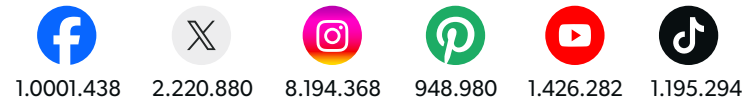


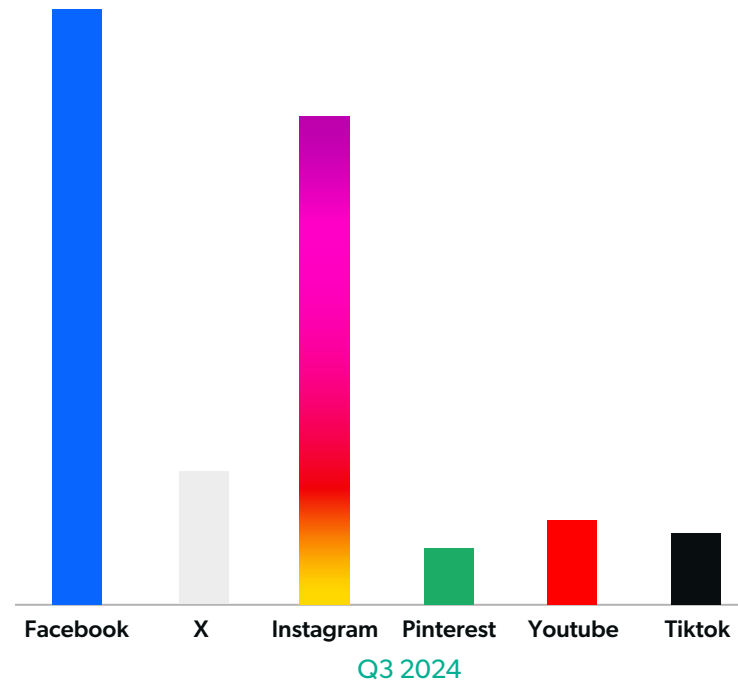


Magazine Media Social Media Monitor

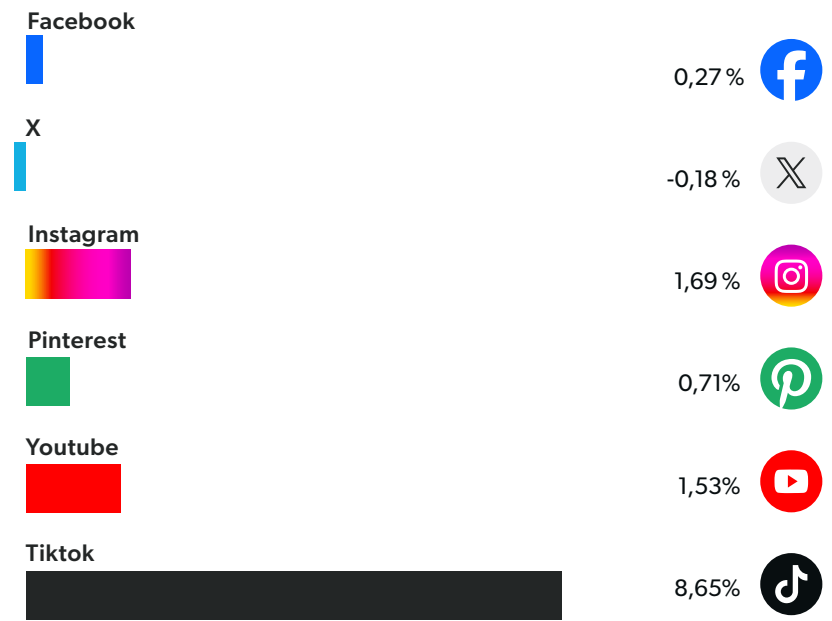
Q3-2024



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

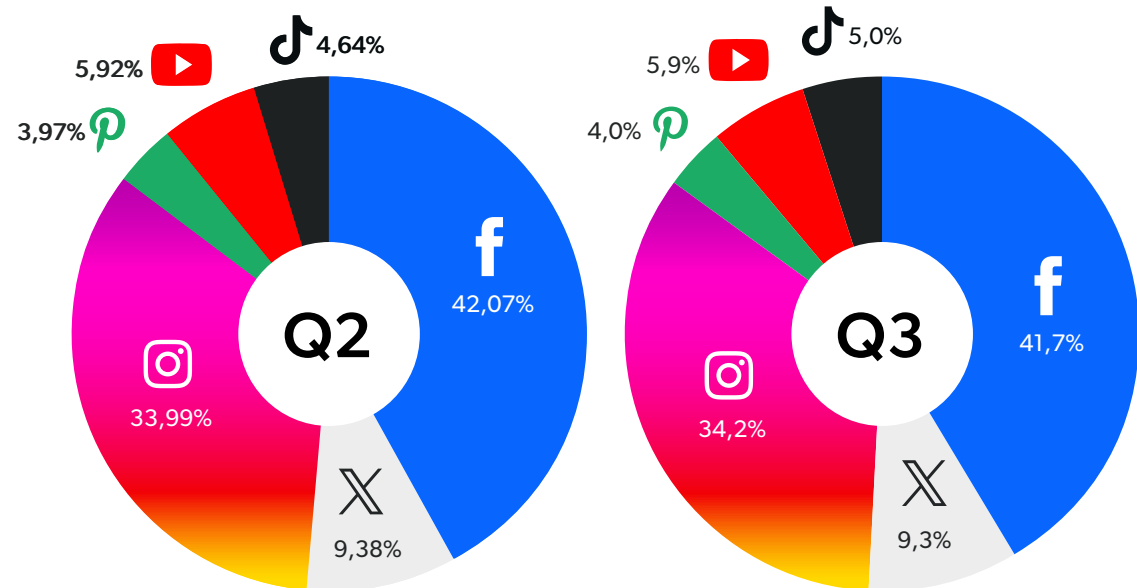


**Groei % volgers per social
netwerk binnen magazine
media branche**
(30 september 2024)



Q2 2024 vs Q3 2024

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



Q2 2024 vs Q3 2024

Top 25 grootste magazine media merken (30 september 2024)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Mijjuschka (1)	1.701.425	14 Happinez (14)	449.697
2 Vtwonen (2)	1.524.774	15 AndC (15)	437.086
3 LINDA. (3)	1.507.487	16 Tina (17)	427.084
4 Playboy (4)	1.414.048	17 Cosmopolitan (16)	426.127
5 Voetbal International (5)	1.266.794	18 Libelle (18)	413.875
6 Bright (6)	991.680	19 Autoweek (19)	376.034
7 ELLE (7)	740.860	20 Psychologie Magazine (20)	353.594
8 VOGUE (8)	635.962	21 Ouders van Nu (21)	317.478
9 Flow (9)	579.092	22 Truckstar (23)	285.996
10 National Geographic (10)	551.208	23 Margriet (22)	267.643
11 ELLE Decoration (11)	549.763	24 LINDA.MEIDEN (25)	248.729
12 Donald Duck (12)	463.182	25 ZIN (24)	240.306
13 Panorama (13)	460.687		

Q2 2024 vs Q3 2024





Top 25 magazine media merken op Facebook

(30 september 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.176.386	14 Donald Duck (14)	209.551
2 LINDA. (2)	603.070	15 Psychologie Magazine (15)	191.410
3 Panorama (3)	451.231	16 VROUW (16)	151.471
4 National Geographic (4)	438.604	17 Margriet (17)	163.104
5 Vtwonon (5)	286.612	18 VOGUE (18)	158.291
6 Miljuschka (6)	224.592	19 Truckstar (19)	122.539
7 Voetbal International (7)	272.526	20 Vriendin (22)	119.485
8 Cosmopolitan (8)	270.600	21 Flow (20)	133.271
9 ELLE (9)	256.497	22 Kek mama (21)	122.628
10 Libelle (10)	234.368	23 Flair (23)	112.414
11 Happinez (11)	221.401	24 Veronica Magazine (24)	108.288
12 ZIN (12)	220.154	25 AndC (25)	103.941
13 Ouders van Nu (13)	219.226		

