

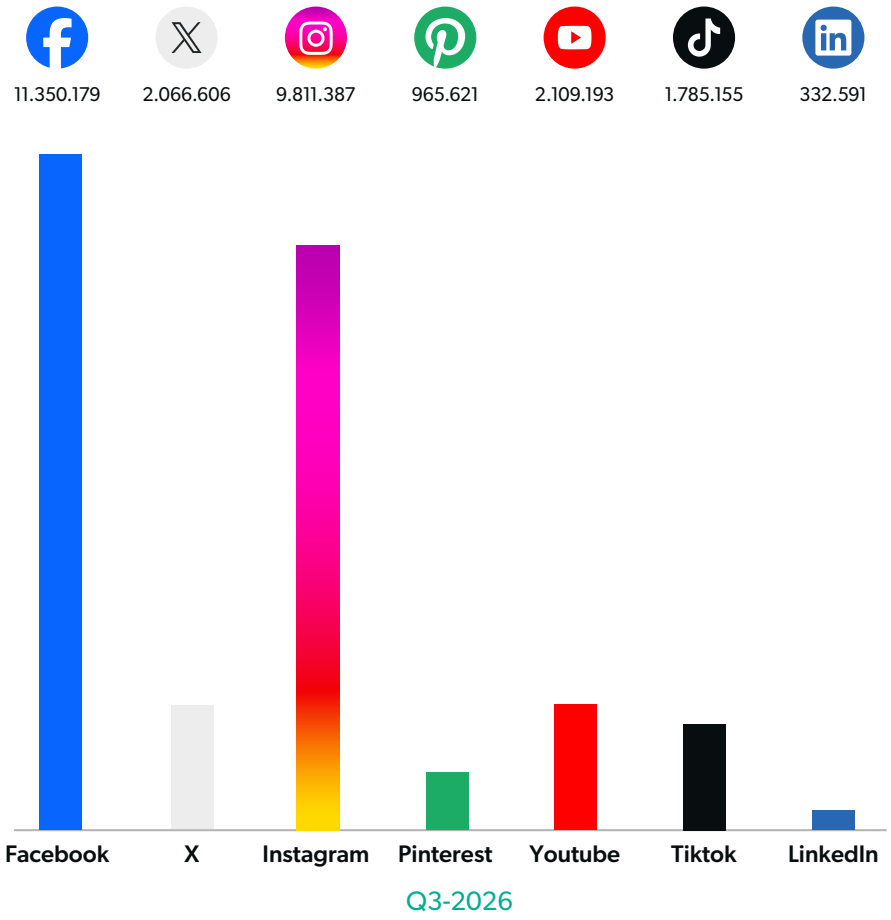
Magazine Media Social Media Monitor

Q3-2026

Q3-2026

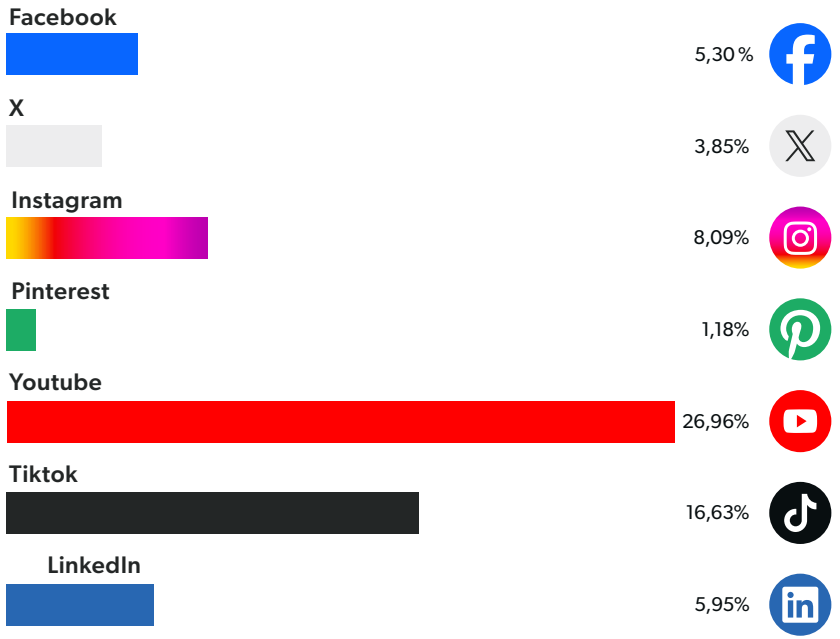
Totaal aantal volgers per sociaal netwerk binnen magazine media branche

