

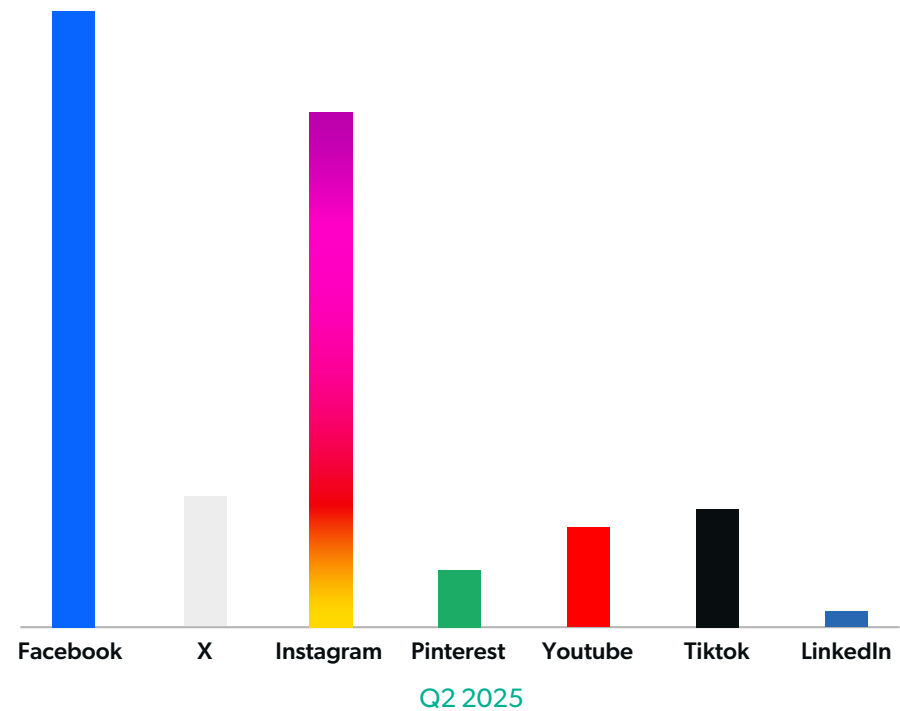


Magazine Media Social Media Monitor

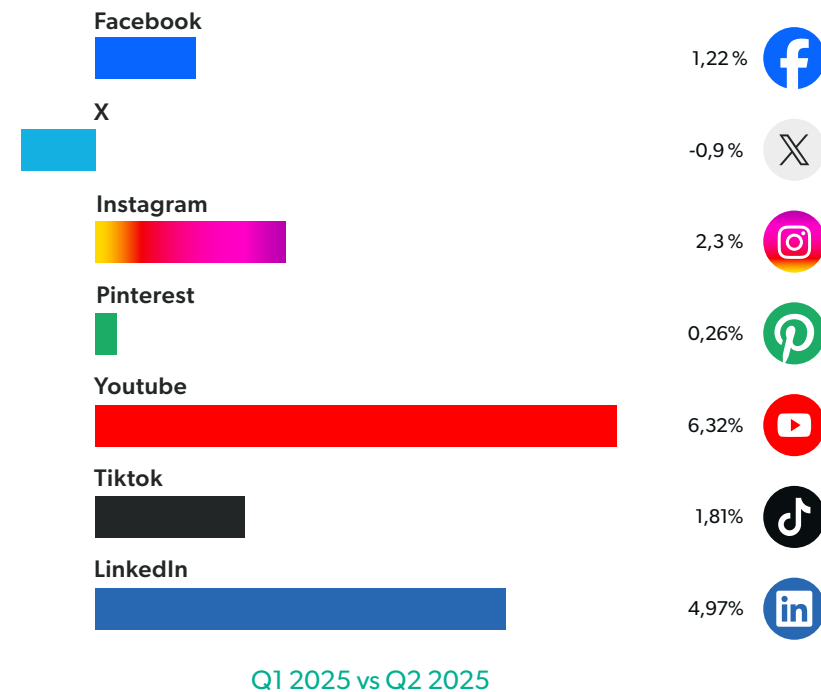
Q2-2025



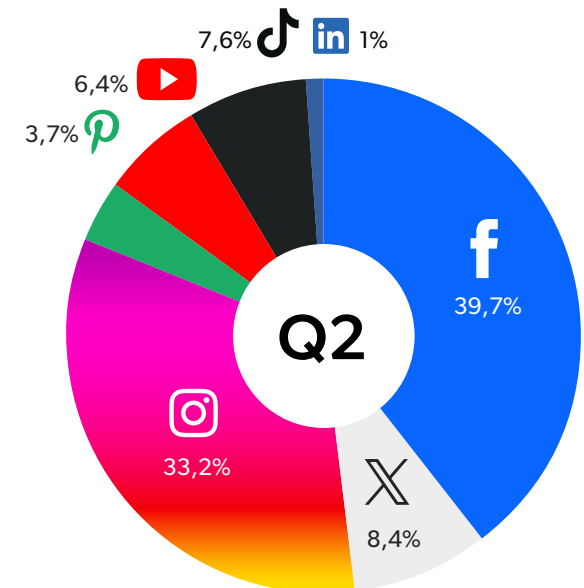
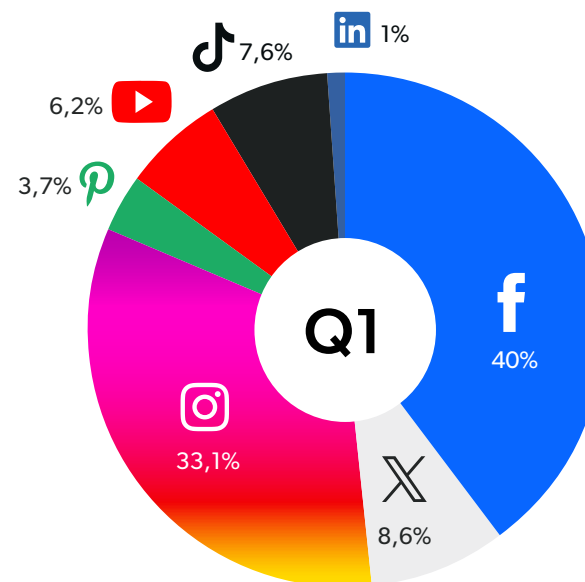
**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(30 juni 2025)



**Groei % volgers per social
netwerk binnen magazine
media branche**
(30 juni 2025)



**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**
(30 juni 2025)



Q1 2025 vs Q2 2025

Top 25 grootste magazine media merken (30 juni 2025)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Miljuschka (1)	1.807.477	14 Happinez (13)	464.762
2 LINDA. (2)	1.576.058	15 AndC (16)	460.096
3 Vtwonen (3)	1.522.199	16 Donald Duck (15)	454.988
4 Voetbal International (4)	1.311.531	17 Tina (17)	448.277
5 Playboy (5)	1.269.010	18 Cosmopolitan (18)	440.406
6 Bright (6)	1.011.992	19 Libelle (19)	415.607
7 Power Unlimited (7)	841.041	20 Psychologie Magazine (20)	388.218
8 ELLE (8)	776.689	21 Autoweek (21)	385.407
9 VOGUE (9)	700.759	22 Ouders van Nu (22)	321.729
10 Flow (10)	594.463	23 Quote (23)	311.823
11 ELLE Decoration (11)	579.999	24 Truckstar (24)	298.127
12 National Geographic (12)	574.616	25 Margriet (25)	273.808
13 Panorama (14)	466.881		

Q1 2025 vs Q2 2025



Top 25 magazine media merken op Facebook

