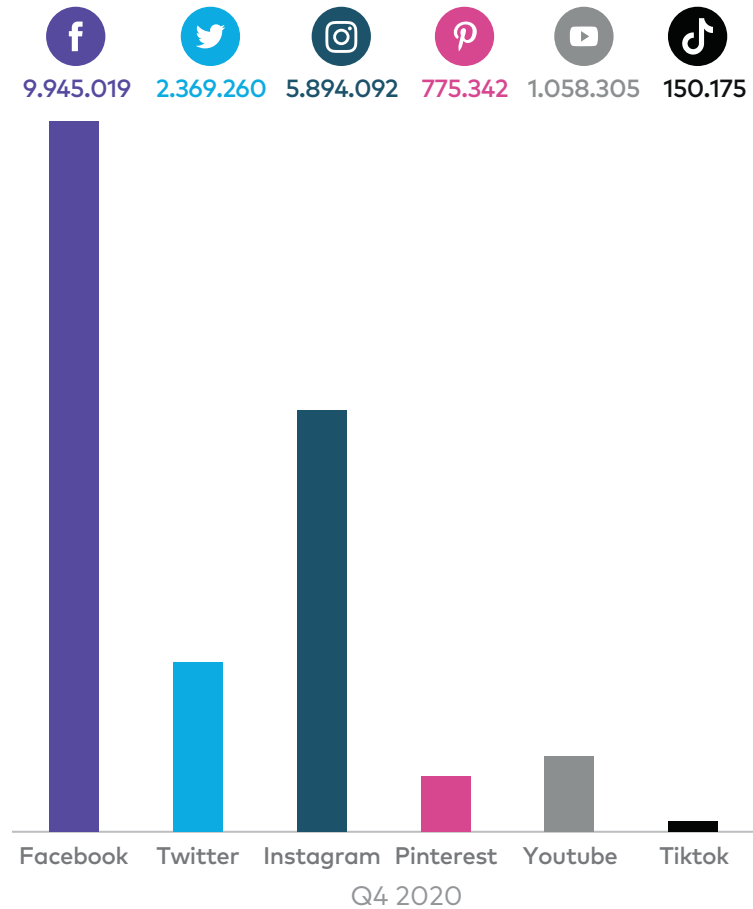




Magazine Media Social Media Monitor

Q4-2020

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



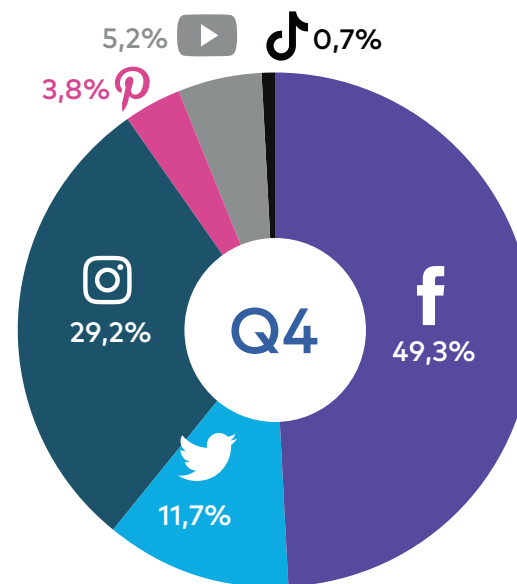
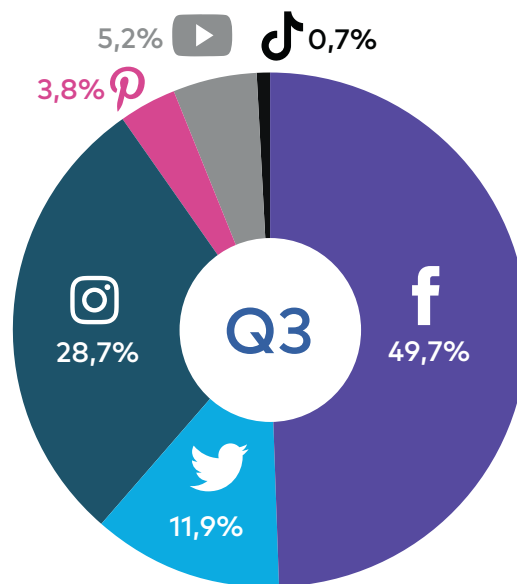
Groei % likers / volgers per social netwerk binnen magazine media branche