(30 september 2026)



Groei % volgers per social netwerk binnen magazine media branche

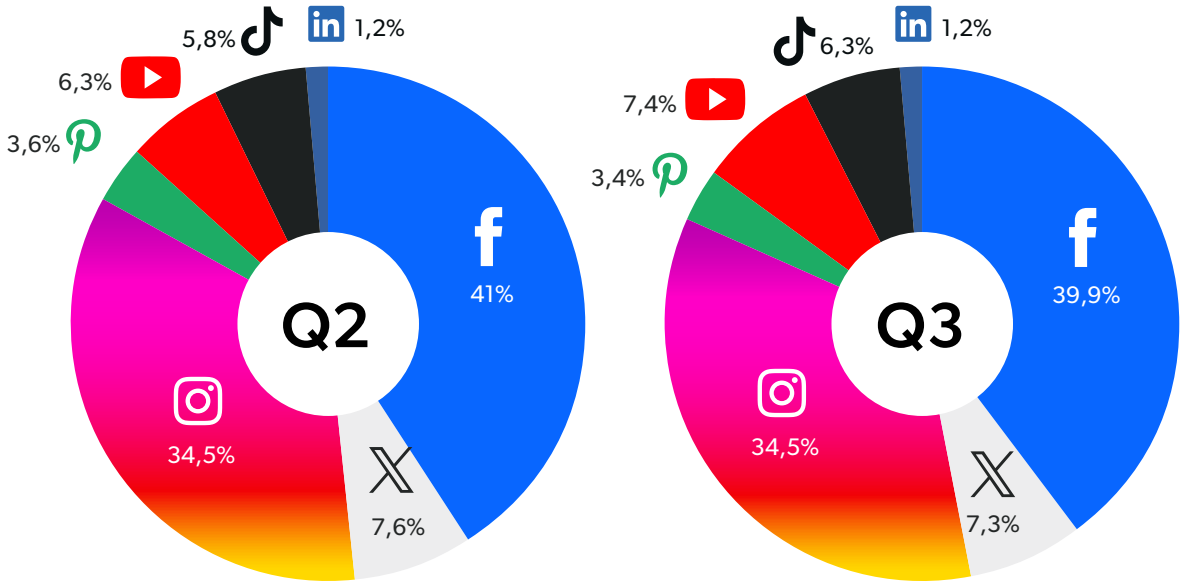
(30 september 2026)



Q2-2026 vs Q3-2026

Aandeel per sociaal netwerk t.o.v. de totale magazine media branche

(30 september 2026)



Q2-2026 vs Q3-2026

Top 25 grootste magazine media merken

(30 september 2026)

	MEDIA MERKEN	TOTAAL AANTAL VOLGERS (GECOMBINEERDE NETWERKEN)		MEDIA MERKEN	TOTAAL AANTAL VOLGERS (GECOMBINEERDE NETWERKEN)
1	Miljuschka (1)	1.978.183	14	Panorama (13)	484.175
2	LINDA. (2)	1.644.794	15	Libelle (14)	481.171
3	Vtwonen (3)	1.529.432	16	Happinez (15)	468.930
4	Voetbal International (4)	1.364.737	17	Tina (16)	451.717
5	Playboy (5)	1.200.356	18	Cosmopolitan (17)	451.119
6	Bright (6)	1.046.303	19	Autoblog (-)	445.500
7	Voetbal Primeur (-)	940.200	20	Scientias (-)	431.063
8	ELLE (7)	797.361	21	Autoweek (19)	419.356
9	VOGUE (8)	748.821	22	Donald Duck (18)	414.854
10	Flow (8)	608.161	23	Psychologie Magazine (20)	408.596
11	National Geographic (10)	606.333	24	Quote (21)	360.273
12	ELLE Decoration (11)	593.763	25	Truckstar (23)	346.879
13	AndC (12)	502.622			

Q2-2026 vs Q3-2026

Top 25 magazine media merken op Facebook

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Playboy (1)	1.000.000	14 ZIN (13)	228.000
2 LINDA. (2)	639.000	15 Psychologie Magazine (15)	200.000
3 Panorama (3)	471.000	16 Donald Duck (14)	198.000
4 National Geographic (4)	460.235	17 Margriet (17)	179.000
5 Miljuschka (5)	401.000	18 VROUW (16)	178.000
6 Vtwonen (6)	359.000	19 Vriendin (18)	159.000
7 Voetbal International (7)	345.000	20 Truckstar (20)	155.000
8 Voetbal Primeur (-)	286.000	21 VOGUE (19)	154.000
9 Libelle (9)	275.000	22 Flair (21)	145.000
10 Cosmopolitan (8)	270.000	23 Kek mama (22)	142.000
11 ELLE (10)	249.000	24 Flow (23)	131.000
12 Ouders van Nu (11)	243.000	25 Veronica Magazine (24)	131.000
13 Happinez (12)	233.000		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op X

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Voetbal International (1)	463.904	14 Runner's World (13)	35.557
2 Playboy (2)	141.259	15 Grazia (14)	34.549
3 Donald Duck (3)	109.012	16 Flow (15)	31.257
4 EW Magazine (4)	86.457	17 Autoweek (16)	28.106
5 VOGUE (5)	79.407	18 Maarten! (17)	25.259
6 De Groene Amsterdammer (6)	77.015	19 Libelle (18)	24.997
7 Vrij Nederland (7)	74.767	20 Vtwonen (19)	23.721
8 ELLE (8)	71.556	21 Formule 1 (20)	22.495
9 Voetbal Primeur (-)	65.800	22 OneWorld (21)	22.143
10 LINDA. (9)	49.553	23 Happinez (22)	21.902
11 HP/De Tijd (11)	45.959	24 Nieuwe Revu (23)	21.547
12 Quote (10)	45.943	25 Meiden Magazine (24)	21.408
13 Bright (12)	40.487		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op Instagram

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Miljuschka (1)	1.184.012	**14** LINDA.MEIDEN (13)	160.497
2 LINDA. (3)	845.104	**15** Harper's BAZAAR (14)	153.929
3 Vtwonen (2)	843.445	**16** Psychologie Magazine (15)	153.475
4 ELLE Decoration (4)	556.428	**17** Wendy (16)	136.471
5 Voetbal Primeur (-)	387.000	**18** Scientias (-)	123.000
6 Flow (5)	352.346	**19** Meiden Magazine (17)	116.595
7 VOGUE (6)	338.451	**20** Truckstar (19)	113.853
8 Voetbal International (7)	331.078	**21** Donald Duck (18)	107.842
9 AndC (8)	270.524	**22** Cosmopolitan (20)	101.766
10 ELLE (9)	212.715	**23** Women's Health (21)	94.578
11 Happinez (10)	177.035	**24** Libelle (22)	91.242
12 Vorsten (11)	176.794	**25** National Geographic (24)	86.308
13 Tina (12)	168.517		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op Pinterest