(30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	202.000
2 LINDA. (2)	634.000	15 Psychologie Magazine (15)	197.000
3 Panorama (3)	454.000	16 VROUW (16)	169.000
4 National Geographic (4)	446.300	17 Margriet (17)	165.000
5 Miljuschka (5)	356.000	18 VOGUE (18)	153.000
6 Vtwonen (6)	342.000	19 Vriendin (19)	148.000
7 Voetbal International (7)	302.000	20 Truckstar (20)	142.000
8 Cosmopolitan (8)	275.000	21 Flair (22)	138.000
9 ELLE (9)	251.000	22 Kek mama (21)	135.000
10 Happinez (10)	234.000	23 Flow (23)	133.000
11 Libelle (12)	233.000	24 Veronica Magazine (24)	126.000
12 ZIN (12)	232.000	25 Quote (25)	114.000
13 Ouders van Nu (13)	228.000		

Q1 2025 vs Q2 2025





Top 25 magazine media merken op X (30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	524.396	14 Grazia (14)	36.159
2 Playboy (2)	155.880	15 Flow (15)	32.593
3 Donald Duck (3)	145.075	16 Autoweek (16)	28.751
4 VOGUE (4)	89.688	17 Maarten! (17)	26.380
5 EW Magazine (5)	88.722	18 Libelle (18)	25.846
6 ELLE (6)	80.640	19 Vtwonen (19)	24.159
7 De Groene Amsterdammer (7)	80.376	20 Meiden Magazine (20)	23.854
8 Vrij Nederland (8)	78.596	21 OneWorld (21)	23.098
9 LINDA. (9)	51.655	22 Nieuwe Revu (22)	22.967
10 Quote (10)	47.262	23 Formule 1 (23)	22.594
11 HP/De Tijd (11)	46.930	24 Happinez (24)	22.371
12 Bright (12)	43.704	25 Quest (25)	18.404
13 Runner's World (13)	37.907		

