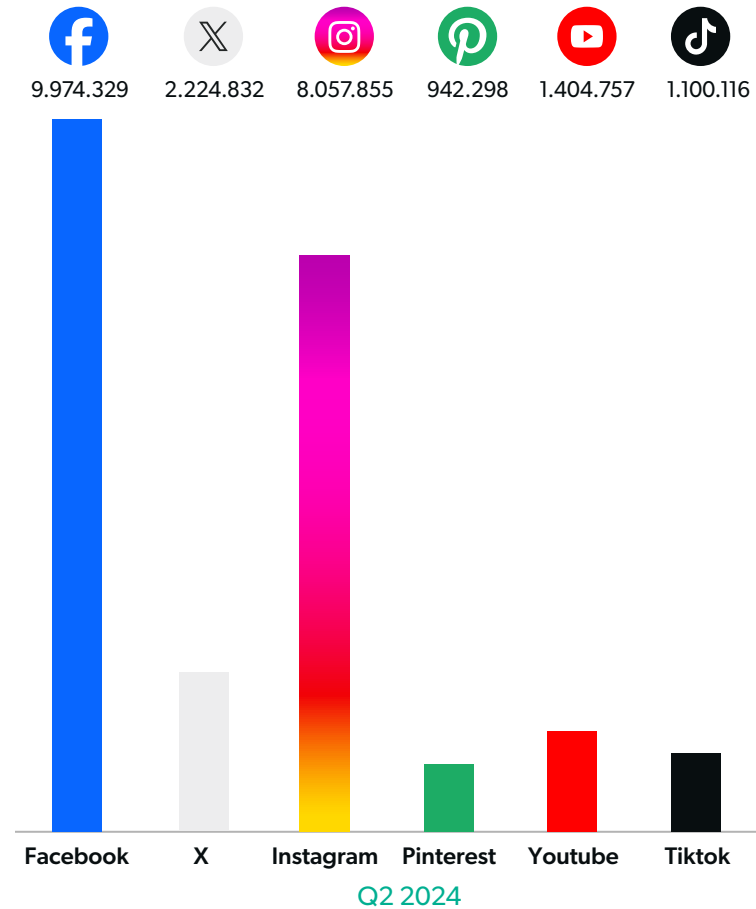




Magazine Media Social Media Monitor

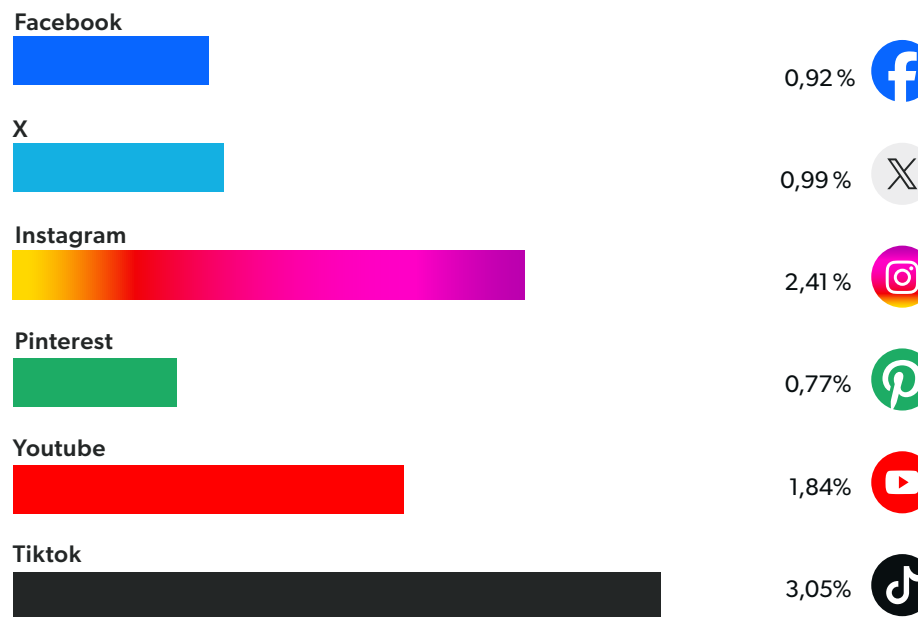
Q2-2024

**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(30 juni 2024)



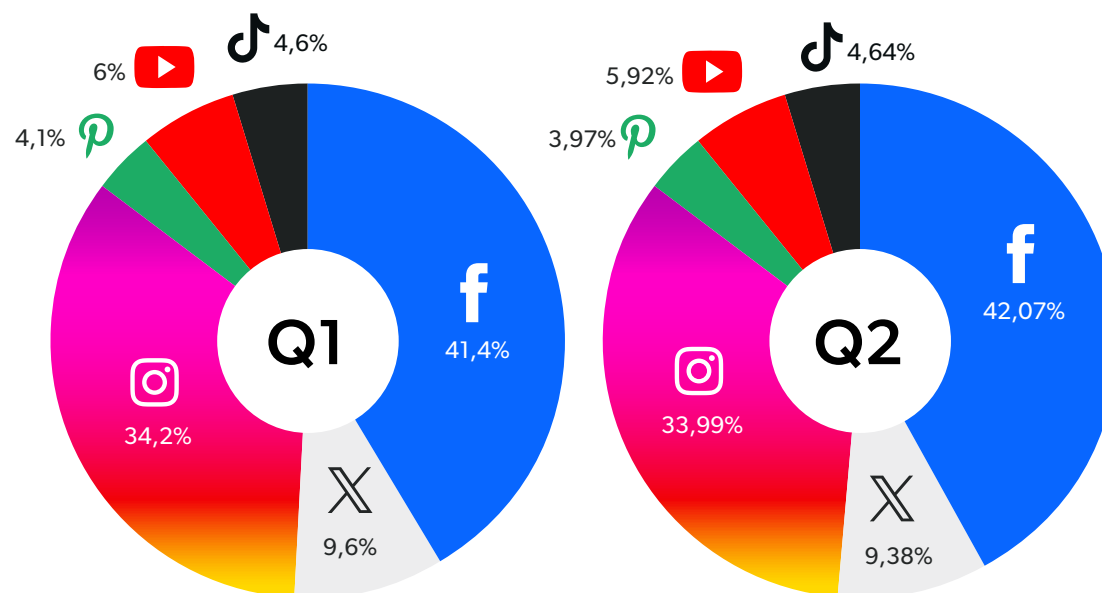
Groei % volgers per social netwerk binnen magazine media branche

(30 juni 2024)



Q1 2024 vs Q2 2024

**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**
(30 juni 2024)



Q1 2024 vs Q2 2024

Top 25 grootste magazine media merken (30 juni 2024)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Mijjuschka (1)	1.645.462	14 Happinez (14)	449.478
2 Vtwonen (3)	1.524.248	15 AndC (15)	436.453
3 LINDA. (4)	1.503.577	16 Cosmopolitan (16)	423.708
4 Playboy (2)	1.410.121	17 Tina (18)	414.122
5 Voetbal International (5)	1.251.391	18 Libelle (17)	409.402
6 Bright (6)	983.702	19 Autoweek (19)	373.738
7 ELLE (7)	720.370	20 Psychologie Magazine (20)	353.277
8 VOGUE (8)	614.941	21 Ouders van Nu (21)	317.148