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Vtwonen (1)	286.766	**14** Daphne's Diary (-)	10.800
2 ELLE (2)	227.790	**15** Ariadne at Home (14)	8.820
3 Flow (3)	73.225	**16** Santé (15)	8.767
4 Libelle (4)	58.680	**17** Home & Garden (16)	8.336
5 Margriet (5)	55.188	**18** vtwonen Design (17)	7.941
6 Miljuschka (6)	42.158	**19** Groei & Bloei (18)	7.809
7 VOGUE (7)	23.193	**20** KnipMode (19)	6.328
8 Flair (8)	20.547	**21** Foodies (20)	6.198
9 Seasons (9)	17.150	**22** LINDA. (21)	5.799
10 ELLE Decoration (10)	15.991	**23** Cosmopolitan (22)	5.637
11 Landleven (11)	13.428	**24** Kek mama (23)	4.168
12 Happinez (12)	12.608	**25** Grazia (24)	3.937
13 Delicious (13)	12.235		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op Youtube

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Bright (1)	346.000	**14** Motor.NL (11)	38.500
2 Autoblog (-)	230.000	**15** Men's Health (12)	35.700
3 Autoweek (2)	226.000	**16** Zoom (13)	27.600
4 Voetbal International (3)	166.000	**17** Truckstar (14)	25.900
5 Tina (4)	140.000	**18** Vtwonen (15)	16.500
6 Autovisie (5)	138.000	**19** Yoga Magazine (16)	15.100
7 Scientias (-)	126.000	**20** KnipMode (17)	14.100
8 Tweakers.net (6)	102.000	**21** Quote (18)	13.700
9 AndC (7)	72.300	**22** Cosmopolitan (25)	11.700
10 Voetbal Primeur (-)	65.000	**23** ELLE (19)	11.000
11 LINDA.MEIDEN (8)	58.700	**24** Libelle (20)	10.100
12 National Geographic (10)	49.700	**25** Zeilen (21)	9.560
13 LINDA. (9)	49.000		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op TikTok

(30 september 2026)

MEDIA MERKEN		MEDIA MERKEN	
1 Bright (1)	489.700	**14** AndC (14)	25.500
2 Miljuschka (2)	335.200	**15** ELLE (13)	25.300
3 VOGUE (3)	146.800	**16** Autovisie (12)	24.900
4 Voetbal Primeur (-)	136.400	**17** Libelle (15)	19.500
5 Tina (4)	133.600	**18** Autoblog (-)	15.500
6 Scientias (-)	66.800	**19** Flow (16)	9.125
7 LINDA.MEIDEN (5)	61.200	**20** VROUW (17)	7.510
8 Voetbal International (6)	54.700	**21** Meiden Magazine (18)	5.684
9 Cosmopolitan (7)	45.100	**22** TopGear (19)	5.579
10 Truckstar (11)	43.600	**23** Runner's World (21)	4.152
11 LINDA. (8)	42.200	**24** Happinez (20)	4.124
12 Harper's BAZAAR (9)	38.500	**25** Daphne's Diary ()	2.470
13 Zo zit dat (10)	35.000		

Q2-2026 vs Q3-2026

Top 25 magazine media merken op LinkedIn

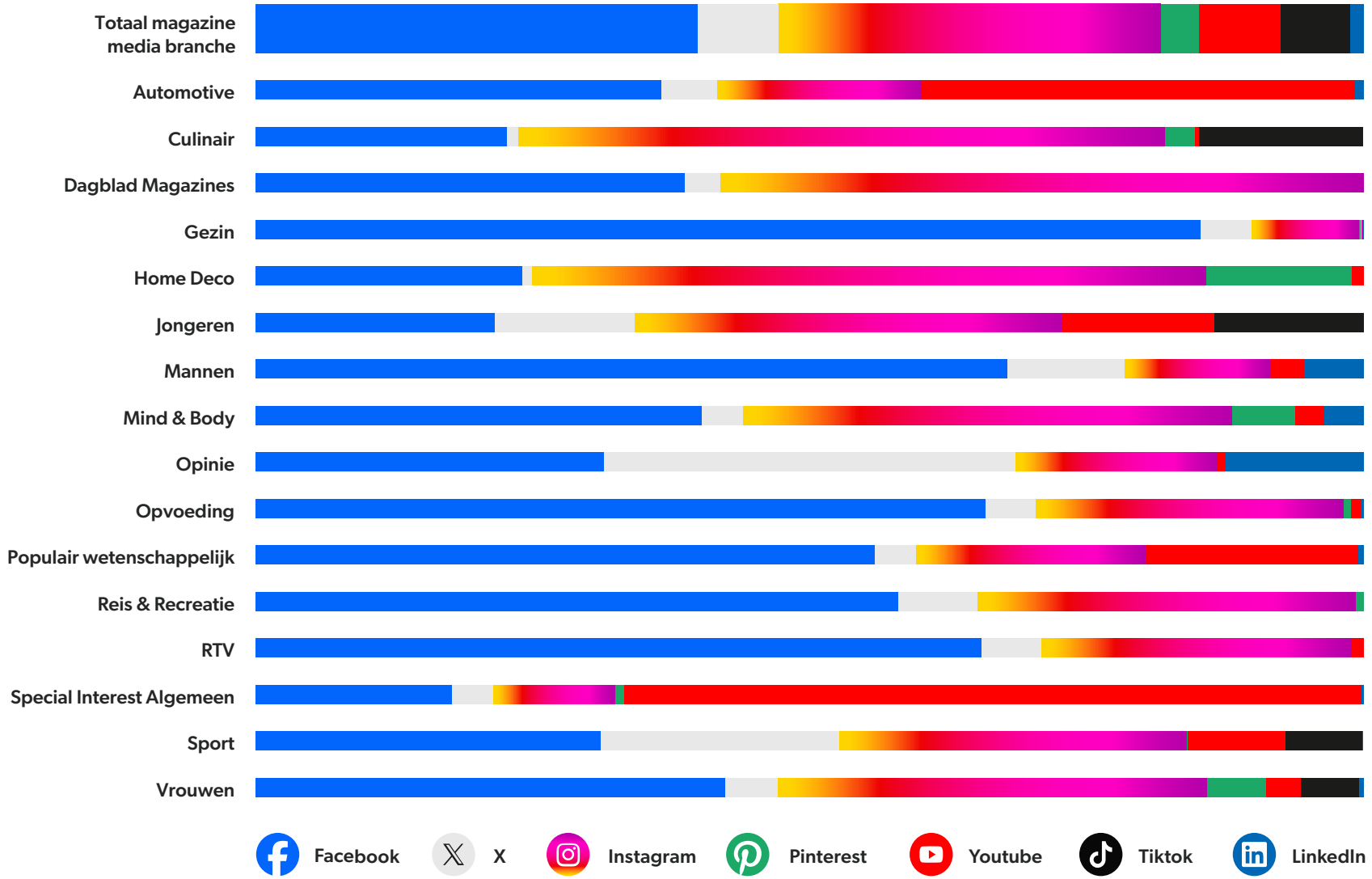
(30 september 2026)

MEDIA MERKEN			MEDIA MERKEN	
1	Quote (1)	96.365	14 Truckstar (14)	4.358
2	De Groene Amsterdammer (2)	51.820	15 Scientias (-)	4.263
3	Psychologie Magazine (3)	38.898	16 Voetbal International (15)	4.055
4	OneWorld (4)	31.099	17 Historisch Nieuwsblad (16)	2.127
5	EW Magazine (5)	15.181	18 New Scientist (17)	1.879
6	LINDA. (6)	14.138	19 Miljuschka (18)	1.673
7	Happinez (7)	12.621	20 Libelle (19)	1.652
8	Flow (8)	8.878	21 Plus Magazine (20)	1.370
9	Arts en Auto (10)	8.521	22 Ouders van Nu (21)	1.139
10	AndC (9)	8.238	23 Autovisie (22)	985
11	Vrij Nederland (11)	6.725	24 Formule 1 (23)	833
12	HP/De Tijd (12)	5.898	25 Winq (24)	823
13	Harper's BAZAAR (13)	5.201		

Q2-2026 vs Q3-2026

mma
magazine media
associatie

Q3-2026



De Magazine Media Social Media Monitor is samengesteld door Rocket24 in opdracht van:

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magazine media associatie