Q1 2025 vs Q2 2025



Top 25 magazine media merken op Instagram (30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN		
1	Miljuschka (1)	1.095.595	14 Harper's BAZAAR (13)	140.376
2	Vtwonen (2)	851.319	15 LINDA.MEIDEN (15)	135.377
3	LINDA. (3)	797.143	16 Wendy (14)	135.137
4	ELLE Decoration (4)	539.461	17 Meiden Magazine (17)	118.519
5	Flow (5)	338.534	18 Donald Duck (18)	107.913
6	VOGUE (6)	293.939	19 Power Unlimited (19)	104.623
7	Voetbal International (7)	280.731	20 Truckstar (20)	100.455
8	AndC (8)	252.600	21 Cosmopolitan (21)	96.357
9	ELLE (10)	186.334	22 Women's Health (22)	84.068
10	Tina (9)	172.577	23 Ouders van Nu (23)	79.988
11	Happinez (11)	171.927	24 Libelle (24)	79.517
12	Vorsten (16)	158.546	25 Volkskrant Magazine (25)	76.640
13	Psychologie Magazine (12)	141.488		

Q1 2025 vs Q2 2025



Top 25 magazine media merken op Pinterest (30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwnen (1)	288.021	14 Ariadne at Home (14)	8.852
2 ELLE (2)	228.715	15 Santé (15)	8.703
3 Flow (3)	73.553	16 Home & Garden (16)	8.366
4 Libelle (4)	58.503	17 Stijlvol Wonen (17)	7.969
5 Margriet (5)	54.841	18 Groei & Bloei (18)	7.796
6 Miljuschka (6)	41.299	19 Eigen Huis & Interieur (19)	6.601
7 VOGUE (7)	23.802	20 KnipMode (20)	6.301
8 Flair (8)	20.663	21 Foodies (21)	6.005
9 Seasons (9)	17.078	22 LINDA. (23)	5.780
10 ELLE Decoration (10)	15.914	23 Cosmopolitan (22)	5.755
11 Landleven (11)	13.380	24 Kek mama (24)	4.183
12 Happinez (12)	12.650	25 Grazia (25)	3.956
13 Delicious (13)	11.942		

Q1 2025 vs Q2 2025



Top 25 magazine media merken op Youtube (30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	334.000	14 Zoom (13)	26.000
2 Autoweek (2)	215.000	15 Truckstar (14)	22.500
3 Voetbal International (3)	159.000	16 Vtwonen (15)	16.700
4 Tina (4)	138.000	17 Yoga Magazine (16)	15.100
5 Autovisie (5)	129.000	18 KnipMode (17)	13.700
6 Power Unlimited (6)	88.100	19 Quote (18)	12.700
7 Tweakers.net (-)	81.800	20 ELLE (19)	10.900
8 AndC (7)	72.100	21 Zeilen (20)	9.220
9 LINDA.MEIDEN (8)	59.200	22 Groei & Bloei (21)	8.460
10 LINDA. (9)	47.600	23 Happinez (22)	7.670
11 National Geographic (10)	45.000	24 Cosmopolitan (23)	7.220
12 Motor.NL (11)	37.100	25 Miljuschka (24)	6.940
13 Men's Health (12)	36.000		

Q1 2025 vs Q2 2025



Top 21 magazine media merken op TikTok (30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Power Unlimited (1)	591.100	12 Truckstar (11)	25.100
2 Bright (2)	489.700	13 Autovisie (12)	23.700
3 Miljuschka (3)	300.300	14 ELLE (15)	19.100
4 VOGUE (4)	133.700	15 Libelle (14)	17.500
5 Tina (5)	128.300	16 AndC (16)	13.700
6 LINDA.MEIDEN (6)	51.000	17 Flow (17)	6.239
7 Voetbal International (9)	38.700	18 Meiden Magazine (18)	4.375
8 Cosmopolitan (8)	38.300	19 Happinez (19)	3.701
9 Zo zit dat (7)	36.200	20 ELLE Decoration (20)	2.257
10 Harper's BAZAAR (10)	33.800	21 Winq (21)	1.670
11 LINDA. (13)	29.300		

Q1 2025 vs Q2 2025



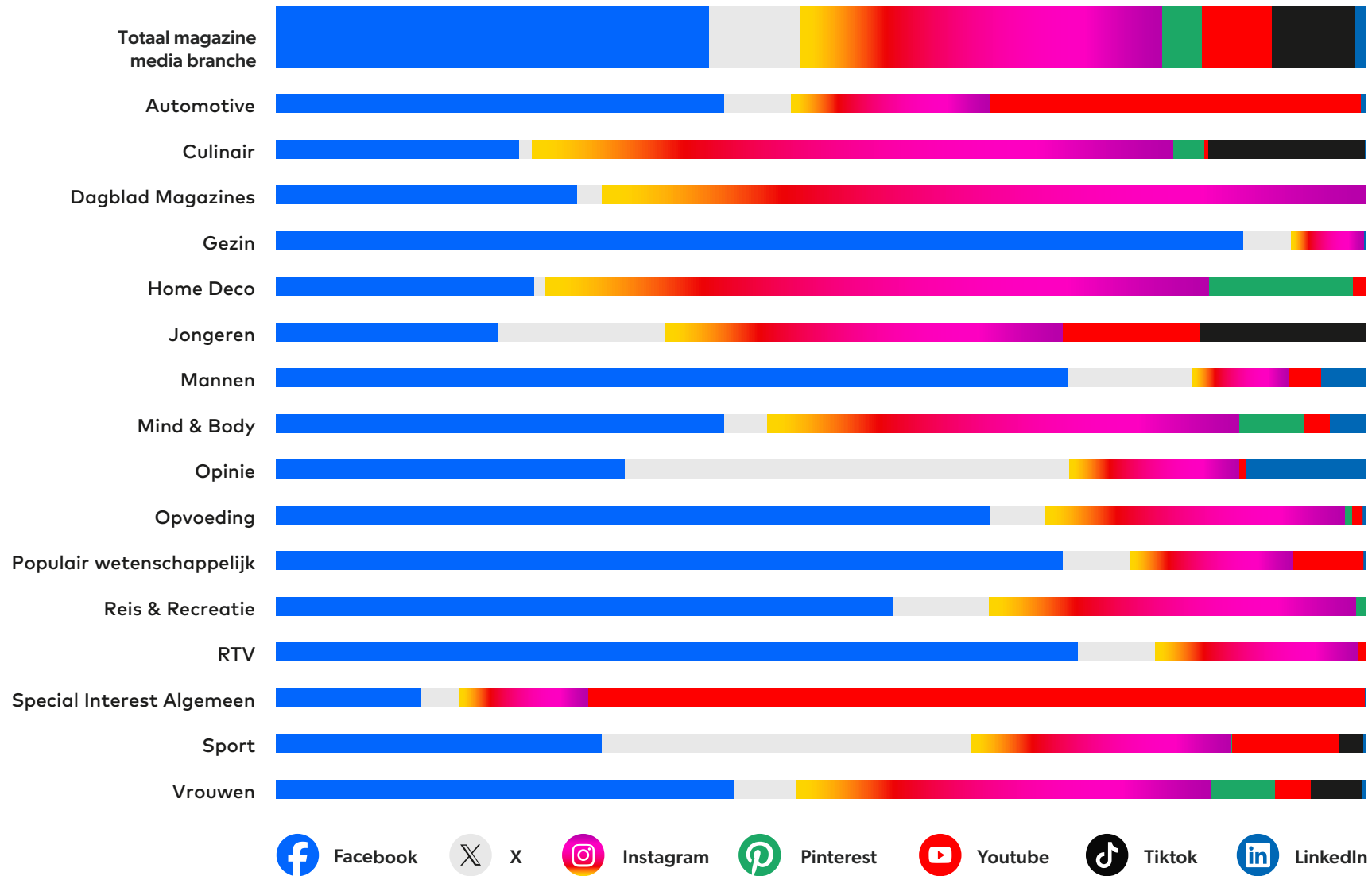
Top 25 magazine media merken op LinkedIn

(30 juni 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Quote (1)	73.180	14 Voetbal International (14)	3.604
2 De Groene Amsterdammer (2)	40.872	15 Maarten! (-)	3.247
3 Psychologie Magazine (3)	33.452	16 New Scientist (16)	1.394
4 OneWorld (4)	28.535	17 Plus Magazine (15)	1.308
5 Happinez (5)	12.443	18 Libelle (17)	1.235
6 LINDA. (6)	10.580	19 Miljuschka (19)	1.114
7 EW Magazine (9)	8.861	20 Historisch Nieuwsblad (18)	1.099
8 Flow (7)	8.334	21 Ouders van Nu (20)	949
9 AndC (8)	7.606	22 Autovisie (21)	915
10 Vrij Nederland (10)	5.840	23 Winq (22)	730
11 HP/De Tijd (11)	5.486	24 Formule 1 (23)	695
12 Harper's BAZAAR (12)	4.525	25 Kek mama (24)	611
13 Truckstar (13)	3.793		

Q1 2025 vs Q2 2025





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

