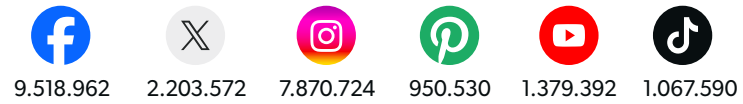




# Magazine Media Social Media Monitor

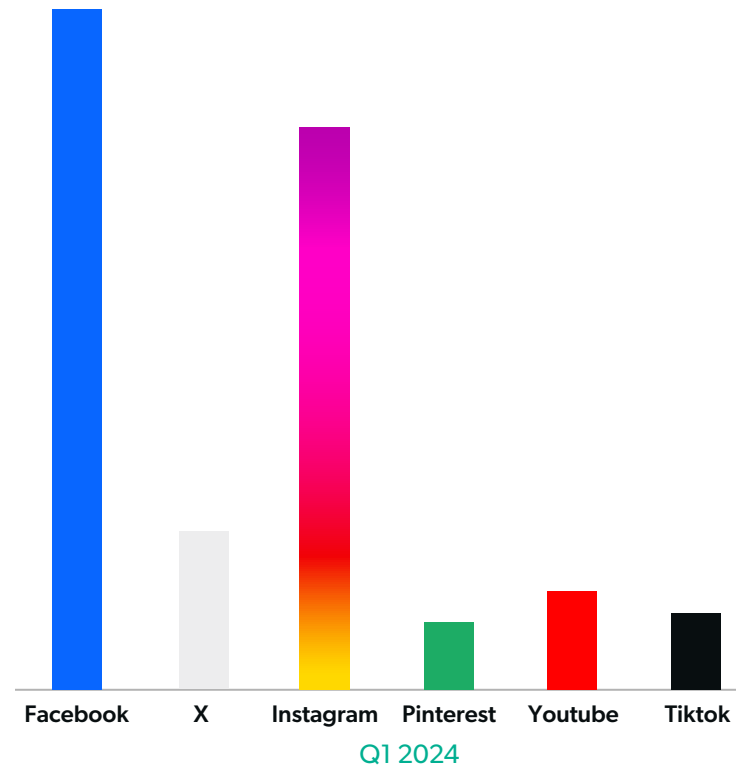
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Q1-2024



## Totaal aantal likers / volgers per sociaal netwerk binnen magazine media branche

(31 maart 2024)



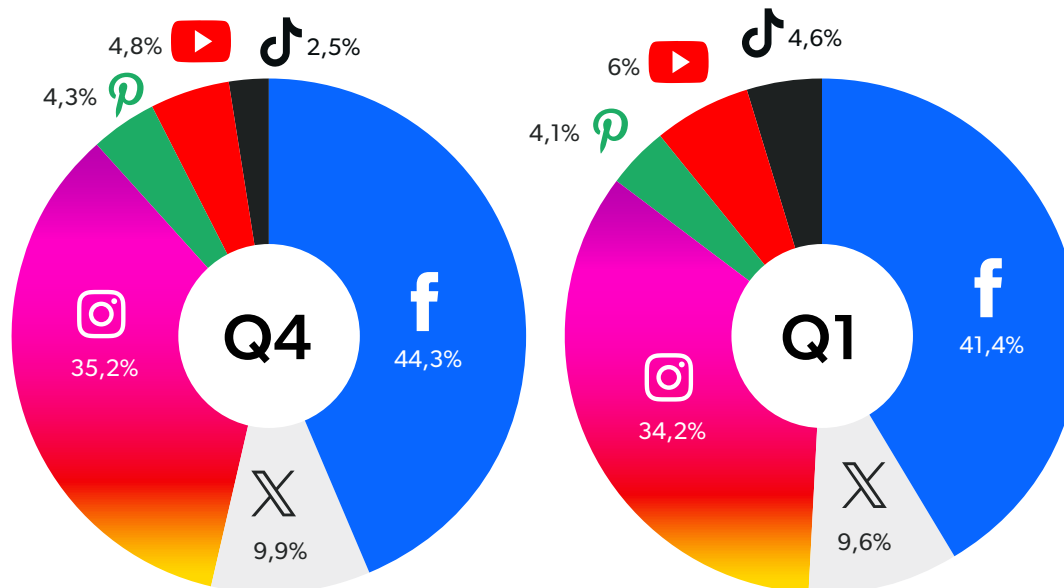
**Groei % likers / volgers per  
social netwerk binnen  
magazine media branche**  
(31 maart 2024)



