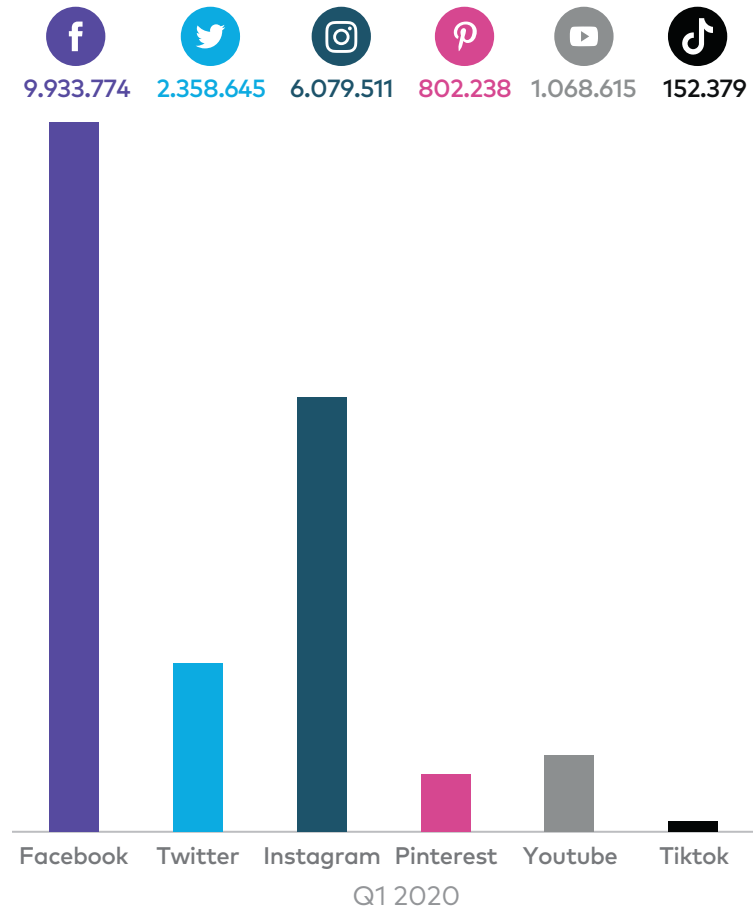




Magazine Media Social Media Monitor

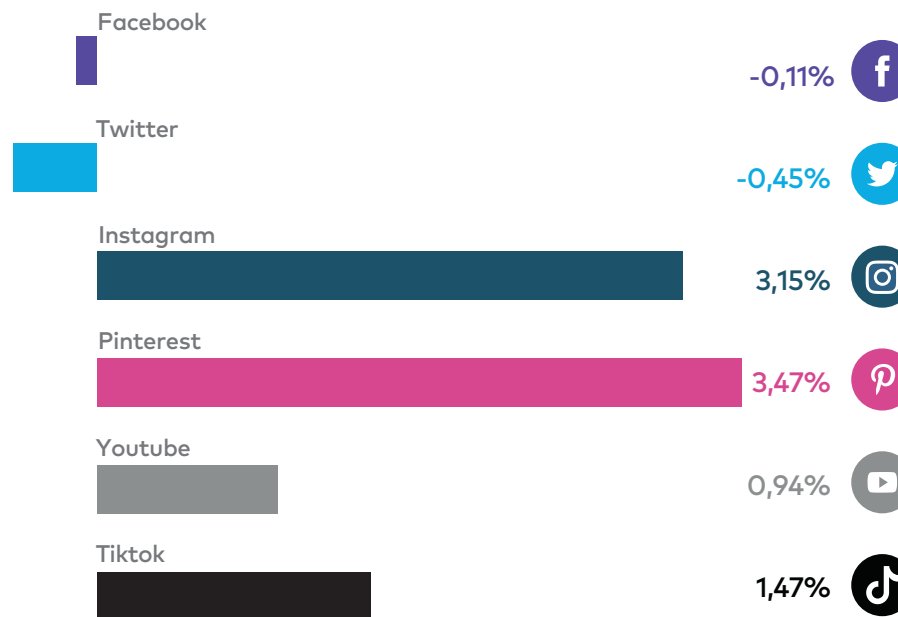
Q1-2021

**Totaal aantal likers / volgers
per sociaal netwerk binnen
magazine media branche**
(31 maart 2021)



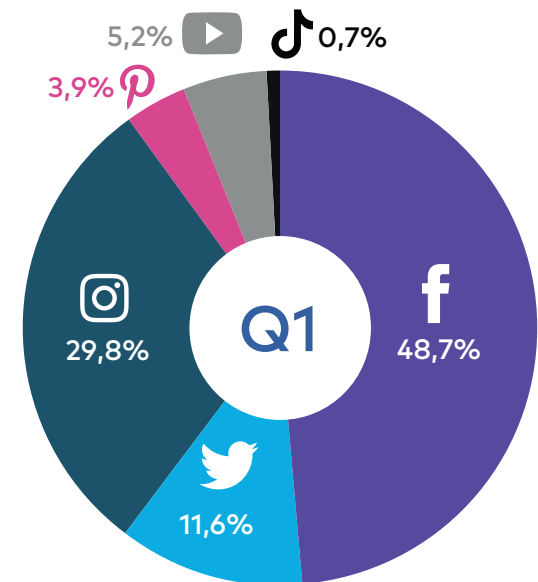
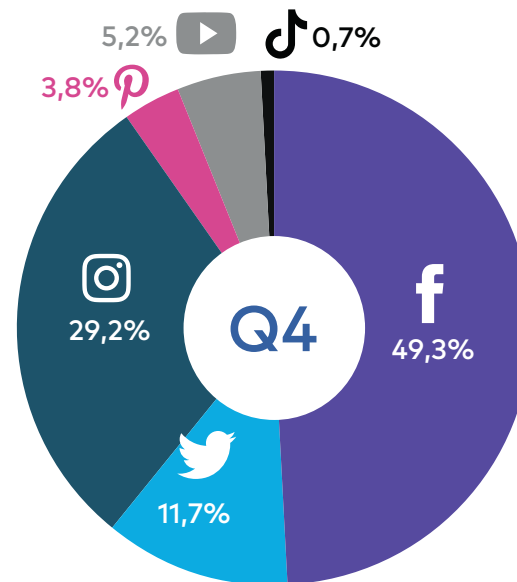
Groei % likers / volgers per social netwerk binnen magazine media branche

(31 maart 2021)



Q4 2020 vs Q1 2021

**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**
(31 maart 2021)



Q4 2020 vs Q1 2021




Top 25 grootste magazine media merken




(31 maart 2021)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.537.058	14 AndC (14)	366.373
2 Vtwonon (2)	1.458.352	15 Libelle (16)	362.666
3 LINDA. (3)	1.372.213	16 Meiden Magazine (15)	355.344
4 Voetbal International (4)	1.054.282	17 ELLE Decoration (18)	323.253
5 GTST Magazine (5)	793.331	18 Tina (17)	322.597
6 ELLE (6)	666.383	19 Autoweek (19)	315.986
7 Flow (7)	582.397	20 Psychologie Magazine (21)	300.005
8 VOGUE (8)	491.566	21 Ouders van Nu (20)	294.192
9 Donald Duck (9)	489.645	22 Glamour (22)	248.025
10 National Geographic (10)	481.178	23 Margriet (23)	243.840
11 Panorama (11)	471.788	24 ZIN (24)	230.666
12 Happinez (12)	413.961	25 Wendy (25)	228.754
13 Cosmopolitan (13)	372.628		

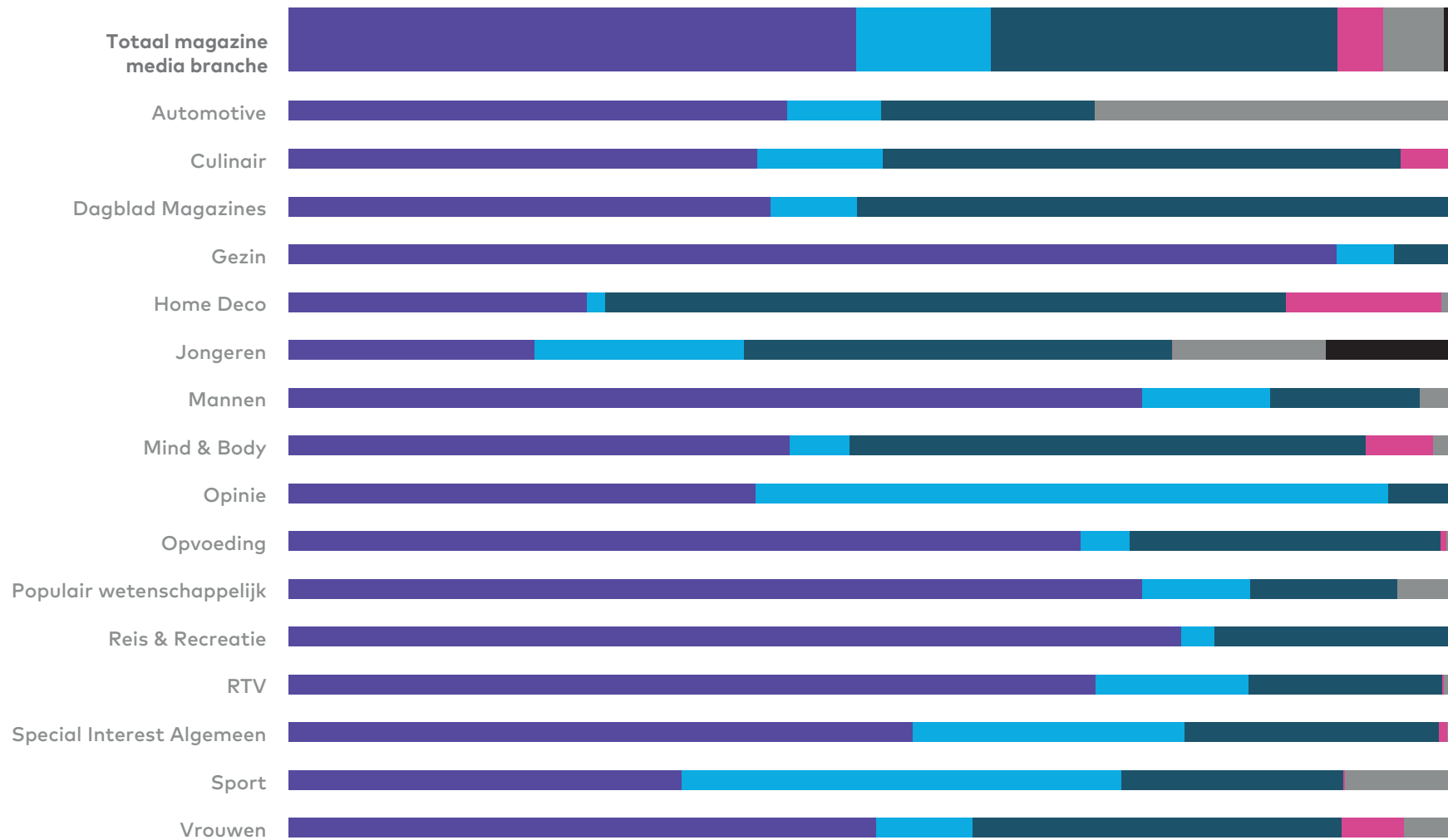
Q4 2020 vs Q1 2021

Top 10 magazine media merken per sociaal netwerk (31 maart 2021)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 INSTAGRAM VOLGERS
1 Playboy (1)	1.234.869	1 Voetbal International (1)	472.215	1 Vtwonen (1)	860.102
2 LINDA. (2)	610.195	2 Playboy (2)	162.756	2 LINDA. (2)	653.248
3 Panorama (3)	460.685	3 Donald Duck (3)	160.817	3 Flow (3)	342.659
4 GTST Magazine (4)	446.348	4 VOGUE (4)	96.828	4 ELLE Decoration (4)	290.371
5 National Geographic (5)	379.161	5 GTST Magazine (5)	93.323	5 GTST Magazine (6)	208.460
6 Vtwonen (6)	305.214	6 Elsevier (6)	91.432	6 VOGUE (5)	205.942
7 Voetbal International (7)	279.329	7 ELLE (7)	87.404	7 AndC (7)	195.955
8 Cosmopolitan (8)	270.164	8 Vrij Nederland (8)	76.940	8 Tina (8)	183.037
9 ELLE (9)	258.105	9 De Groene Amsterdammer (9)	71.888	9 Voetbal International (9)	174.738
10 Libelle (10)	228.595	10 LINDA. (10)	58.639	10 Happinez (10)	153.915

MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS	MAGAZINE MERK	 TIKTOK VOLGERS
1 Vtwonen (1)	250.468	1 Autoweek (1)	165.000	1 Meiden Magazine (1)	108.300
2 ELLE (2)	231.471	2 Voetbal International (2)	128.000	2 Tina (2)	36.700
3 Flow (3)	69.457	3 Autovisie (3)	102.000	3 CosmoGIRL! (3)	3.057
4 Libelle (4)	45.268	4 Tina (4)	81.900	4 Girlz! (4)	2.493
5 Margriet (5)	31.705	5 AndC (5)	73.900	5 Cosmopolitan (5)	1.829
6 VOGUE (6)	22.318	6 Meiden Magazine (6)	72.100		
7 Flair (7)	17.701	7 LINDA.MEIDEN (7)	63.700		
8 ELLE Decoration (8)	13.228	8 LINDA. (8)	45.800		
9 Happinez (9)	11.436	9 GTST Magazine (9)	45.200		
10 Landleven (10)	10.393	10 Men's Health (10)	33.700		

Q4 2020 vs Q1 2021



 Facebook
  Twitter
  Instagram
  Pinterest
  Youtube
  Tiktok



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

