

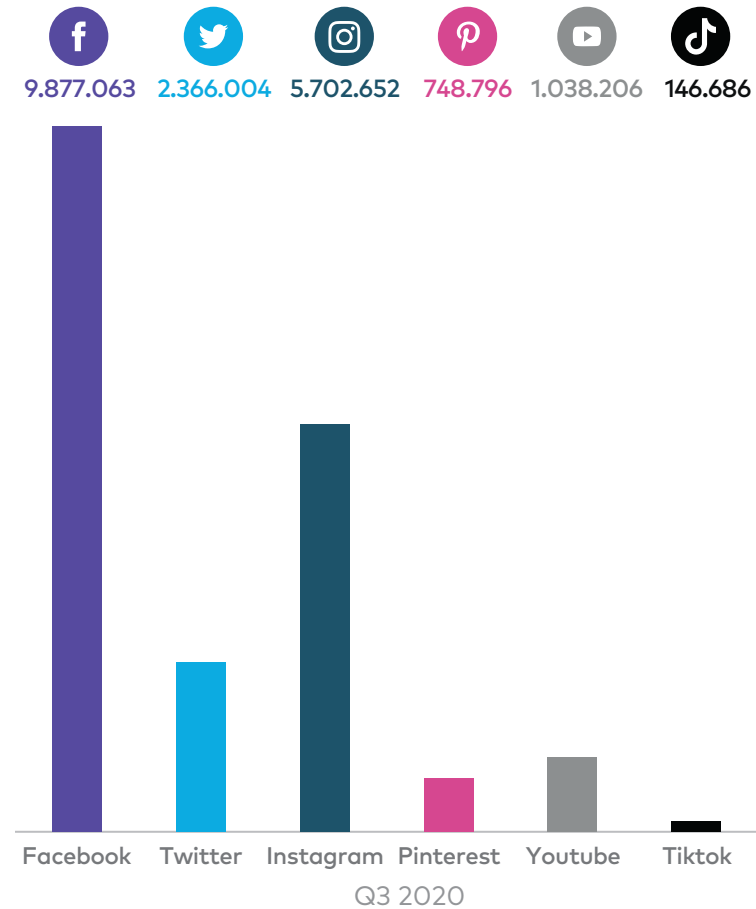


# Magazine Media Social Media Monitor

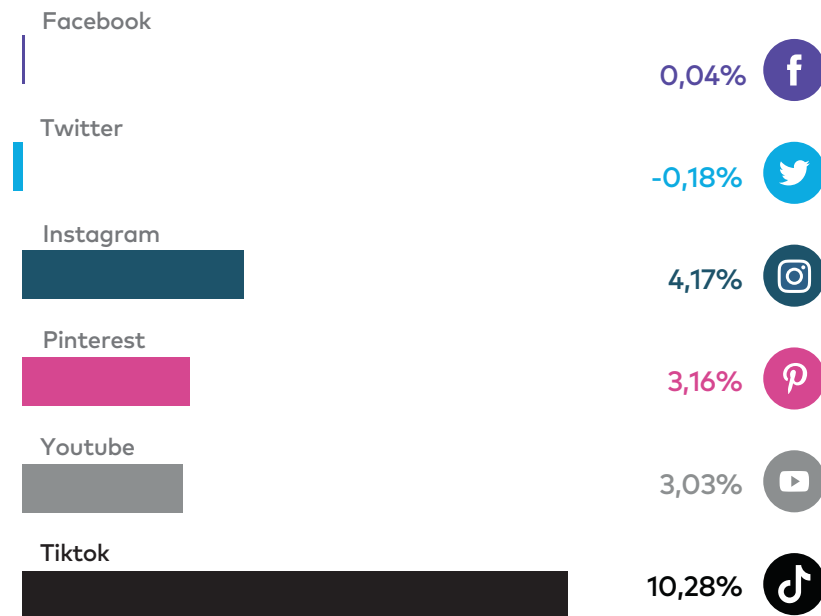
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Q3-2020

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

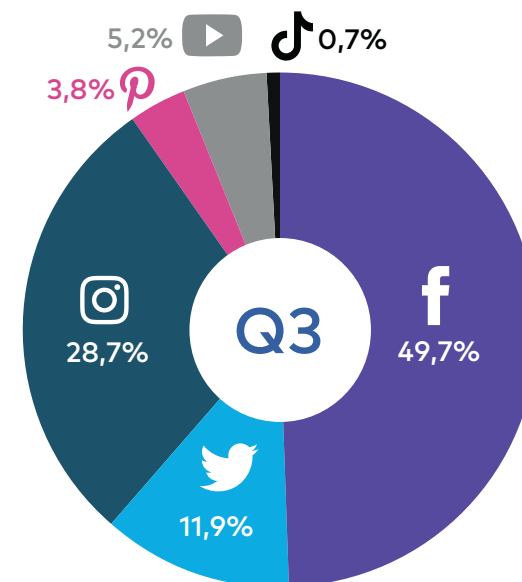
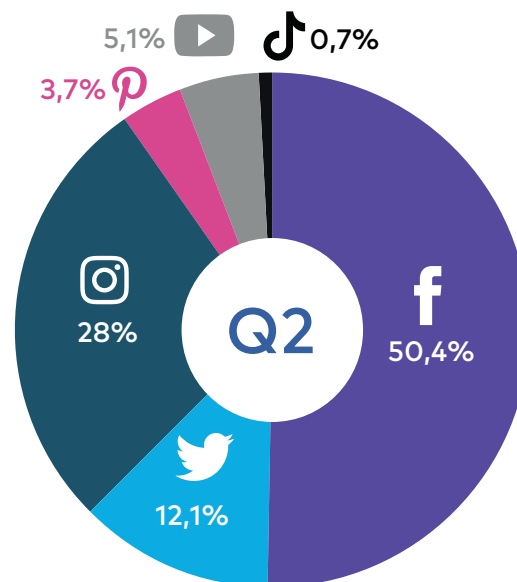


**Groei % likers / volgers  
per social netwerk binnen  
magazine media branche**  
(30 september 2020)



Q2 2020 vs Q3 2020

**Aandeel per sociaal netwerk  
t.o.v. de totale magazine  
media branche**  
(30 september 2020)



Q2 2020 vs Q3 2020




## Top 25 grootste magazine media merken (30 september 2020)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.551.031	14 AndC (15)	326.814
2 LINDA. (2)	1.275.159	15 Libelle (16)	316.455
3 Vtwonen (3)	1.191.809	16 ELLE Decoration (18)	263.391
4 Voetbal International (4)	1.007.264	17 Autoweek (19)	258.659
5 GTST Magazine (5)	785.503	18 Ouders van Nu (20)	255.642
6 ELLE (6)	655.378	19 Tina (17)	255.531
7 Flow (7)	540.763	20 Glamour (22)	238.611
8 VOGUE (9)	485.362	21 Meiden Magazine (14)	238.294
9 Donald Duck (8)	484.967	22 Psychologie Magazine (21)	238.222
10 Panorama (10)	475.183	23 ZIN (23)	231.777
11 National Geographic (11)	457.648	24 Margriet (24)	213.325
12 Happinez (12)	359.626	25 Wendy (25)	213.115
13 Cosmopolitan (13)	357.424		




Q2 2020 vs Q3 2020



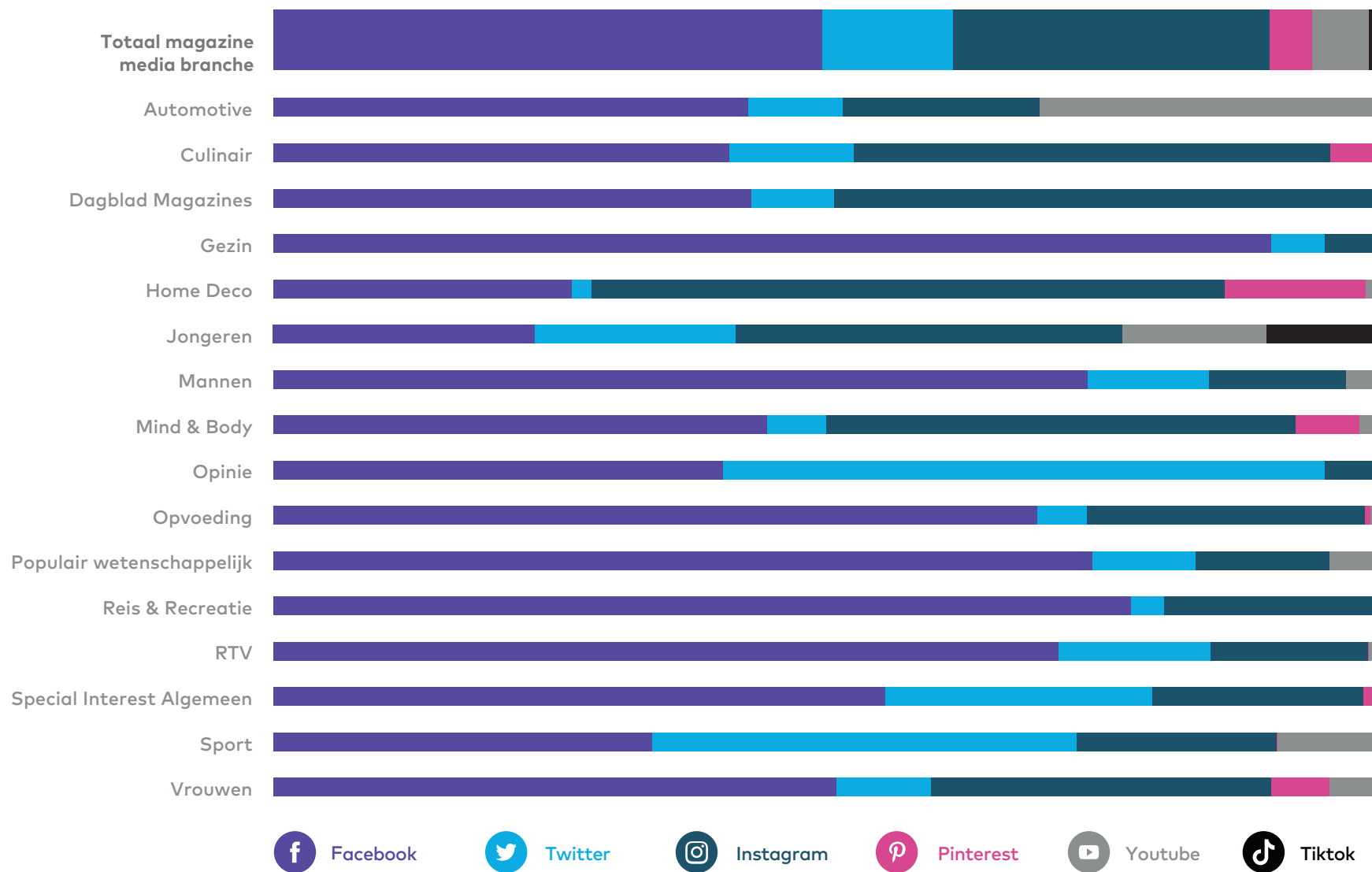
## Top 10 magazine media merken per sociaal netwerk (30 september 2020)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 INSTAGRAM VOLGERS
1 Playboy (1)	1.246.396	1 Voetbal International (1)	470.684	1 Vtwonen (1)	804.376
2 LINDA. (2)	610.072	2 Playboy (3)	162.704	2 LINDA. (2)	617.754
3 Panorama (3)	463.198	3 Donald Duck (2)	161.926	3 Flow (3)	336.304
4 GTST Magazine (4)	447.417	4 VOGUE (4)	97.274	4 ELLE Decoration (4)	266.733
5 National Geographic (5)	371.079	5 GTST Magazine (5)	94.120	5 VOGUE (5)	201.841
6 Vtwonen (6)	297.709	6 Elsevier (6)	91.189	6 GTST Magazine (6)	197.853
7 Voetbal International (7)	281.798	7 ELLE (7)	88.036	7 AndC (7)	184.694
8 Cosmopolitan (8)	269.676	8 Vrij Nederland (8)	75.639	8 Tina (8)	180.305
9 ELLE (9)	257.534	9 De Groene Amsterdammer (9)	67.861	9 Voetbal International (9)	165.258
10 ZIN (10)	227.120	10 LINDA. (10)	58.706	10 Meiden Magazine (10)	139.034

MAGAZINE MERK	 PINTREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS	MAGAZINE MERK	 TIKTOK VOLGERS
1 ELLE (1)	231.254	1 Autoweek (1)	155.000	1 Meiden Magazine (1)	107.700
2 Vtwonen (2)	223.426	2 Voetbal International (2)	122.000	2 Tina (2)	33.400
3 Flow (3)	68.057	3 Autovisie (3)	93.200	3 Girlz! (3)	2.461
4 Libelle (4)	37.873	4 Tina (4)	82.200	4 CosmoGIRL! (5)	2.088
5 Margriet (5)	27.207	5 Meiden Magazine (5)	73.600	5 Cosmopolitan (4)	1.037
6 VOGUE (6)	21.906	6 AndC (6)	73.100		
7 Flair (7)	14.684	7 LINDA.MEIDEN (7)	64.300		
8 ELLE Decoration (8)	12.927	8 LINDA. (9)	45.000		
9 Happinez (9)	10.367	9 GTST Magazine (8)	44.900		
10 Landleven (10)	9.599	10 Men's Health (10)	31.400		

Q2 2020 vs Q3 2020



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