Q4 2023 vs Q1 2024

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

(31 maart 2024)



Q4 2023 vs Q1 2024

## Top 25 grootste magazine media merken (31 maart 2024)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Mijjuschka (2)	1.522.581	14 Happinez (13)	436.612
2 Playboy (1)	1.495.623	15 AndC (16)	428.525
3 Vtwonen (4)	1.476.191	16 Cosmopolitan (14)	416.332
4 LINDA. (3)	1.472.966	17 Libelle (15)	405.579
5 Voetbal International (5)	1.194.097	18 Tina (17)	401.008
6 Bright (-)	963.803	19 Autoweek (18)	362.364
7 ELLE (6)	711.503	20 Psychologie Magazine (19)	347.223
8 VOGUE (7)	605.973	21 Ouders van Nu (20)	311.437
9 Flow (8)	580.187	22 Margriet (21)	265.760
10 National Geographic (9)	553.358	23 Truckstar (22)	243.791
11 ELLE Decoration (10)	529.670	24 LINDA.MEIDEN (23)	232.474
12 Donald Duck (11)	472.199	25 Wendy (25)	229.525
13 Panorama (12)	466.210		

Q4 2023 vs Q1 2024





## Top 25 magazine media merken op Facebook

(31 maart 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.185.982	14 Donald Duck (14)	210.806
2 LINDA. (2)	606.825	15 Psychologie Magazine (15)	192.321
3 Panorama (3)	453.590	16 Margriet (16)	163.941
4 National Geographic (4)	432.704	17 VOGUE (17)	159.361
5 Vtwonon (5)	285.903	18 VROUW (18)	151.849
6 Voetbal International (6)	273.957	19 Flow (19)	134.001
7 Cosmopolitan (7)	272.534	20 Kek mama (20)	122.904
8 ELLE (8)	257.759	21 Truckstar (21)	121.434
9 Libelle (9)	235.047	22 Vriendin (22)	119.427
10 Happinez (10)	222.046	23 Flair (23)	112.671
11 ZIN (11)	221.319	24 Wonen landelijke stijl (24)	108.367
12 Ouders van Nu (12)	220.069	25 Veronica Magazine (25)	108.291
13 Miljuschka (13)	219.249		

Q4 2023 vs Q1 2024





## Top 25 magazine media merken op X (31 maart 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	522.401	14 Grazia (13)	37.617
2 Playboy (2)	161.492	15 Flow (14)	34.747
3 Donald Duck (3)	152.169	16 Maarten! (15)	30.238
4 VOGUE (4)	92.588	17 Autoweek (16)	29.823
5 EW Magazine (5)	91.949	18 Libelle (17)	26.873
6 De Groene Amsterdammer (6)	85.301	19 Vtwonen (18)	25.514
7 ELLE (7)	83.217	20 Meiden Magazine (19)	24.841
8 Vrij Nederland (8)	82.949	21 Happinez (20)	23.878
9 LINDA. (9)	54.692	22 Nieuwe Revu (21)	23.482
10 HP/De Tijd (10)	49.249	23 Formule 1 (22)	23.272
11 Quote (11)	48.630	24 Quest (23)	20.206
12 Bright (-)	47.110	25 Marie Claire (24)	19.063
13 Runner's World (12)	39.732		

Q4 2023 vs Q1 2024



## Top 25 magazine media merken op Instagram (31 maart 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	998.279	14 Harper's BAZAAR (14)	131.731
2 Vtwonen (2)	862.131	15 ELLE (16)	130.424
3 LINDA. (3)	758.769	16 Meiden Magazine (15)	122.106
4 ELLE Decoration (4)	493.514	17 LINDA.MEIDEN (17)	117.605
5 Flow (5)	334.844	18 Donald Duck (18)	109.224
6 VOGUE (6)	261.469	19 Vorsten (19)	98.166
7 AndC (8)	244.933	20 Cosmopolitan (21)	89.495
8 Voetbal International (7)	228.339	21 Truckstar (20)	88.895
9 Tina (9)	174.612	22 Women's Health (22)	81.007
10 Happinez (10)	170.451	23 Ouders van Nu (23)	78.078
11 Playboy (11)	144.889	24 Volkskrant Magazine (24)	74.765
12 Psychologie Magazine (12)	138.427	25 Libelle (25)	72.420
13 Wendy (13)	136.151		

Q4 2023 vs Q1 2024







## Top 25 magazine media merken op Pinterest (31 maart 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	286.043	14	Delicious (14)	10.884
2	ELLE (2)	229.703	15	Ariadne at Home (15)	8.876
3	Flow (3)	73.169	16	Home & Garden (16)	8.168
4	Libelle (4)	54.939	17	Stijlvol Wonen (17)	7.941
5	Margriet (5)	49.408	18	Groei & Bloei (18)	7.595
6	Miljuschka (6)	37.566	19	Santé (20)	7.149
7	VOGUE (7)	23.215	20	Eigen Huis & Interieur (19)	6.567
8	Flair (8)	20.545	21	KnipMode (21)	6.047
9	Seasons (10)	15.703	22	Cosmopolitan (22)	5.783
10	ELLE Decoration (9)	15.701	23	LINDA. (23)	5.580
11	Beau Monde (11)	15.459	24	Foodies (24)	5.167
12	Landleven (12)	13.151	25	Grazia (25)	3.923
13	Happinez (13)	12.607			

Q4 2023 vs Q1 2024





## Top 25 magazine media merken op Youtube

(31 maart 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (-)	319.000	14 Yoga Magazine (13)	14.700
2 Autoweek (1)	201.000	15 KnipMode (14)	13.100
3 Voetbal International (2)	150.000	16 ELLE (15)	10.400
4 Autovisie (3)	120.000	17 Quote (16)	9.730
5 Tina (4)	105.000	18 Zeilen (17)	8.550
6 AndC (5)	72.500	19 Groei & Bloei (18)	8.030
7 LINDA.MEIDEN (6)	60.200	20 Happinez (19)	7.630
8 LINDA. (7)	47.100	21 Cosmopolitan (20)	7.330
9 National Geographic (8)	42.000	22 VOGUE (21)	6.240
10 Men's Health (9)	35.900	23 Psychologie Magazine (22)	5.380
11 Motor.NL (10)	34.500	24 Miljuschka (-)	5.270
12 Truckstar (11)	18.900	25 Grazia (-)	4.640
13 Vtwnen (12)	16.600		

Q4 2023 vs Q1 2024





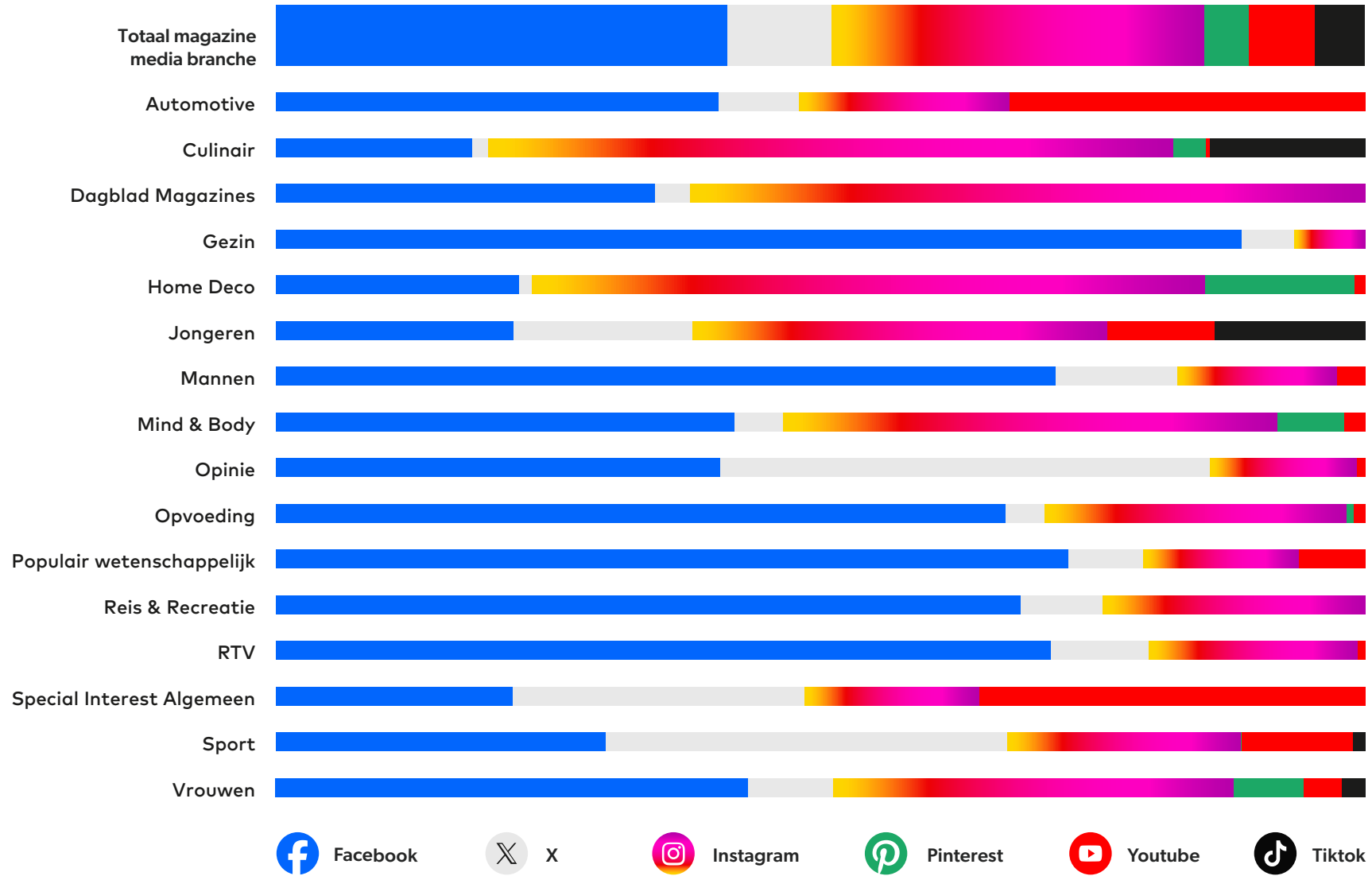
## Top 12 magazine media merken op Tiktok (31 maart 2024)

MAGAZINE  
MERKEN

1	Bright (-)	485.500
2	Miljuschka (1)	255.500
3	Tina (2)	112.300
4	VOGUE (3)	63.100
5	Zo zit dat (4)	37.600
6	LINDA.MEIDEN (5)	34.900
7	Cosmopolitan (6)	22.800
8	Voetbal International (7)	19.400
9	Libelle (8)	16.300
10	Truckstar (9)	10.100
11	AndC (10)	7.122
12	Winq (12)	1.682
13	Flow (11)	1.286

Q4 2023 vs Q1 2024





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