9 Flow (9)	579.725	22 Margriet (22)	265.709
10 National Geographic (10)	550.144	23 Truckstar (23)	260.322
11 ELLE Decoration (11)	545.109	24 ZIN (-)	241.242
12 Donald Duck (12)	464.223	25 LINDA.MEIDEN (24)	241.093
13 Panorama (13)	461.698		

Q1 2024 vs Q2 2024





Top 25 magazine media merken op Facebook

(30 juni 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	204.000
2 LINDA. (2)	637.000	15 Psychologie Magazine (15)	197.000
3 Panorama (3)	449.000	16 VROUW (18)	164.000
4 National Geographic (4)	428.000	17 Margriet (16)	162.000
5 Vtwonen (5)	336.000	18 VOGUE (17)	156.000
6 Miljuschka (13)	331.000	19 Truckstar (21)	136.000
7 Voetbal International (6)	291.000	20 Flow (19)	135.000
8 Cosmopolitan (7)	274.000	21 Kek mama (20)	135.000
9 ELLE (8)	254.000	22 Vriendin (22)	135.000
10 Libelle (9)	236.000	23 Flair (23)	134.000
11 Happinez (10)	235.000	24 Veronica Magazine (25)	119.000
12 ZIN (11)	235.000	25 AndC (-)	110.000
13 Ouders van Nu (12)	225.000		

