

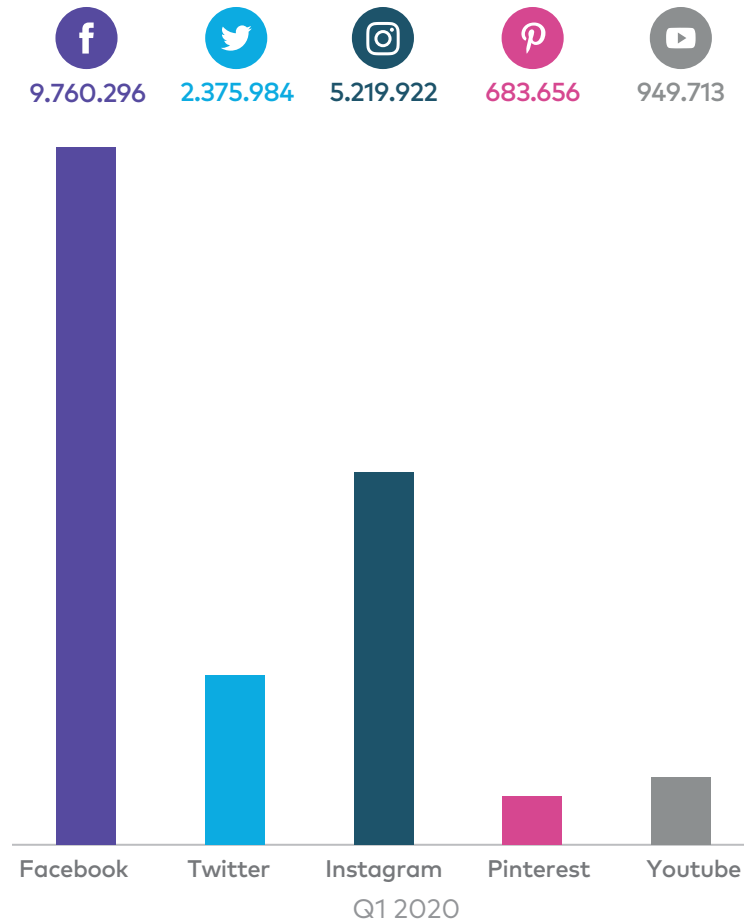


# Magazine Media Social Media Monitor

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Q1-2020

**Totaal aantal likers / volgers  
per sociaal netwerk binnen  
magazine media branche**  
(31 maart 2020)



## Groei % likers / volgers per social netwerk binnen magazine media branche

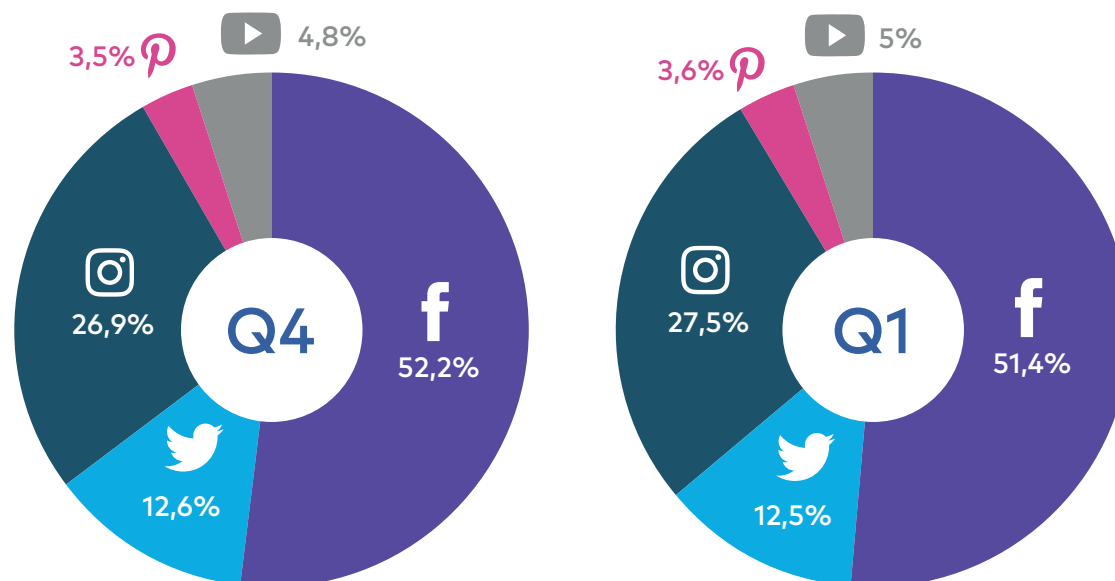
(31 maart 2020)



