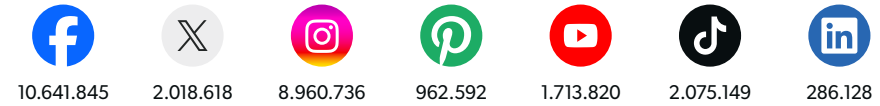


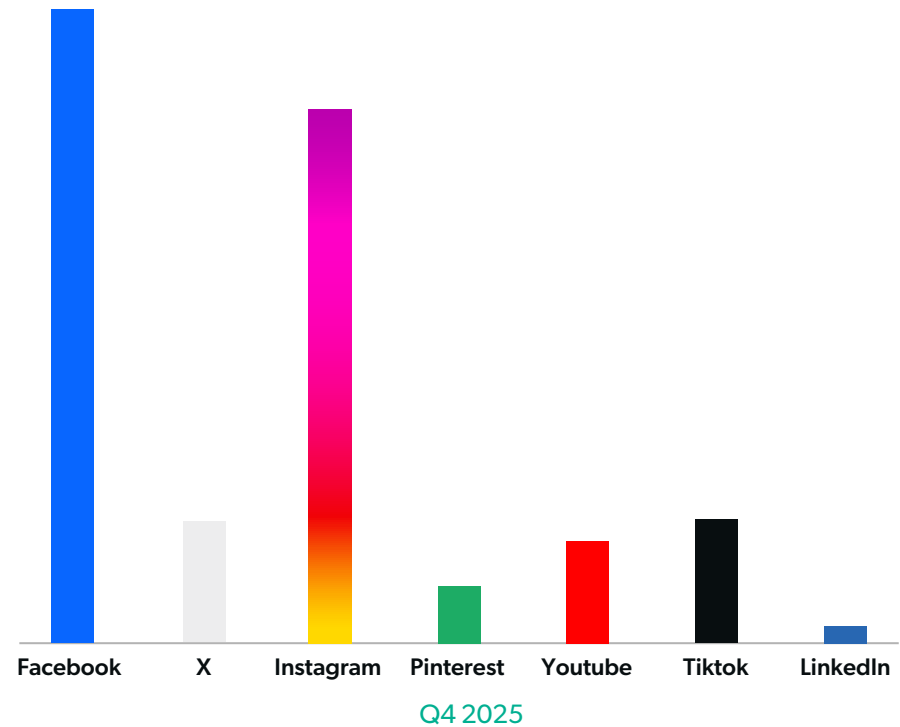


Magazine Media Social Media Monitor

Q4-2025

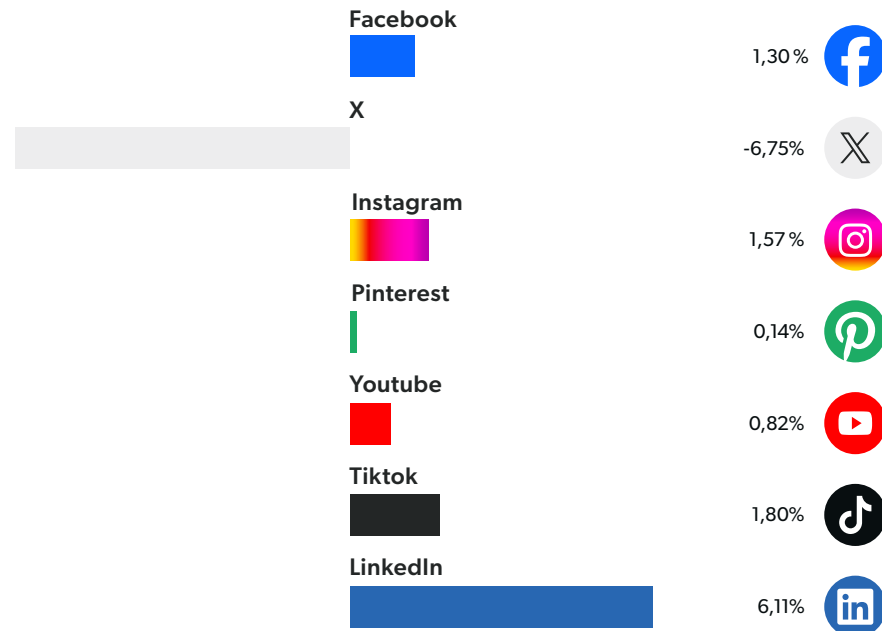


**Totaal aantal volgers
per sociaal netwerk binnen
magazine media branche**
(31 december 2025)



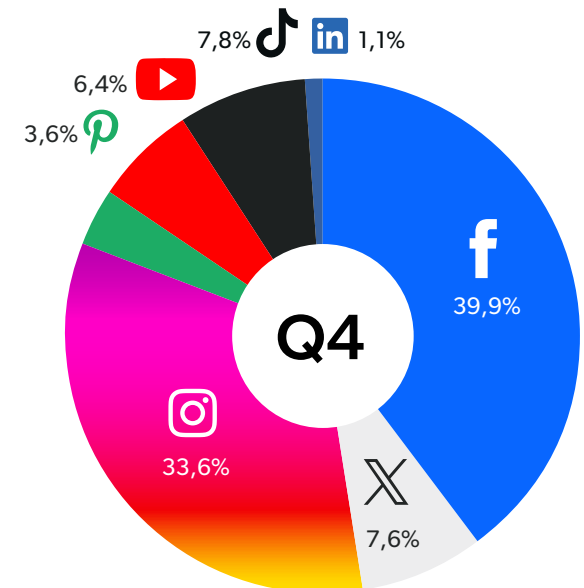
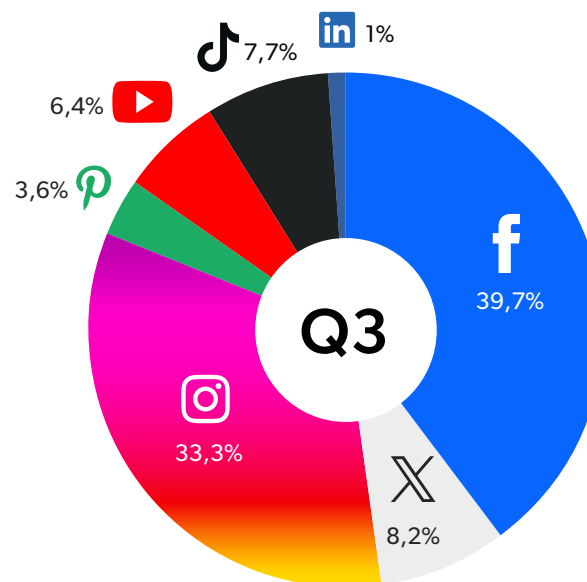
Groei % volgers per social netwerk binnen magazine media branche

(31 december 2025)



Q3 2025 vs Q4 2025

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



Q3 2025 vs Q4 2025

Top 25 grootste magazine media merken (31 december 2025)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Miljuschka (1)	1.904.879	14 Panorama (14)	476.892
2 LINDA. (2)	1.599.865	15 Happinez (15)	467.018
3 Vtwonen (3)	1.533.919	16 Libelle (18)	459.425
4 Voetbal International (4)	1.287.865	17 Tina (16)	451.170
5 Playboy (5)	1.258.290	18 Cosmopolitan (19)	440.994
6 Bright (6)	1.027.077	19 Donald Duck (17)	419.356
7 Power Unlimited (7)	876.650	20 Psychologie Magazine (20)	394.567
8 ELLE (8)	786.610	21 Autoweek (21)	383.517
9 VOGUE (9)	719.692	22 Quote (22)	329.830
10 Flow (10)	599.076	23 Truckstar (23)	318.478
11 National Geographic (12)	587.088	24 Ouders van Nu (24)	312.346
12 ELLE Decoration (11)	584.973	25 LINDA.MEIDEN (25)	293.680
13 AndC (13)	483.846		

Q3 2025 vs Q4 2025



Top 25 magazine media merken op Facebook