Q1 2024 vs Q2 2024





Top 25 magazine media merken op X (30 juni 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	523.341	14 Grazia (14)	37.421
2 Playboy (2)	160.258	15 Flow (15)	34.589
3 Donald Duck (3)	151.225	16 Maarten! (16)	30.209
4 VOGUE (4)	92.147	17 Autoweek (17)	29.805
5 EW Magazine (5)	91.697	18 Libelle (18)	26.759
6 De Groene Amsterdammer (6)	86.352	19 OneWorld (-)	26.219
7 Vrij Nederland (8)	83.119	20 Vtwonon (19)	25.386
8 ELLE (7)	82.806	21 Meiden Magazine (20)	24.650
9 LINDA. (9)	54.405	22 Happinez (21)	23.739
10 HP/De Tijd (10)	49.314	23 Nieuwe Revu (22)	23.399
11 Quote (11)	48.445	24 Formule 1 (23)	23.309
12 Bright (12)	47.012	25 Quest (24)	20.086
13 Runner's World (13)	39.523		

Q1 2024 vs Q2 2024





Top 25 magazine media merken op Instagram (30 juni 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	1.002.111	14 Wendy (13)	136.811
2 Vtwonen (2)	859.029	15 Harper's BAZAAR (14)	133.175
3 LINDA. (3)	759.443	16 Meiden Magazine (16)	121.292
4 ELLE Decoration (4)	506.899	17 LINDA.MEIDEN (17)	120.893
5 Flow (5)	333.347	18 Vorsten (19)	117.914
6 VOGUE (6)	266.441	19 Donald Duck (18)	108.998
7 Voetbal International (8)	255.250	20 Cosmopolitan (20)	91.637
8 AndC (7)	245.139	21 Truckstar (21)	89.982
9 Tina (9)	174.622	22 Women's Health (22)	82.510
10 Happinez (10)	170.460	23 Ouders van Nu (23)	78.883
11 Playboy (11)	146.573	24 Volkskrant Magazine (24)	75.469
12 ELLE (15)	143.623	25 Libelle (25)	74.396
13 Psychologie Magazine (12)	139.728		

Q1 2024 vs Q2 2024



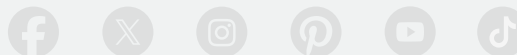


Top 25 magazine media merken op Pinterest

(30 juni 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	287.233	14	Ariadne at Home (15)	8.884
2	ELLE (2)	229.441	15	Home & Garden (16)	8.274
3	Flow (3)	73.303	16	Stijlvol Wonen (17)	7.957
4	Libelle (4)	55.947	17	Santé (19)	7.730
5	Margriet (5)	51.027	18	Groei & Bloei (18)	7.685
6	Miljuschka (6)	38.460	19	Eigen Huis & Interieur (20)	6.580
7	VOGUE (7)	23.363	20	KnipMode (21)	6.144
8	Flair (8)	20.604	21	Cosmopolitan (22)	5.778
9	Seasons (9)	16.292	22	LINDA. (23)	5.629
10	ELLE Decoration (10)	15.776	23	Foodies (24)	5.346
11	Landleven (12)	13.188	24	Grazia (25)	3.936
12	Happinez (13)	12.629	25	Kek mama (-)	3.897
13	Delicious (14)	11.089			

Q1 2024 vs Q2 2024



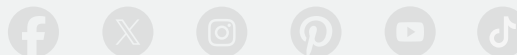


Top 25 magazine media merken op Youtube

(30 juni 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	322.000	14 Yoga Magazine (14)	14.900
2 Autoweek (2)	204.000	15 KnipMode (15)	13.300
3 Voetbal International (3)	154.000	16 ELLE (16)	10.500
4 Autovisie (4)	121.000	17 Quote (17)	10.500
5 Tina (5)	115.000	18 Zeilen (18)	8.800
6 AndC (6)	72.400	19 Groei & Bloei (19)	8.100
7 LINDA.MEIDEN (7)	59.700	20 Happinez (20)	7.650
8 LINDA. (8)	47.100	21 Cosmopolitan (21)	7.290
9 National Geographic (9)	42.600	22 VOGUE (22)	6.290
10 Men's Health (10)	36.000	23 Miljuschka (24)	5.710
11 Motor.NL (11)	35.400	24 Psychologie Magazine (23)	5.450
12 Truckstar (12)	19.500	25 Grazia (25)	4.630
13 Vtwnen (13)	16.600		

Q1 2024 vs Q2 2024





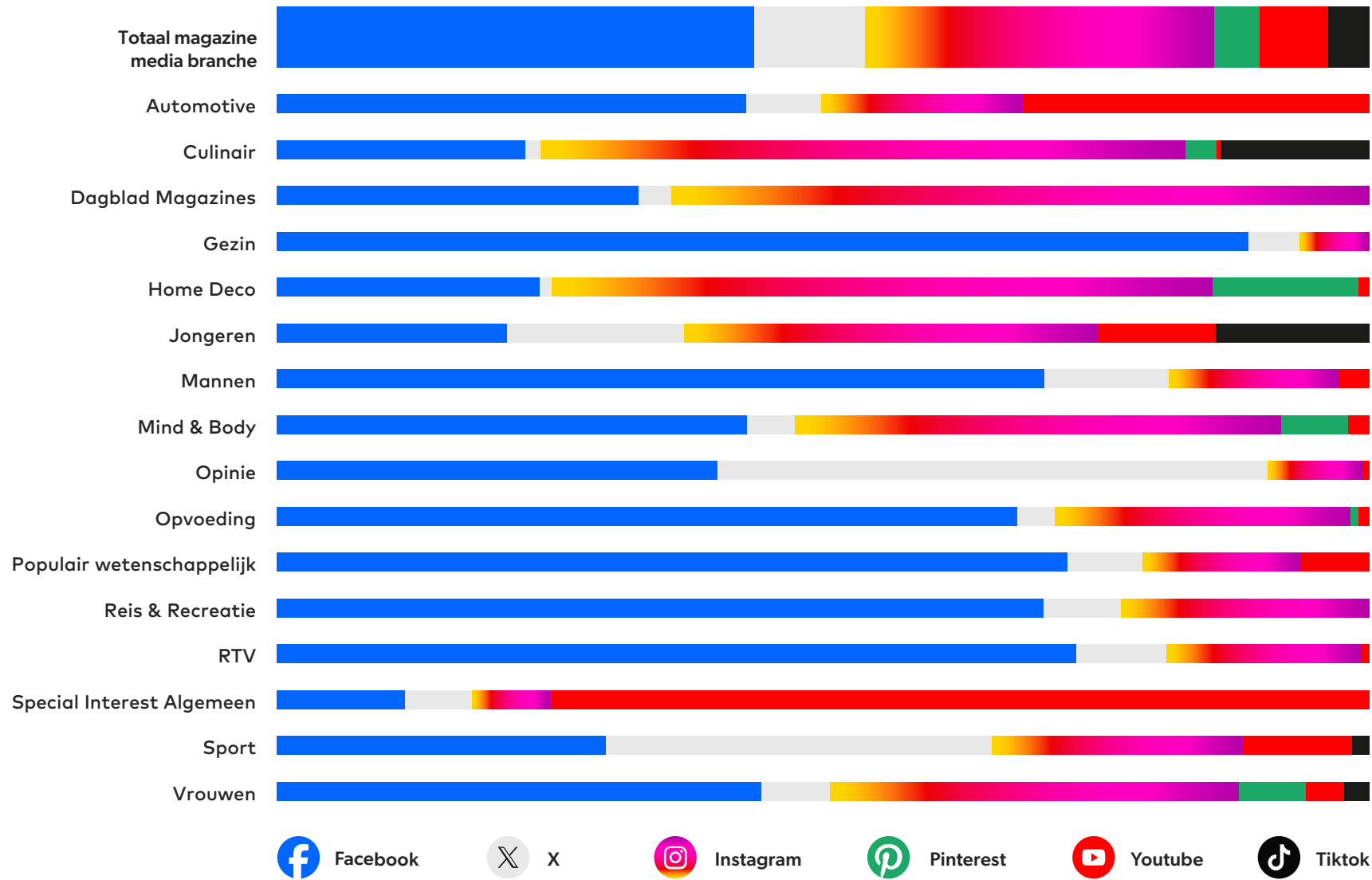
Top 13 magazine media merken op TikTok (30 juni 2024)

MAGAZINE
MERKEN

1	Bright (1)	485.900
2	Miljuschka (2)	261.500
3	Tina (3)	115.300
4	VOGUE (4)	70.700
5	LINDA.MEIDEN (6)	37.500
6	Zo zit dat (5)	37.300
7	Voetbal International (8)	27.800
8	Cosmopolitan (7)	26.700
9	Libelle (9)	16.300
10	Truckstar (10)	10.400
11	AndC (11)	7.721
12	Winq (12)	1.649
13	Flow (13)	1.346

Q1 2024 vs Q2 2024





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