Q4 2019 vs Q1 2020

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

(31 maart 2020)



Q4 2019 vs Q1 2020

## Top 25 grootste magazine media merken



(31 maart 2020)




MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.551.571	14 AndC (14)	338.009
2 LINDA. (2)	1.310.443	15 Libelle (15)	326.625
3 Vtwonon (3)	1.256.296	16 ELLE Decoration (16)	277.531
4 Voetbal International (4)	1.021.345	17 Ouders van Nu (17)	270.590
5 GTST Magazine (5)	787.127	18 Autoweek (18)	268.484
6 ELLE (6)	654.764	19 Tina (19)	263.176
7 Flow (7)	554.513	20 Psychologie Magazine (22)	248.648
8 Donald Duck (9)	487.699	21 Meiden Magazine (21)	244.589
9 VOGUE (8)	486.043	22 Glamour (20)	240.164
10 Panorama (10)	474.369	23 ZIN (23)	232.357
11 National Geographic (11)	461.264	24 Margriet (24)	219.394
12 Happinez (12)	372.751	25 Wendy (25)	214.511
13 Cosmopolitan (13)	362.621		

Q4 2019 vs Q1 2020

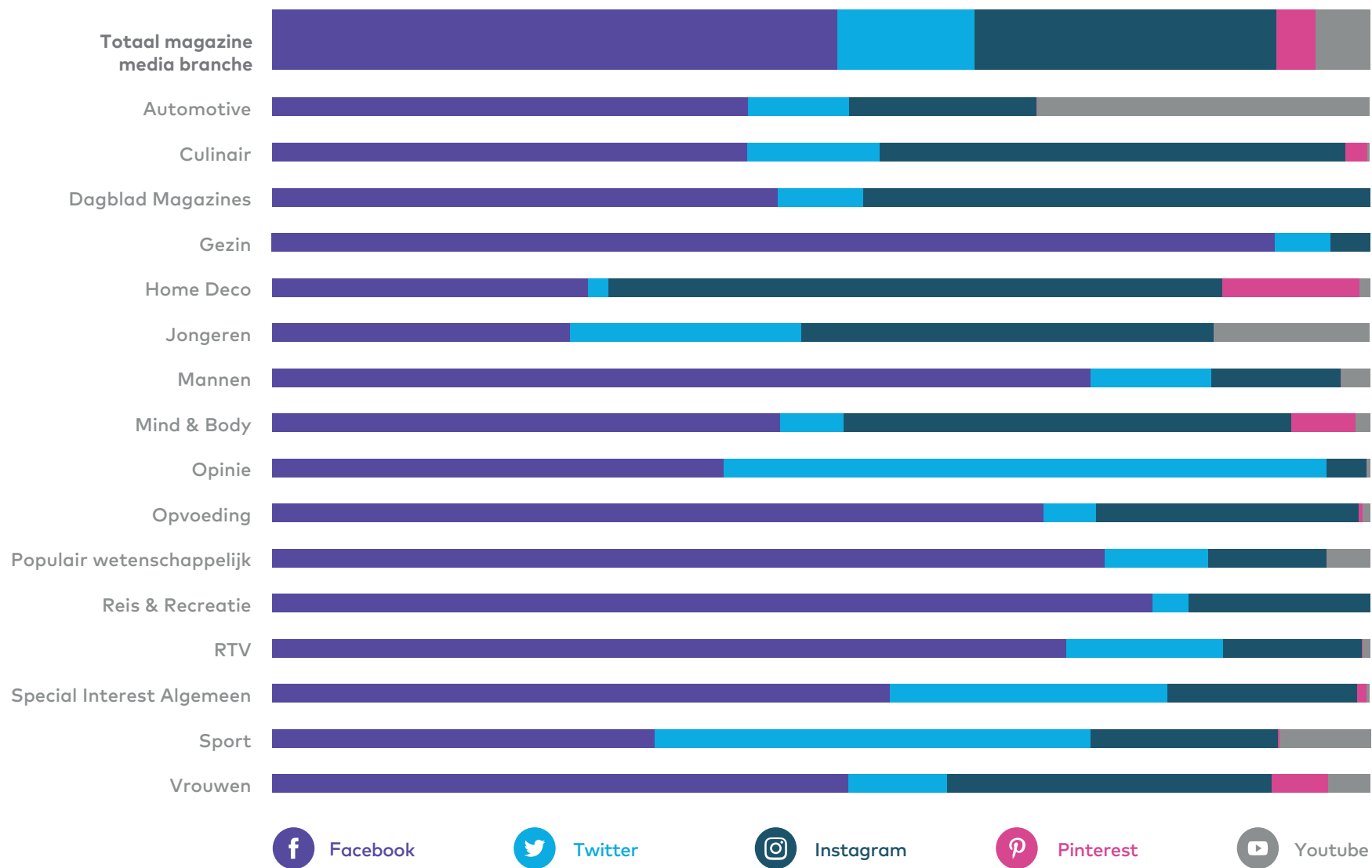
## Top 10 magazine media merken per sociaal netwerk