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	201.000
2 LINDA. (2)	638.000	15 Psychologie Magazine (15)	199.000
3 Panorama (3)	464.000	16 VROUW (16)	174.000
4 National Geographic (4)	455.651	17 Margriet (17)	173.000
5 Miljuschka (5)	380.000	18 Vriendin (18)	157.000
6 Vtwonen (6)	356.000	19 VOGUE (19)	152.000
7 Voetbal International (7)	314.000	20 Truckstar (20)	147.000
8 Cosmopolitan (8)	273.000	21 Flair (21)	142.000
9 Libelle (9)	262.000	22 Kek mama (22)	141.000
10 ELLE (10)	252.000	23 Flow (23)	132.000
11 Happinez (11)	234.000	24 Veronica Magazine (24)	131.000
12 ZIN (12)	231.000	25 AndC (25)	121.000
13 Ouders van Nu (13)	218.000		

Q3 2025 vs Q4 2025





Top 25 magazine media merken op X

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	461.251	14 Grazia (14)	34.881
2 Playboy (2)	142.466	15 Flow (15)	31.625
3 Donald Duck (3)	110.447	16 Autoweek (16)	28.325
4 EW Magazine (5)	86.650	17 Maarten! (17)	25.905
5 VOGUE (4)	80.077	18 Libelle (18)	25.153
6 De Groene Amsterdammer (6)	78.335	19 Vtwnonen (19)	23.913
7 Vrij Nederland (8)	75.755	20 OneWorld (21)	22.712
8 ELLE (7)	72.098	21 Formule 1 (23)	22.374
9 LINDA. (9)	50.058	22 Happinez (24)	22.143
10 Quote (10)	46.464	23 Meiden Magazine (20)	21.688
11 HP/De Tijd (11)	46.316	24 Nieuwe Revu (22)	21.483
12 Bright (12)	40.818	25 Quest (25)	18.134
13 Runner's World (13)	35.891		