Q2 2024 vs Q3 2024





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

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	525.301	14 Grazia (14)	37.302
2 Playboy (2)	159.867	15 Flow (15)	34.421
3 Donald Duck (3)	150.622	16 Maarten! (16)	29.935
4 VOGUE (4)	91.889	17 Autoweek (17)	29.716
5 EW Magazine (5)	91.535	18 Libelle (18)	26.713
6 De Groene Amsterdammer (6)	85.913	19 OneWorld (19)	26.219
7 Vrij Nederland (7)	83.069	20 Vtwonon (20)	25.295
8 ELLE (8)	82.555	21 Meiden Magazine (21)	24.524
9 LINDA. (9)	54.201	22 Happinez (22)	23.645
10 HP/De Tijd (10)	49.113	23 Nieuwe Revu (23)	23.335
11 Quote (11)	48.303	24 Formule 1 (24)	23.284
12 Bright (12)	46.794	25 Quest (25)	19.965
13 Runner's World (13)	39.364		

Q2 2024 vs Q3 2024





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

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	1.036.792	14 Harper's BAZAAR (15)	136.885
2 Vtwonen (2)	856.842	15 Wendy (14)	136.670
3 LINDA. (3)	765.510	16 LINDA.MEIDEN (17)	123.929
4 ELLE Decoration (4)	511.496	17 Vorsten (18)	123.342
5 Flow (5)	332.736	18 Meiden Magazine (16)	120.753
6 VOGUE (6)	278.544	19 Donald Duck (19)	108.560
7 Voetbal International (7)	261.493	20 Truckstar (21)	97.964
8 AndC (8)	245.643	21 Cosmopolitan (20)	92.700
9 Tina (9)	174.584	22 Women's Health (22)	83.198
10 Happinez (10)	170.738	23 Ouders van Nu (23)	79.247
11 Playboy (11)	150.831	24 Volkskrant Magazine (24)	76.175
12 ELLE (12)	150.219	25 Libelle (25)	75.483
13 Psychologie Magazine (13)	140.008		

Q2 2024 vs Q3 2024





Top 25 magazine media merken op Pinterest (30 september 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	288.037	14	Ariadne at Home (14)	8.878
2	ELLE (2)	229.318	15	Home & Garden (15)	8.343
3	Flow (3)	73.374	16	Santé (17)	8.067
4	Libelle (4)	57.079	17	Stijlvol Wonen (16)	7.972
5	Margriet (5)	52.488	18	Groei & Bloei (18)	7.749
6	Miljuschka (6)	39.640	19	Eigen Huis & Interieur (19)	6.583
7	VOGUE (7)	23.619	20	KnipMode (20)	6.212
8	Flair (8)	20.631	21	Cosmopolitan (21)	5.776
9	Seasons (9)	16.689	22	LINDA. (22)	5.676
10	ELLE Decoration (10)	15.839	23	Foodies (23)	5.574
11	Landleven (11)	13.236	24	Kek mama (25)	4.107
12	Happinez (12)	12.644	25	Grazia (24)	3.945
13	Delicious (13)	11.356			

Q2 2024 vs Q3 2024





Top 25 magazine media merken op Youtube

(30 september 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	326.000	14 Yoga Magazine (14)	15.000
2 Autoweek (2)	206.000	15 KnipMode (15)	13.400
3 Voetbal International (3)	156.000	16 Quote (17)	11.300
4 Tina (5)	123.000	17 ELLE (16)	10.500
5 Autovisie (4)	123.000	18 Zeilen (18)	8.940
6 AndC (6)	72.100	19 Groei & Bloei (19)	8.140
7 LINDA.MEIDEN (7)	59.400	20 Happinez (20)	7.670
8 LINDA. (8)	47.100	21 Cosmopolitan (21)	7.270
9 National Geographic (9)	43.000	22 VOGUE (22)	6.510
10 Men's Health (10)	35.900	23 Miljuschka (23)	5.960
11 Motor.NL (11)	35.700	24 Psychologie Magazine (24)	5.510
12 Truckstar (12)	20.900	25 Grazia (25)	4.630
13 Vtwnen (13)	16.600		

Q2 2024 vs Q3 2024



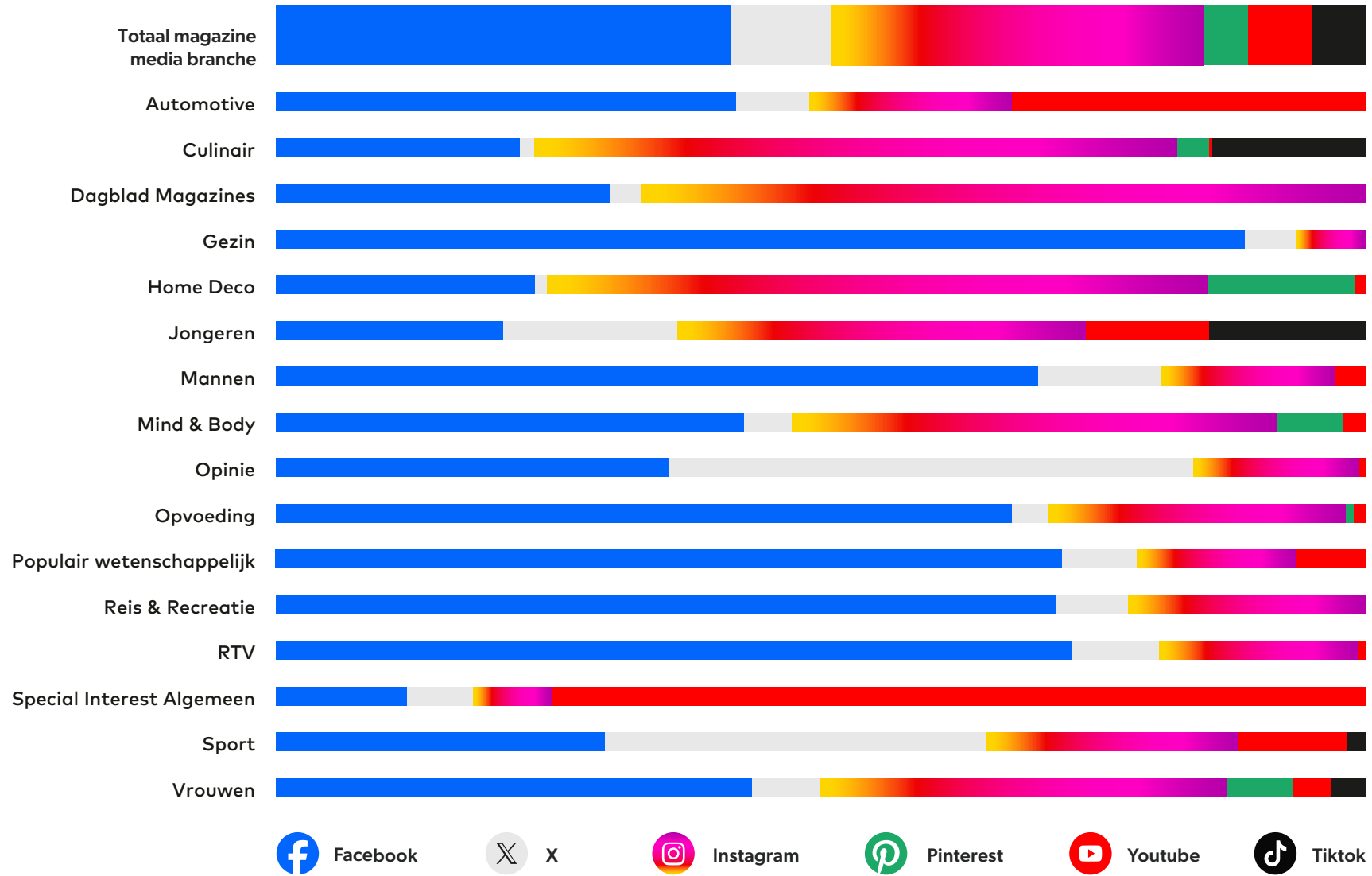


Top 15 magazine media merken op TikTok

(30 september 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	485.800	9 Harper's BAZAAR (-)	27.273
2 Mijjuschka (2)	277.400	10 Truckstar (10)	23.700
3 Tina (3)	120.200	11 Libelle (9)	17.600
4 VOGUE (4)	80.400	12 ELLE (-)	14.268
5 LINDA.MEIDEN (5)	41.400	13 AndC (11)	8.154
6 Zo zit dat (6)	36.900	14 Winq (12)	1.648
7 Voetbal International (7)	30.000	15 Flow (13)	1.421
8 Cosmopolitan (8)	29.130		

Q2 2024 vs Q3 2024



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