(31 maart 2020)

MAGAZINE MERK		FACEBOOK LIKERS	MAGAZINE MERK		TWITTER VOLGERS
1 Playboy (1)		1.257.721	1 Voetbal International (1)		473.224
2 LINDA. (2)		658.635	2 Donald Duck (2)		164.615
3 Panorama (3)		464.440	3 Playboy (3)		162.085
4 GTST Magazine (4)		450.667	4 VOGUE (4)		98.829
5 National Geographic (5)		375.721	5 GTST Magazine (5)		96.288
6 Vtwonen (7)		287.248	6 ELLE (6)		89.417
7 Voetbal International (6)		283.366	7 Elsevier (7)		89.097
8 Cosmopolitan (8)		269.048	8 Vrij Nederland (8)		75.262
9 ELLE (9)		255.254	9 De Groene Amsterdammer (9)		65.408
10 ZIN (10)		228.018	10 LINDA. (10)		59.254

MAGAZINE MERK		INSTAGRAM VOLGERS	MAGAZINE MERK		PINTEREST VOLGERS	MAGAZINE MERK		YOUTUBE VOLGERS
1 Vtwonen (1)		726.686	1 ELLE (1)		231.129	1 Autoweek (1)		146.000
2 LINDA. (2)		544.523	2 Vtwonen (2)		201.012	2 Voetbal International (2)		110.000
3 Flow (3)		318.816	3 Flow (3)		65.658	3 Autovisie (3)		83.700
4 ELLE Decoration (4)		245.386	4 Libelle (4)		28.503	4 Tina (4)		78.100
5 VOGUE (5)		198.545	5 VOGUE (5)		21.197	5 Meiden Magazine (5)		72.600
6 GTST Magazine (6)		195.472	6 Margriet (6)		16.036	6 AndC (6)		71.100
7 AndC (7)		173.019	7 ELLE Decoration (7)		12.605	7 LINDA.MEIDEN (7)		61.300
8 Tina (8)		163.944	8 Flair (9)		10.706	8 GTST Magazine (8)		44.700
9 Voetbal International (9)		154.755	9 Happinez (8)		9.924	9 LINDA. (9)		43.700
10 Meiden Magazine (10)		133.501	10 Ariadne at Home (9)		8.453	10 Men's Health (10)		29.400

Q4 2019 vs Q1 2020



De Magazine Media Social Media Monitor is samengesteld  
door *Rocket*<sup>24</sup> in opdracht van:

