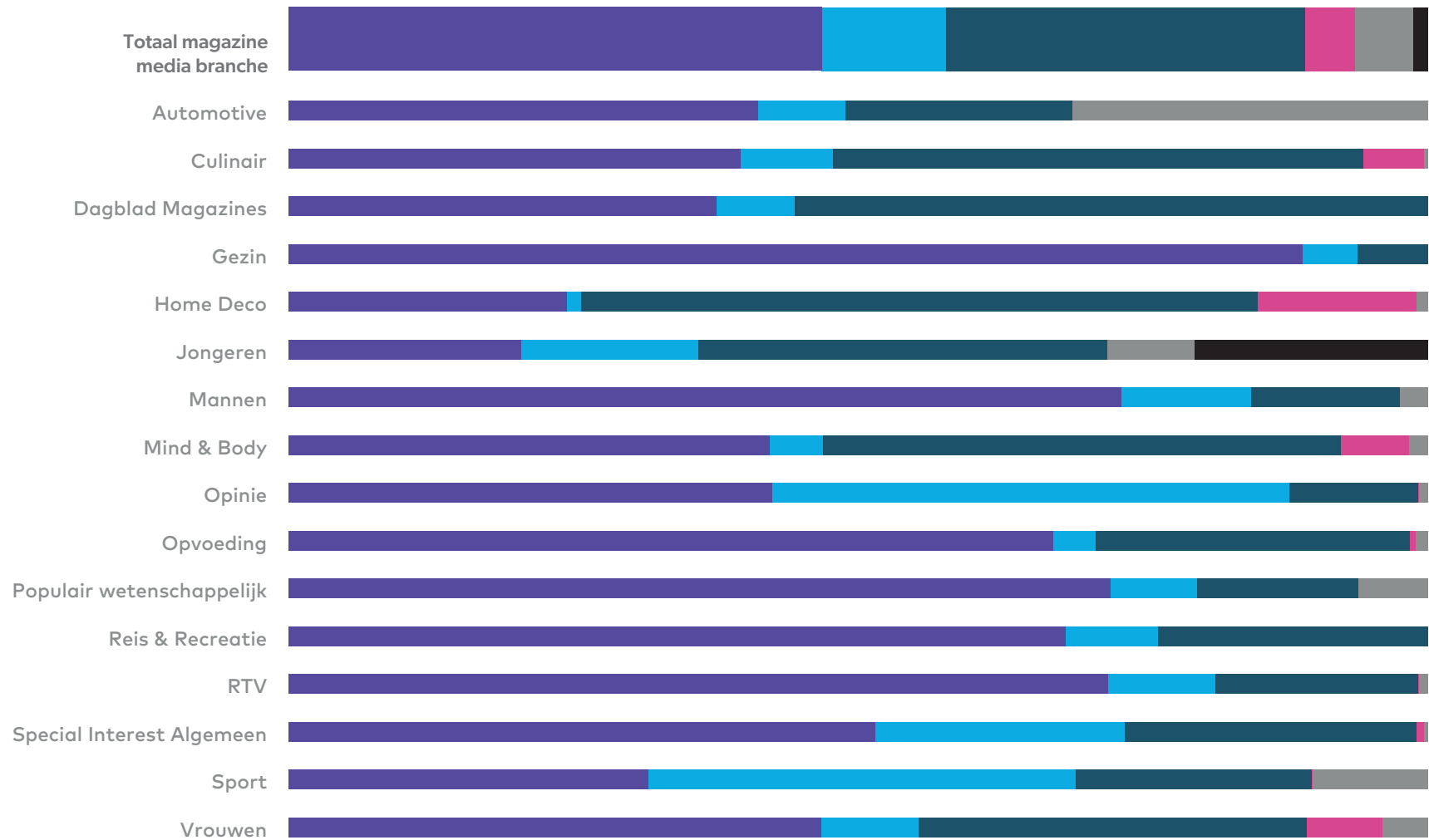
## Top 10 magazine media merken per sociaal netwerk

(31 december 2022)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 INSTAGRAM VOLGERS
1 Playboy (1)	1.196.939	1 Voetbal International (1)	502.123	1 Vtwonen (1)	867.784
2 LINDA. (2)	610.275	2 Playboy (2)	163.122	2 LINDA. (2)	699.446
3 Panorama(3)	455.691	3 Donald Duck (3)	155.861	3 ELLE Decoration (3)	377.662
4 National Geographic (4)	393.595	4 VOGUE (4)	94.490	4 Flow (4)	338.553
5 Vtwonen (5)	317.411	5 EW Magazine (5)	91.975	5 VOGUE (5)	228.791
6 Voetbal International (6)	276.693	6 ELLE (6)	84.878	6 AndC (6)	212.142
7 Cosmopolitan (7)	274.023	7 De Groene Amsterdammer (7)	82.209	7 Voetbal International (7)	199.081
8 ELLE (8)	258.947	8 Vrij Nederland (8)	81.100	8 Tina (8)	174.851
9 Libelle (9)	234.025	9 LINDA. (9)	56.662	9 Happinez (9)	165.407
10 ZIN (10)	222.938	10 Quote (10)	49.261	10 Playboy (10)	139.301

MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS	MAGAZINE MERK	 TIKTOK VOLGERS
1 Vtwonen (1)	279.618	1 Autoweek (1)	188.000	1 Meiden Magazine (1)	139.500
2 ELLE (2)	231.041	2 Voetbal International (2)	144.000	2 Tina (2)	75.300
3 Flow (3)	71.980	3 Autovisie (3)	113.000	3 Zo zit dat (-)	30.700
4 Libelle (4)	50.825	4 Tina (4)	87.400	4 Libelle (-)	6.937
5 Margriet (5)	41.846	5 AndC (5)	73.600	5 Cosmopolitan (3)	2.543
6 VOGUE (6)	22.744	6 LINDA.MEIDEN (6)	61.900	6 Winq (-)	147
7 Flair (7)	20.401	7 LINDA. (7)	46.800		
8 ELLE Decoration (8)	14.948	8 National Geographic (8)	39.500		
9 Seasons (10)	13.168	9 Men's Health (9)	35.700		
10 Happinez (9)	12.378	10 Motor.NL (10)	32.600		

Q3 2022 vs Q4 2022



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 Pinterest
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 Tiktok

De Magazine Media Social Media Monitor is samengesteld  
door *Rocket*<sup>24</sup> in opdracht van:

