

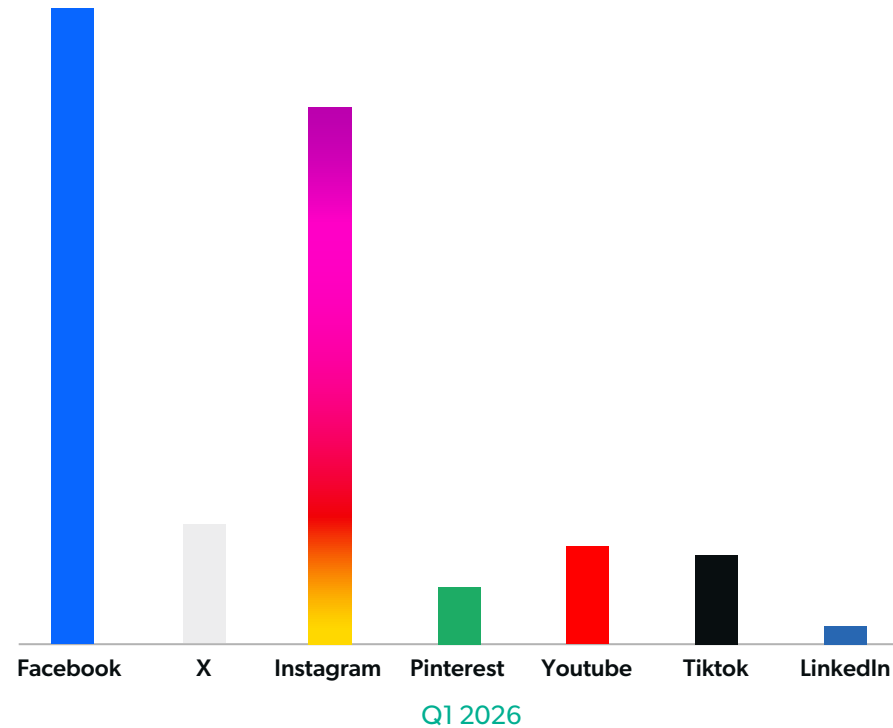


Magazine Media Social Media Monitor

Q1-2026

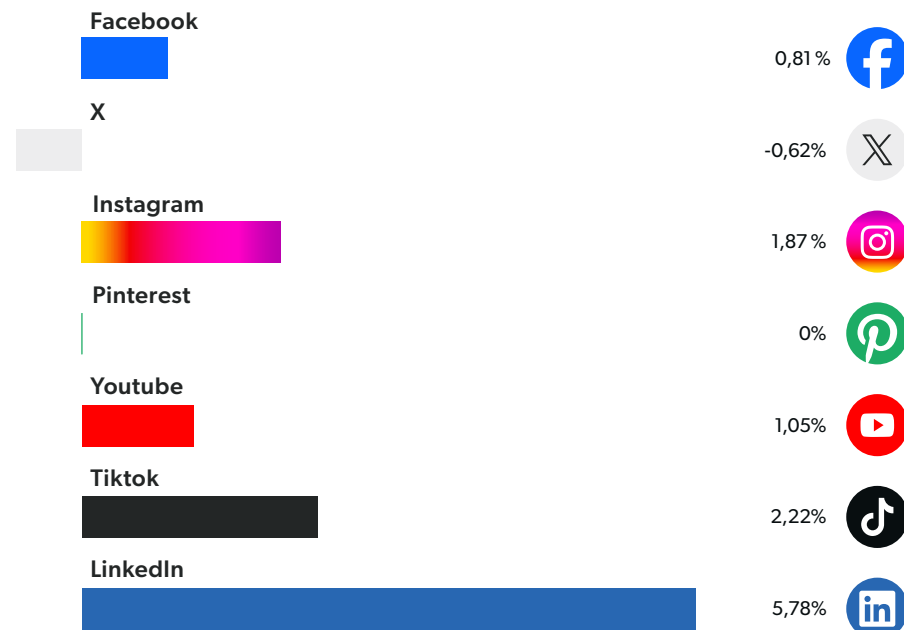


**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(31 maart 2026)



Groei % volgers per social netwerk binnen magazine media branche

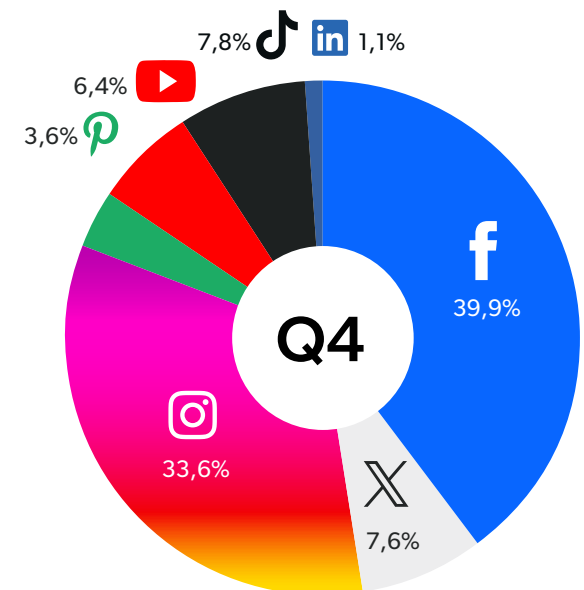
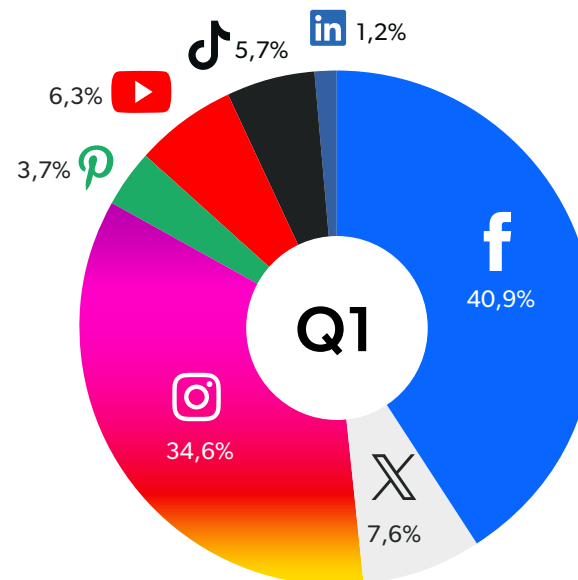
(31 maart 2026)



Q4 2025 vs Q1-2026

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

(31 maart 2026)



Q4 2025 vs Q1-2026

Top 25 grootste magazine media merken (31 maart 2026)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Mijjuschka (1)	1.947.368	14 Happinez (15)	468.463
2 LINDA. (2)	1.616.969	15 Libelle (16)	465.488
3 Vtwonen (3)	1.561.919	16 Tina (17)	451.480
4 Voetbal International (4)	1.304.750	17 Cosmopolitan (18)	443.085
5 Playboy (5)	1.273.368	18 Donald Duck (19)	418.192
6 Bright (6)	1.035.855	19 Autoweek (21)	407.104
7 ELLE (8)	799.950	20 Psychologie Magazine (20)	397.469
8 VOGUE (9)	723.745	21 Quote (22)	337.048
9 Flow (10)	602.089	22 Ouders van Nu (24)	336.735
10 National Geographic (11)	592.085	23 Truckstar (23)	319.237
11 ELLE Decoration (12)	590.501	24 LINDA.MEIDEN (25)	300.866
12 AndC (13)	489.709	25 Margriet (-)	284.846
13 Panorama (14)	481.984		

Q4 2025 vs Q1-2026



Top 25 magazine media merken op Facebook

(31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	200.000
2 LINDA. (2)	640.000	15 Psychologie Magazine (15)	200.000
3 Panorama (3)	469.000	16 VROUW (16)	177.000
4 National Geographic (4)	457.938	17 Margriet (17)	174.000
5 Miljuschka (5)	392.000	18 Vriendin (18)	158.000
6 Vtwonen (6)	359.000	19 VOGUE (19)	151.000
7 Voetbal International (7)	321.000	20 Truckstar (20)	147.000
8 Cosmopolitan (8)	272.000	21 Flair (21)	144.000
9 Libelle (9)	266.000	22 Kek mama (22)	141.000
10 ELLE (10)	251.000	23 Flow (23)	132.000
11 Ouders van Nu (13)	242.000	24 Veronica Magazine (24)	131.000
12 Happinez (11)	234.000	25 AndC (25)	123.000
13 ZIN (12)	230.000		

Q4 2025 vs Q1-2026





Top 25 magazine media merken op X

(31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	462.459	14 Grazia (14)	34.800
2 Playboy (2)	141.758	15 Flow (15)	31.497
3 Donald Duck (3)	110.046	16 Autoweek (16)	28.287
4 EW Magazine (4)	86.501	17 Maarten! (17)	25.658
5 VOGUE (5)	79.870	18 Libelle (18)	25.109
6 De Groene Amsterdammer (6)	77.877	19 Vtwnon (19)	23.849
7 Vrij Nederland (7)	75.435	20 OneWorld (20)	22.491
8 ELLE (8)	71.928	21 Formule 1 (21)	22.339
9 LINDA. (9)	49.873	22 Happinez (22)	22.055
10 Quote (10)	46.329	23 Meiden Magazine (23)	21.623
11 HP/De Tijd (11)	46.185	24 Nieuwe Revu (24)	21.575
12 Bright (12)	40.626	25 Quest (25)	18.011
13 Runner's World (13)	35.776		

Q4 2025 vs Q1-2026



Top 25 magazine media merken op Instagram (31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN		
1	Miljuschka (1)	1.172.698	14 Harper's BAZAAR (14)	146.280
2	Vtwonon (2)	874.855	15 Psychologie Magazine (15)	144.408
3	LINDA. (3)	821.913	16 Wendy (16)	135.235
4	ELLE Decoration (4)	552.169	17 Meiden Magazine (17)	117.614
5	Flow (5)	345.897	18 Donald Duck (19)	108.146
6	VOGUE (6)	320.417	19 Truckstar (20)	107.241
7	Voetbal International (7)	310.111	20 Cosmopolitan (21)	99.568
8	AndC (8)	264.887	21 Women's Health (22)	86.659
9	ELLE (9)	213.617	22 Libelle (23)	84.875
10	Happinez (11)	175.530	23 Ouders van Nu (24)	81.008
11	Vorsten (10)	175.011	24 National Geographic (-)	78.079
12	Tina (12)	170.280	25 Volkskrant Magazine (25)	76.901
13	LINDA.MEIDEN (13)	153.666		

Q4 2025 vs Q1-2026



Top 25 magazine media merken op Pinterest

(31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwnen (1)	287.615	14 Ariadne at Home (14)	8.840
2 ELLE (2)	228.205	15 Santé (15)	8.770
3 Flow (3)	73.472	16 Home & Garden (16)	8.354
4 Libelle (4)	58.797	17 Stijlvol Wonen (VT Wonen design) (17)	7.959
5 Margriet (5)	55.301	18 Groei & Bloei (18)	7.813
6 Miljuschka (6)	42.017	19 Eigen Huis & Interieur (19)	6.604
7 VOGUE (7)	23.878	20 KnipMode (20)	6.324
8 Flair (8)	20.619	21 Foodies (21)	6.158
9 Seasons (9)	17.186	22 LINDA. (22)	5.799
10 ELLE Decoration (10)	15.982	23 Cosmopolitan (23)	5.730
11 Landleven (11)	13.425	24 Kek mama (24)	4.184
12 Happinez (12)	12.654	25 Grazia (25)	3.945
13 Delicious (13)	12.211		

Q4 2025 vs Q1-2026





Top 25 magazine media merken op Youtube

(31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	342.000	14 Truckstar (15)	24.600
2 Autoweek (2)	222.000	15 Vtwnen (16)	16.600
3 Voetbal International (3)	160.000	16 Yoga Magazine (17)	15.100
4 Tina (4)	140.000	17 KnipMode (18)	13.900
5 Autovisie (5)	135.000	18 Quote (19)	13.200
6 Tweakers.net (7)	91.400	19 ELLE (20)	11.100
7 AndC (8)	72.200	20 Libelle (21)	10.000
8 LINDA.MEIDEN (9)	59.000	21 Zeilen (22)	9.390
9 LINDA. (10)	48.900	22 Groei & Bloei (23)	8.710
10 National Geographic (11)	45.900	23 Miljuschka (25)	7.720
11 Motor.NL (12)	37.700	24 Happinez (24)	7.660
12 Men's Health (13)	35.700	25 Cosmopolitan (-)	7.180
13 Zoom (14)	26.900		

Q4 2025 vs Q1-2026



Top 22 magazine media merken op TikTok (31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (2)	491.400	12 Autovisie (13)	24.600
2 Miljuschka (3)	325.300	13 ELLE (14)	24.100
3 VOGUE (4)	141.900	14 AndC (16)	20.600
4 Tina (5)	131.700	15 Libelle (15)	19.200
5 LINDA.MEIDEN (6)	58.200	16 Flow (17)	8.240
6 Voetbal International (7)	47.300	17 Meiden Magazine (18)	5.515
7 Cosmopolitan (8)	41.600	18 TopGear (19)	5.383
8 LINDA. (11)	37.700	19 Happinez (20)	3.945
9 Harper's BAZAAR (9)	37.600	20 Runner's World (-)	2.197
10 Zo zit dat (10)	35.500	21 Flair (-)	1.836
11 Truckstar (12)	32.200	22 Winq (21)	1.763

Q4 2025 vs Q1-2026

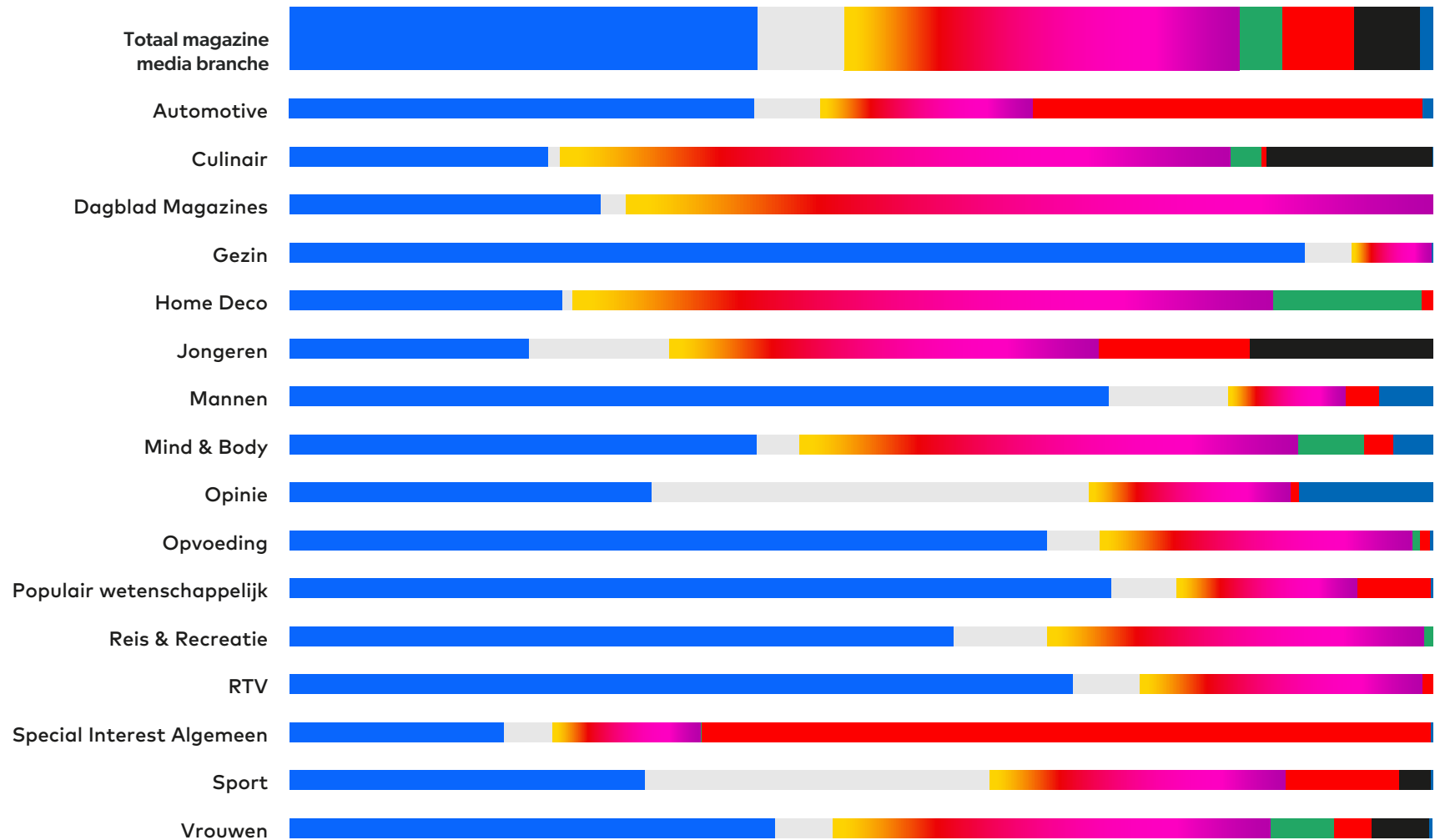


Top 25 magazine media merken op LinkedIn

(31 maart 2026)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Quote (1)	86.614	14 Truckstar (13)	4.006
2 De Groene Amsterdammer (2)	46.345	15 Voetbal International (14)	3.880
3 Psychologie Magazine (3)	36.864	16 New Scientist (15)	2.000
4 OneWorld (4)	29.850	17 Historisch Nieuwsblad (16)	2.000
5 EW Magazine (5)	13.568	18 Libelle (17)	1.507
6 LINDA. (7)	12.784	19 Miljuschka (18)	1.487
7 Happinez (6)	12.619	20 Plus Magazine (19)	1.337
8 Flow (8)	8.713	21 Ouders van Nu (20)	1.098
9 AndC (9)	7.956	22 Autovisie (21)	960
10 Arts en Auto (-)	7.000	23 Formule 1 (22)	814
11 Vrij Nederland (10)	6.448	24 Winq (23)	790
12 HP/De Tijd (11)	6.000	25 Kek mama (24)	695
13 Harper's BAZAAR (12)	4.872		

Q4 2025 vs Q1-2026



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