(31 december 2020)



Q3 2020 vs Q4 2020

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



Q3 2020 vs Q4 2020

Top 25 grootste magazine media merken

(31 december 2020)




MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.541.490	14 AndC (14)	360.055
2 Vtwonen (3)	1.414.959	15 Meiden Magazine (21)	356.750
3 LINDA. (2)	1.354.857	16 Libelle (15)	356.087
4 Voetbal International (4)	1.045.828	17 Tina (19)	321.156
5 GTST Magazine (5)	788.766	18 ELLE Decoration (16)	309.102
6 ELLE (6)	666.883	19 Autoweek (17)	306.680
7 Flow (7)	579.907	20 Ouders van Nu (18)	289.027
8 VOGUE (8)	490.409	21 Psychologie Magazine (22)	282.839
9 Donald Duck (8)	487.925	22 Glamour (20)	245.775
10 National Geographic (11)	475.874	23 Margriet (24)	240.031
11 Panorama (10)	472.781	24 ZIN (23)	231.263
12 Happinez (12)	400.243	25 Wendy (25)	223.283
13 Cosmopolitan (13)	371.464		




Q3 2020 vs Q4 2020



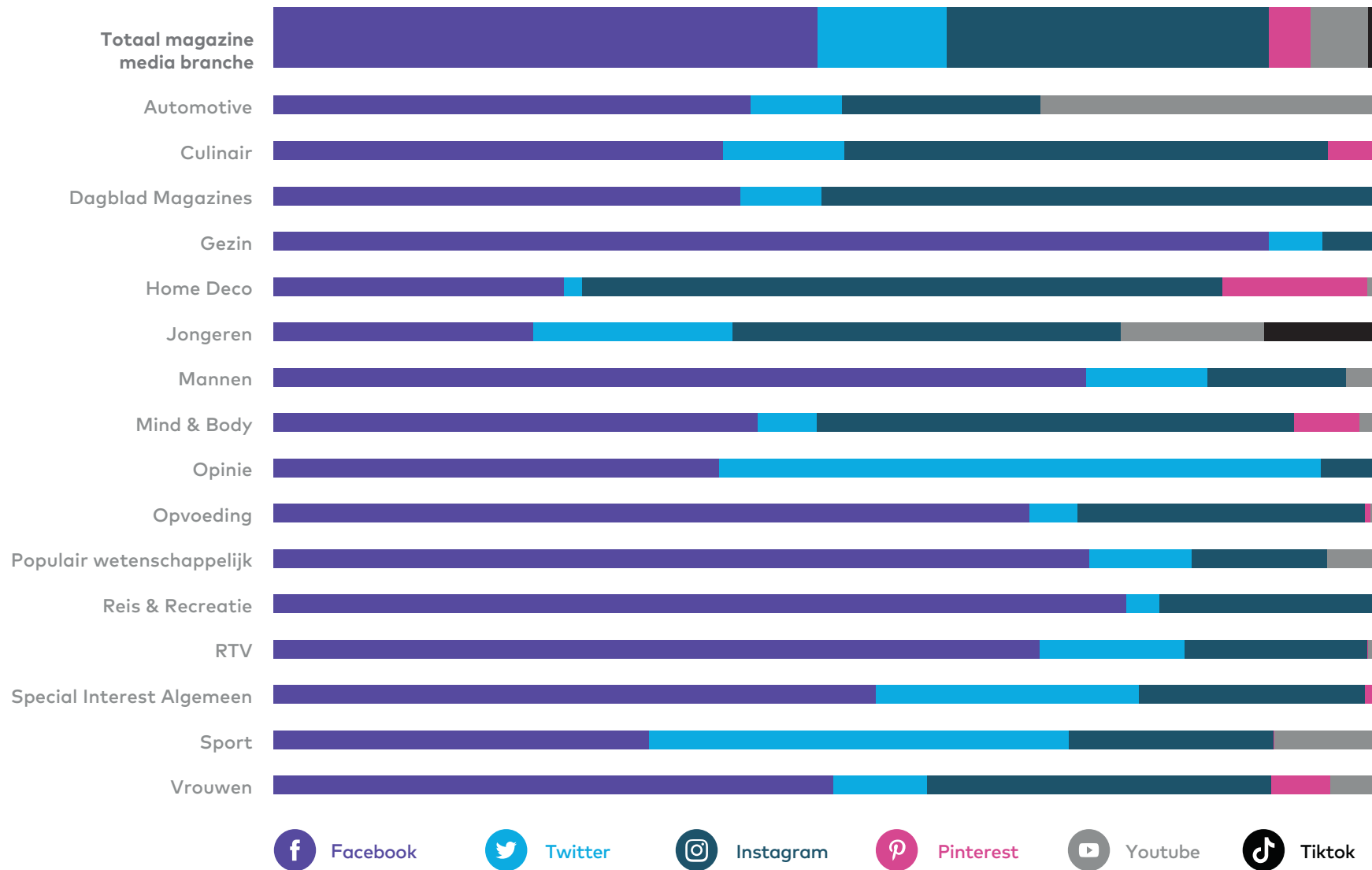
Top 10 magazine media merken per sociaal netwerk

