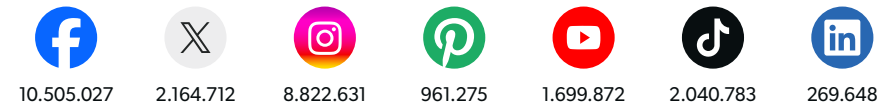


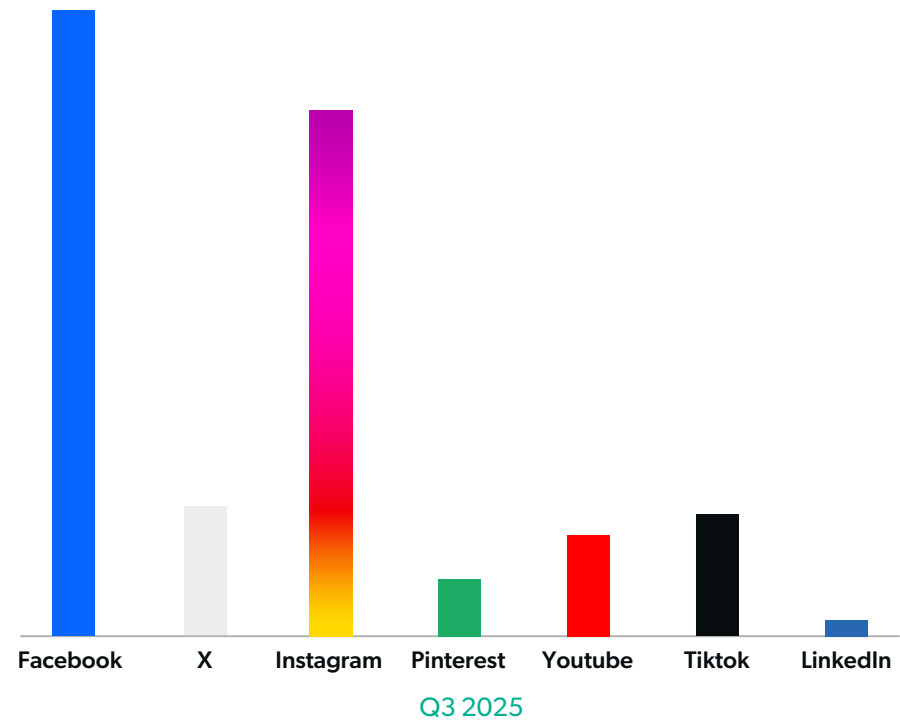


Magazine Media Social Media Monitor

Q3-2025

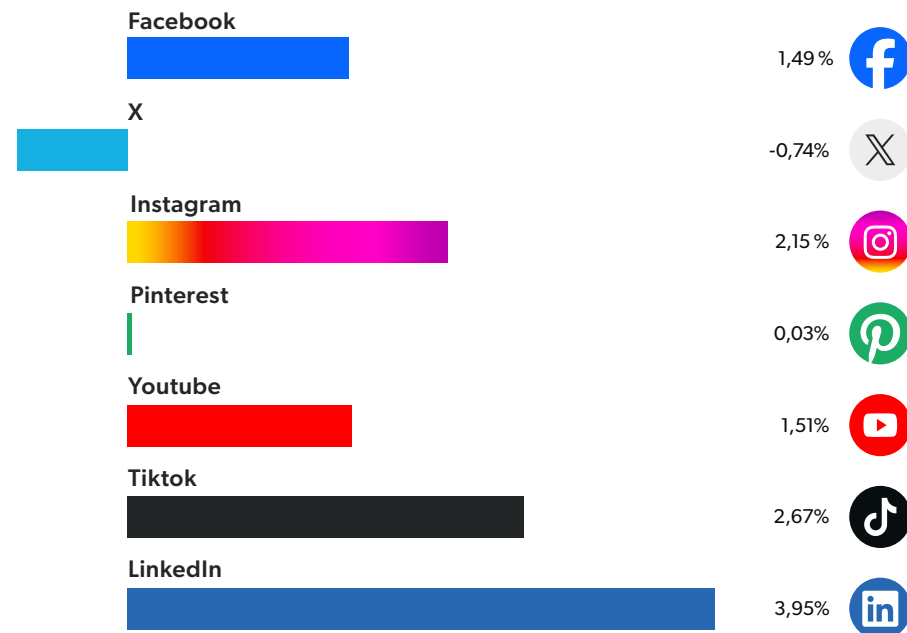


**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(30 september 2025)



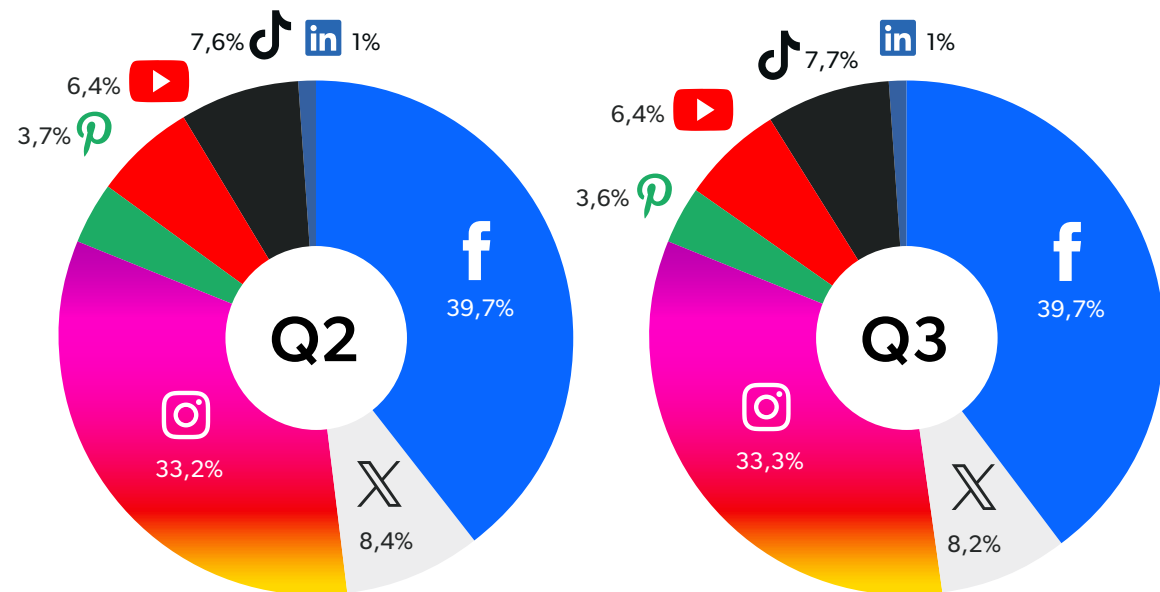
Groei % volgers per social netwerk binnen magazine media branche

(30 september 2025)



Q2 2025 vs Q3 2025

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



Q2 2025 vs Q3 2025

Top 25 grootste magazine media merken (30 september 2025)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Miljuschka (1)	1.874.281	14 Panorama (13)	471.009
2 LINDA. (2)	1.578.498	15 Happinez (14)	465.759
3 Vtwonen (3)	1.497.050	16 Tina (17)	451.246
4 Voetbal International (4)	1.328.643	17 Donald Duck (16)	450.125
5 Playboy (5)	1.268.902	18 Libelle (19)	448.651
6 Bright (6)	1.024.764	19 Cosmopolitan (18)	441.047
7 Power Unlimited (7)	863.051	20 Psychologie Magazine (20)	393.406
8 ELLE (8)	786.425	21 Autoweek (21)	381.222
9 VOGUE (9)	717.430	22 Quote (23)	320.776
10 Flow (10)	597.961	23 Truckstar (24)	316.528
11 ELLE Decoration (11)	583.372	24 Ouders van Nu (22)	312.086
12 National Geographic (12)	582.022	25 LINDA.MEIDEN (-)	284.034
13 AndC (15)	472.279		

Q2 2025 vs Q3 2025



Top 25 magazine media merken op Facebook

(30 september 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	201.000
2 LINDA. (2)	632.000	15 Psychologie Magazine (15)	199.000
3 Panorama (3)	458.000	16 VROUW (16)	172.000
4 National Geographic (4)	451.785	17 Margriet (17)	170.000
5 Miljuschka (5)	372.000	18 Vriendin (19)	155.000
6 Vtwonen (6)	319.000	19 VOGUE (18)	152.000
7 Voetbal International (7)	308.000	20 Truckstar (20)	146.000
8 Cosmopolitan (8)	274.000	21 Flair (21)	141.000
9 Libelle (11)	257.000	22 Kek mama (22)	138.000
10 ELLE (9)	253.000	23 Flow (23)	133.000
11 Happinez (10)	234.000	24 Veronica Magazine (24)	128.000
12 ZIN (12)	231.000	25 AndC (-)	117.000
13 Ouders van Nu (13)	218.000		

Q2 2025 vs Q3 2025





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

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	522.224	14 Grazia (14)	35.963
2 Playboy (2)	154.297	15 Flow (15)	32.419
3 Donald Duck (3)	141.282	16 Autoweek (16)	28.685
4 VOGUE (4)	88.833	17 Maarten! (17)	26.161
5 EW Magazine (5)	88.593	18 Libelle (18)	25.772
6 De Groene Amsterdammer (7)	80.077	19 Vtwnonen (19)	24.078
7 ELLE (6)	79.896	20 Meiden Magazine (20)	23.592
8 Vrij Nederland (8)	78.131	21 OneWorld (21)	22.933
9 LINDA. (9)	51.411	22 Nieuwe Revu (22)	22.798
10 Quote (10)	47.134	23 Formule 1 (23)	22.602
11 HP/De Tijd (11)	46.956	24 Happinez (24)	22.290
12 Bright (12)	43.335	25 Quest (25)	18.313
13 Runner's World (13)	37.603		