Q3 2025 vs Q4 2025



Top 25 magazine media merken op Instagram

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	1.149.770	14 Harper's BAZAAR (14)	145.071
2 Vtwonen (2)	849.531	15 Psychologie Magazine (15)	143.406
3 LINDA. (3)	813.343	16 Wendy (16)	135.341
4 ELLE Decoration (4)	546.642	17 Meiden Magazine (17)	117.853
5 Flow (5)	343.279	18 Power Unlimited (19)	111.576
6 VOGUE (6)	317.378	19 Donald Duck (18)	107.909
7 Voetbal International (7)	303.638	20 Truckstar (20)	107.017
8 AndC (8)	264.024	21 Cosmopolitan (21)	97.110
9 ELLE (9)	200.649	22 Women's Health (22)	84.929
10 Vorsten (11)	175.473	23 Libelle (23)	82.979
11 Happinez (10)	174.118	24 Ouders van Nu (24)	80.609
12 Tina (12)	171.070	25 Volkskrant Magazine (25)	76.847
13 LINDA.MEIDEN (13)	149.880		

Q3 2025 vs Q4 2025



Top 25 magazine media merken op Pinterest

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwnen (1)	287.775	14 Ariadne at Home (14)	8.848
2 ELLE (2)	228.363	15 Santé (15)	8.778
3 Flow (3)	73.507	16 Home & Garden (16)	8.358
4 Libelle (4)	58.784	17 Stijlvol Wonen (17)	7.964
5 Margriet (5)	55.261	18 Groei & Bloei (18)	7.814
6 Miljuschka (6)	41.868	19 Eigen Huis & Interieur (19)	6.606
7 VOGUE (7)	23.857	20 KnipMode (20)	6.323
8 Flair (8)	20.639	21 Foodies (21)	6.125
9 Seasons (9)	17.164	22 LINDA. (22)	5.789
10 ELLE Decoration (10)	15.973	23 Cosmopolitan (23)	5.743
11 Landleven (11)	13.403	24 Kek mama (24)	4.179
12 Happinez (12)	12.649	25 Grazia (25)	3.951
13 Delicious (13)	12.152		

Q3 2025 vs Q4 2025



Top 25 magazine media merken op Youtube

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	338.000	14 Zoom (14)	26.900
2 Autoweek (2)	219.000	15 Truckstar (15)	24.400
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)	132.000	18 KnipMode (18)	13.800
6 Power Unlimited (6)	90.300	19 Quote (19)	13.200
7 Tweakers.net (7)	87.500	20 ELLE (20)	11.000
8 AndC (8)	72.200	21 Libelle (23)	9.920
9 LINDA.MEIDEN (9)	59.100	22 Zeilen (21)	9.370
10 LINDA. (10)	48.400	23 Groei & Bloei (22)	8.590
11 National Geographic (11)	45.700	24 Happinez (24)	7.670
12 Motor.NL (12)	37.600	25 Miljuscha (-)	7.500
13 Men's Health (13)	35.800		

Q3 2025 vs Q4 2025



Top 21 magazine media merken op TikTok

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN		
1	Power Unlimited (1)	609.900	12 Truckstar (11)	31.900
2	Bright (2)	491.600	13 Autovisie (13)	24.300
3	Miljuschka (3)	318.200	14 ELLE (14)	22.500
4	VOGUE (4)	139.700	15 Libelle (15)	19.200
5	Tina (5)	130.600	16 AndC (16)	17.700
6	LINDA.MEIDEN (6)	55.700	17 Flow (17)	7.854
7	Voetbal International (7)	45.200	18 Meiden Magazine (18)	5.218
8	Cosmopolitan (8)	40.900	19 TopGear (-)	5.066
9	Harper's BAZAAR (10)	36.100	20 Happinez (19)	3.842
10	Zo zit dat (9)	35.700	21 Winq (21)	1.769
11	LINDA. (12)	32.200		

Q3 2025 vs Q4 2025



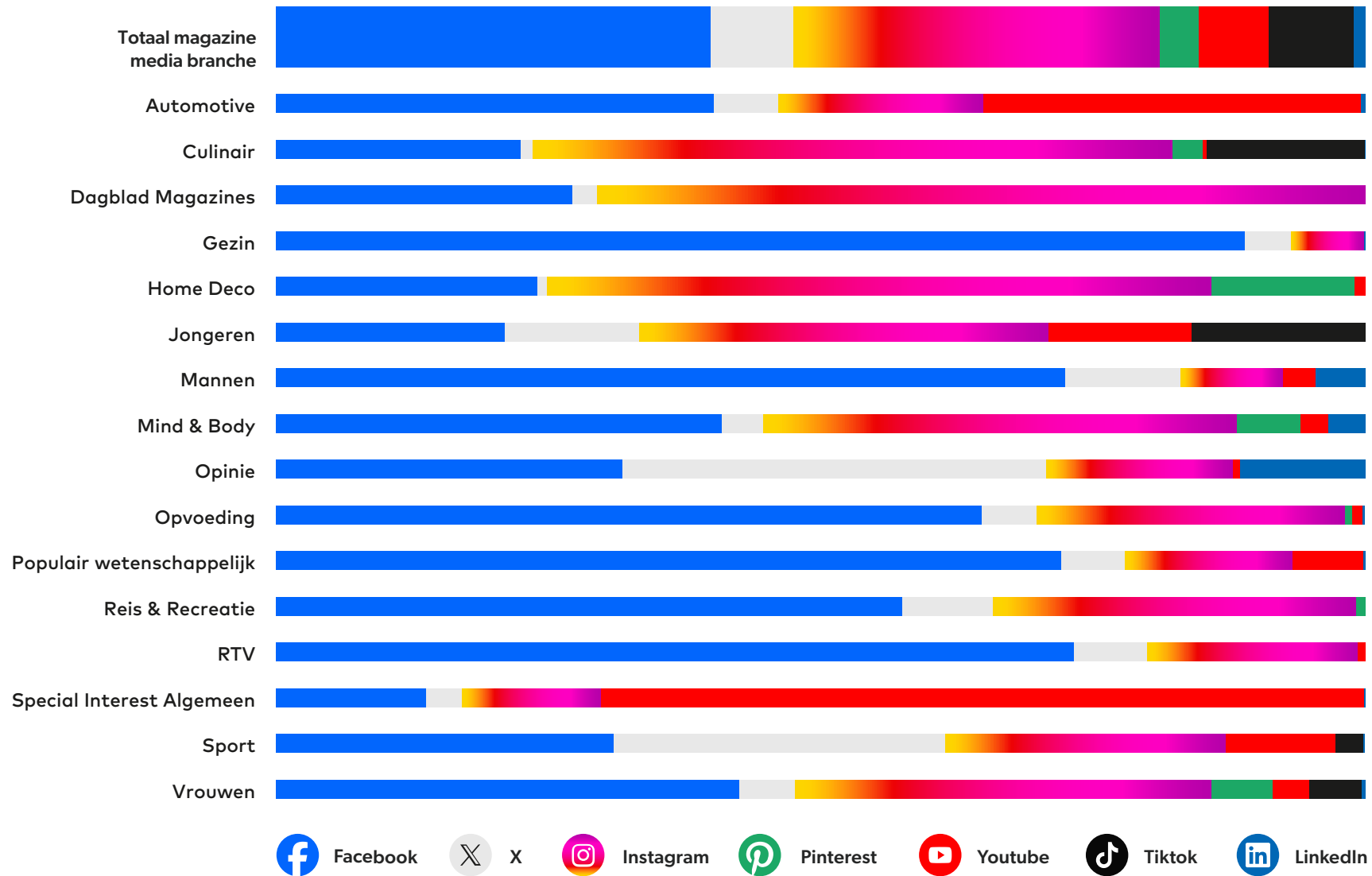
Top 25 magazine media merken op LinkedIn

(31 december 2025)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Quote (1)	82.576	14 Voetbal International (14)	3.776
2 De Groene Amsterdammer (2)	44.428	15 New Scientist (15)	2.000
3 Psychologie Magazine (3)	35.964	16 Historisch Nieuwsblad (16)	2.000
4 OneWorld (4)	29.357	17 Libelle (17)	1.389
5 EW Magazine (7)	13.306	18 Miljuschka (19)	1.363
6 Happinez (5)	12.596	19 Plus Magazine (18)	1.331
7 LINDA. (6)	12.075	20 Ouders van Nu (20)	1.067
8 Flow (8)	8.561	21 Autovisie (21)	943
9 AndC (9)	7.849	22 Formule 1 (23)	792
10 Vrij Nederland (10)	6.262	23 Winq (22)	773
11 HP/De Tijd (11)	6.000	24 Kek mama (24)	656
12 Harper's BAZAAR (12)	4.727	25 Autoweek (25)	575
13 Truckstar (13)	3.954		

Q3 2025 vs Q4 2025





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