(31 december 2020)

MAGAZINE MERK	 FACEBOOK LIKERS	MAGAZINE MERK	 TWITTER VOLGERS	MAGAZINE MERK	 INSTAGRAM VOLGERS
1 Playboy (1)	1.240.931	1 Voetbal International (1)	470.713	1 Vtwonen (1)	834.622
2 LINDA. (2)	611.283	2 Playboy (2)	162.379	2 LINDA. (2)	634.814
3 Panorama (3)	461.827	3 Donald Duck (3)	161.352	3 Flow (3)	340.939
4 GTST Magazine (4)	447.778	4 VOGUE (4)	96.946	4 ELLE Decoration (4)	276.345
5 National Geographic (5)	377.967	5 GTST Magazine (5)	93.787	5 VOGUE (5)	204.502
6 Vtwonen (6)	301.902	6 Elsevier (6)	91.621	6 GTST Magazine (6)	202.201
7 Voetbal International (7)	280.412	7 ELLE (7)	87.757	7 AndC (7)	190.120
8 Cosmopolitan (8)	269.746	8 Vrij Nederland (8)	76.137	8 Tina (8)	182.101
9 ELLE (9)	258.196	9 De Groene Amsterdammer (9)	69.419	9 Voetbal International (9)	169.703
10 Libelle (10)	227.727	10 LINDA. (10)	58.830	10 Happinez (10)	142.038

MAGAZINE MERK	 PINTEREST VOLGERS	MAGAZINE MERK	 YOUTUBE VOLGERS	MAGAZINE MERK	 TIKTOK VOLGERS
1 Vtwonen (2)	236.120	1 Autoweek (1)	160.000	1 Meiden Magazine (1)	107.500
2 ELLE (1)	231.458	2 Voetbal International (2)	125.000	2 Tina (2)	36.100
3 Flow (3)	68.836	3 Autovisie (3)	97.300	3 CosmoGIRL! (4)	2.788
4 Libelle (4)	41.808	4 Tina (4)	81.900	4 Girlz! (3)	2.479
5 Margriet (5)	29.681	5 AndC (6)	73.900	5 Cosmopolitan (5)	1.308
6 VOGUE (6)	22.067	6 Meiden Magazine (5)	72.800		
7 Flair (7)	16.100	7 LINDA.MEIDEN (7)	64.100		
8 ELLE Decoration (8)	13.092	8 LINDA. (8)	45.500		
9 Happinez (9)	10.840	9 GTST Magazine (9)	45.000		
10 Landleven (10)	9.997	10 Men's Health (10)	32.700		

Q3 2020 vs Q4 2020



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