Q2 2025 vs Q3 2025



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

MAGAZINE MERKEN		MAGAZINE MERKEN		
1	Miljuschka (1)	1.135.353	14 Harper's BAZAAR (14)	143.560
2	Vtwonen (2)	849.336	15 Psychologie Magazine (13)	143.320
3	LINDA. (3)	799.121	16 Wendy (16)	134.701
4	ELLE Decoration (4)	543.833	17 Meiden Magazine (17)	118.005
5	Flow (5)	341.270	18 Donald Duck (18)	107.843
6	VOGUE (6)	308.993	19 Power Unlimited (19)	107.356
7	Voetbal International (7)	292.115	20 Truckstar (20)	106.538
8	AndC (8)	259.286	21 Cosmopolitan (21)	96.489
9	ELLE (9)	193.014	22 Women's Health (22)	83.874
10	Happinez (11)	172.929	23 Libelle (24)	80.668
11	Vorsten (12)	172.856	24 Ouders van Nu (23)	80.310
12	Tina (10)	171.946	25 Volkskrant Magazine (25)	76.779
13	LINDA.MEIDEN (15)	145.934		

Q2 2025 vs Q3 2025



Top 25 magazine media merken op Pinterest

(30 september 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwnen (1)	287.936	14 Ariadne at Home (14)	8.852
2 ELLE (2)	228.715	15 Santé (15)	8.761
3 Flow (3)	73.553	16 Home & Garden (16)	8.366
4 Libelle (4)	58.503	17 Stijlvol Wonen (17)	7.967
5 Margriet (5)	54.841	18 Groei & Bloei (18)	7.796
6 Miljuschka (6)	41.514	19 Eigen Huis & Interieur (19)	6.601
7 VOGUE (7)	23.844	20 KnipMode (20)	6.301
8 Flair (8)	20.663	21 Foodies (21)	6.005
9 Seasons (9)	17.130	22 LINDA. (22)	5.780
10 ELLE Decoration (10)	15.914	23 Cosmopolitan (23)	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		

Q2 2025 vs Q3 2025



Top 25 magazine media merken op Youtube

(30 september 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	336.000	14 Zoom (14)	26.600
2 Autoweek (2)	217.000	15 Truckstar (15)	24.000
3 Voetbal International (3)	160.000	16 Vtwonen (16)	16.700
4 Tina (4)	140.000	17 Yoga Magazine (17)	15.100
5 Autovisie (5)	131.000	18 KnipMode (18)	13.800
6 Power Unlimited (6)	89.000	19 Quote (19)	12.900
7 Tweakers.net (7)	85.000	20 ELLE (20)	11.000
8 AndC (8)	72.100	21 Zeilen (21)	9.340
9 LINDA.MEIDEN (9)	59.000	22 Groei & Bloei (22)	8.520
10 LINDA. (10)	48.000	23 Libelle (-)	7.790
11 National Geographic (11)	45.400	24 Happinez (23)	7.660
12 Motor.NL (12)	37.400	25 Cosmopolitan (24)	7.220
13 Men's Health (13)	35.900		

Q2 2025 vs Q3 2025



Top 21 magazine media merken op TikTok

(30 september 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN		
1	Power Unlimited (1)	604.500	12 LINDA. (11)	30.600
2	Bright (2)	492.200	13 Autovisie (13)	24.100
3	Miljuschka (3)	310.700	14 ELLE (14)	20.800
4	VOGUE (4)	137.100	15 Libelle (15)	17.600
5	Tina (5)	129.800	16 AndC (16)	15.100
6	LINDA.MEIDEN (6)	53.100	17 Flow (17)	7.042
7	Voetbal International (7)	42.700	18 Meiden Magazine (18)	5.011
8	Cosmopolitan (8)	39.900	19 Happinez (19)	3.726
9	Zo zit dat (9)	35.900	20 ELLE Decoration (20)	2.257
10	Harper's BAZAAR (10)	35.100	21 Winq (21)	1.747
11	Truckstar (12)	31.800		

Q2 2025 vs Q3 2025



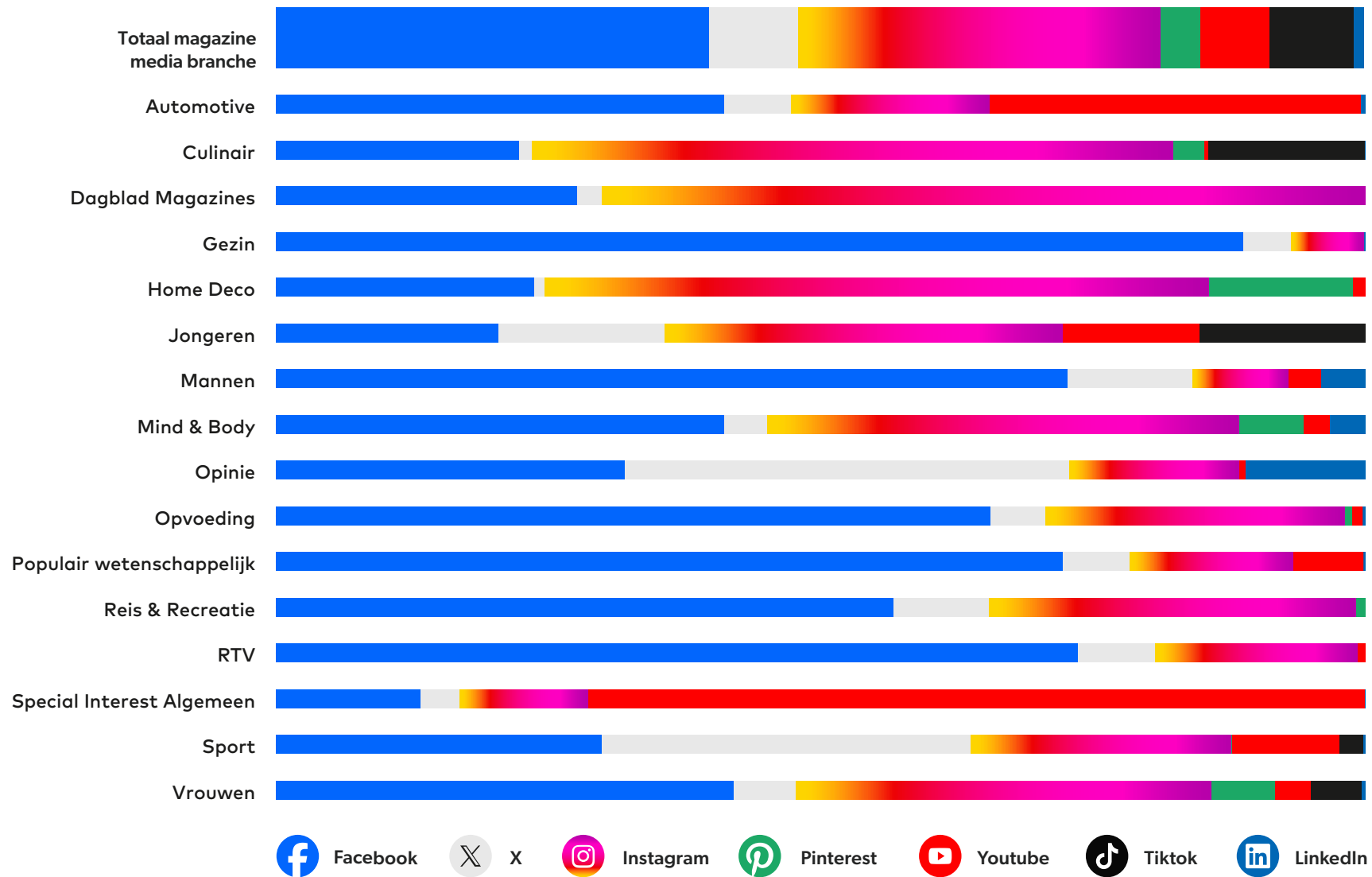
Top 25 magazine media merken op LinkedIn

(30 september 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Quote (1)	77.275	14 Voetbal International (14)	3.604
2 De Groene Amsterdammer (2)	42.242	15 New Scientist (16)	1.502
3 Psychologie Magazine (3)	34.800	16 Historisch Nieuwsblad (20)	1.354
4 OneWorld (4)	28.965	17 Libelle (18)	1.318
5 Happinez (5)	12.504	18 Plus Magazine (17)	1.311
6 LINDA. (6)	11.586	19 Miljuschka (19)	1.284
7 EW Magazine (7)	9.342	20 Ouders van Nu (21)	1.004
8 Flow (8)	8.457	21 Autovisie (22)	922
9 AndC (9)	7.710	22 Winq (23)	763
10 Vrij Nederland (10)	5.995	23 Formule 1 (24)	758
11 HP/De Tijd (11)	5.575	24 Kek mama (25)	639
12 Harper's BAZAAR (12)	4.589	25 Autoweek (-)	527
13 Truckstar (13)	3.926		

Q2 2025 vs Q3 2025





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

