



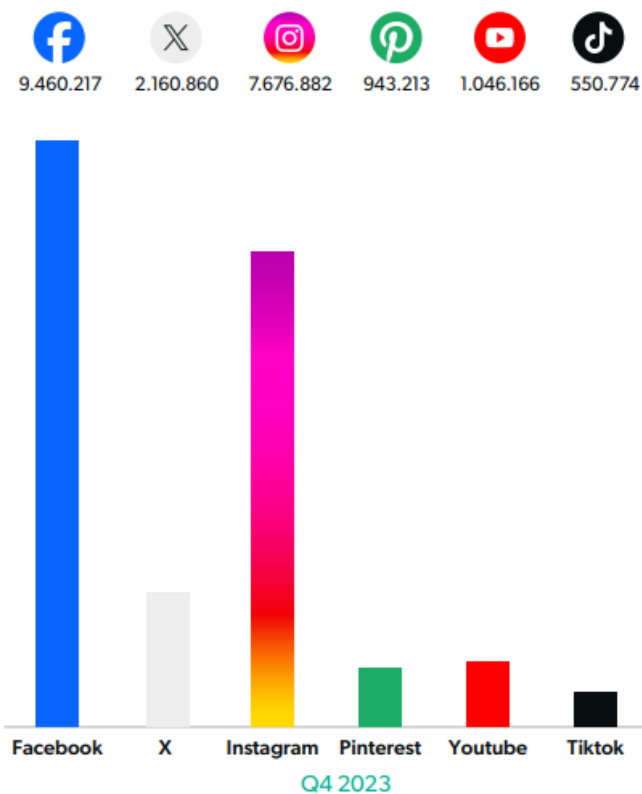
# Magazine Media Social Media Monitor

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Q4-2023

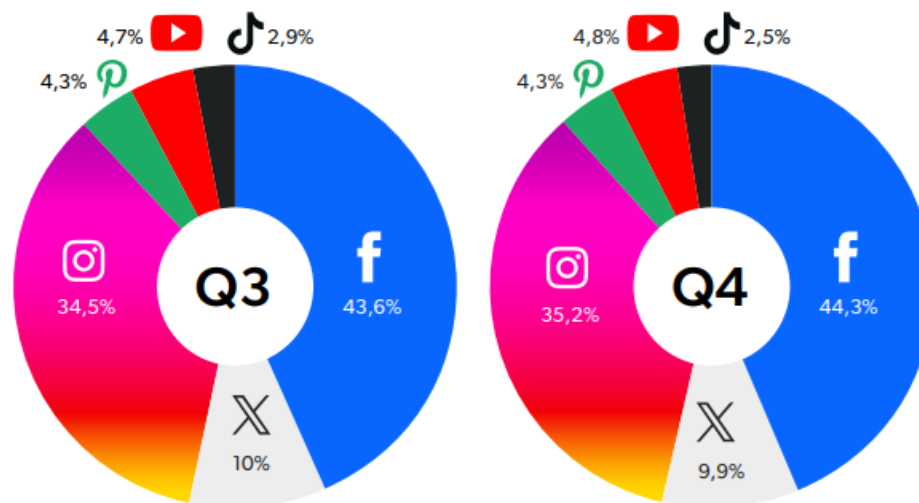
**Totaal aantal likers / volgers  
per sociaal netwerk binnen  
magazine media branche**

(31 december 2023)



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

(31 december 2023)



Q3 2023 vs Q4 2023

## Top 25 grootste magazine media merken (31 december 2023)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.497.204	14 Cosmopolitan (15)	412.328
2 Miljuschka (4)	1.480.926	15 Libelle (16)	405.664
3 LINDA. (2)	1.477.180	16 AndC (14)	400.160
4 Vtwonen (3)	1.476.920	17 Tina (17)	392.882
5 Voetbal International (5)	1.177.122	18 Autoweek (18)	359.168
6 ELLE (6)	704.472	19 Psychologie Magazine (19)	345.167
7 VOGUE (7)	596.010	20 Ouders van Nu (20)	311.936
8 Flow (8)	581.455	21 Margriet (22)	264.627
9 National Geographic (9)	548.402	22 Truckstar (23)	242.323
10 ELLE Decoration (10)	501.217	23 LINDA.MEIDEN (21)	227.994
11 Donald Duck (11)	474.768	24 ZIN (24)	227.825
12 Panorama (12)	467.290	25 Wendy (25)	227.312
13 Happinez (13)	436.192		

Q3 2023 vs Q4 2023





## Top 25 magazine media merken op Facebook (31 december 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.188.666	14 Donald Duck (14)	211.530
2 LINDA (2)	608.749	15 Psychologie Magazine (15)	192.582
3 Panorama (3)	454.680	16 Margriet (16)	164.190
4 National Geographic (4)	428.911	17 VOGUE (17)	159.895
5 Vtwnonen (5)	286.483	18 VROUW (18)	152.132
6 Voetbal International (6)	274.835	19 Flow (19)	134.393
7 Cosmopolitan (7)	273.349	20 Kek mama (20)	123.069
8 ELLE (8)	258.468	21 Truckstar (21)	121.626
9 Libelle (9)	235.455	22 Vriendin (22)	119.191
10 Happinez (11)	222.004	23 Flair (23)	112.503
11 ZIN (10)	221.764	24 Wonen landelijke stijl (24)	108.657
12 Ouders van Nu (12)	220.420	25 Veronica Magazine (25)	108.392
13 Miljuschka (13)	215.574		

Q3 2023 vs Q4 2023





## Top 25 magazine media merken op X (31 december 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	517.123	14 Flow (14)	35.061
2 Playboy (2)	161.204	15 Maarten! (15)	30.506
3 Donald Duck (3)	153.274	16 Autoweek (16)	29.982
4 VOGUE (4)	93.112	17 Libelle (17)	27.041
5 EW Magazine (5)	92.418	18 Vtwonen (18)	25.724
6 De Groene Amsterdammer (7)	85.770	19 Meiden Magazine (21)	24.997
7 ELLE (6)	83.661	20 Happinez (19)	24.127
8 Vrij Nederland (8)	83.420	21 Nieuwe Revu (20)	23.530
9 LINDA. (9)	55.257	22 Formule 1 (22)	23.302
10 HP/De Tijd (11)	49.689	23 Quest (23)	20.470
11 Quote (10)	48.830	24 Marie Claire (24)	19.180
12 Runner's World (12)	40.045	25 Autovisie (25)	18.818
13 Grazia (13)	37.854		

Q3 2023 vs Q4 2023



## Top 25 magazine media merken op Instagram (31 december 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijuschka (1)	975.470	14 Harper's BAZAAR (-)	124.561
2 Vtwonon (2)	863.229	15 Meiden Magazine (14)	122.921
3 LINDA. (3)	760.647	16 ELLE (15)	121.968
4 ELLE Decoration (4)	465.146	17 LINDA.MEIDEN (16)	115.674
5 Flow (5)	335.689	18 Donald Duck (17)	109.964
6 VOGUE (6)	256.254	19 Vorsten (22)	93.696
7 Voetbal International (8)	218.064	20 Truckstar (18)	88.135
8 AndC (7)	216.958	21 Cosmopolitan (19)	87.963
9 Tina (9)	174.270	22 Women's Health (20)	79.084
10 Hapinez (10)	169.893	23 Ouders van Nu (21)	78.010
11 Playboy (11)	144.074	24 Volkskrant Magazine (23)	74.086
12 Psychologie Magazine (13)	136.137	25 Libelle (24)	71.943
13 Wendy (12)	135.014		

Q3 2023 vs Q4 2023





## Top 25 magazine media merken op Pinterest (31 december 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwwonen (1)	284.884	14 Delicious (14)	10.625
2 ELLE (2)	229.975	15 Ariadne at Home (15)	8.879
3 Flow (3)	72.985	16 Home & Garden (16)	8.112
4 Libelle (4)	54.825	17 Stijlvol Wonen (17)	7.919
5 Margriet (5)	48.001	18 Groei & Bloei (18)	7.501
6 Mijuschka (6)	36.351	19 Eigen Huis & Interieur (19)	6.542
7 VOGUE (7)	23.099	20 Santé (20)	6.493
8 Flair (8)	20.515	21 KnipMode (21)	5.956
9 ELLE Decoration (9)	15.582	22 Cosmopolitan (22)	5.793
10 Seasons (10)	15.238	23 LINDA. (23)	5.527
11 Beau Monde (11)	14.554	24 Foodies (24)	4.928
12 Landleven (12)	13.046	25 Grazia (25)	3.918
13 Happinez (13)	12.568		

Q3 2023 vs Q4 2023







## Top 25 magazine media merken op Youtube (31 december 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Autoweek (1)	198.000	14 KnipMode (14)	13.000
2 Voetbal International (2)	149.000	15 ELLE (15)	10.400
3 Autovisie (3)	118.000	16 Quote (16)	8.560
4 Tina (4)	101.000	17 Zeilen (17)	8.420
5 AndC (5)	72.700	18 Groei & Bloei (18)	7.870
6 LINDA.MEIDEN (6)	60.500	19 Happinez (19)	7.600
7 LINDA. (7)	47.000	20 Cosmopolitan (20)	7.330
8 National Geographic (8)	41.600	21 VOGUE (21)	6.250
9 Men's Health (9)	36.000	22 Psychologie Magazine (22)	5.300
10 Motor.NL (10)	34.200	23 Grazia (23)	4.640
11 Truckstar (11)	18.500	24 Wendy (24)	4.440
12 Vtwnon (12)	16.600	25 Runner's World (25)	4.090
13 Yoga Magazine (13)	14.500		

Q3 2023 vs Q4 2023





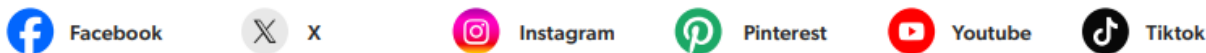
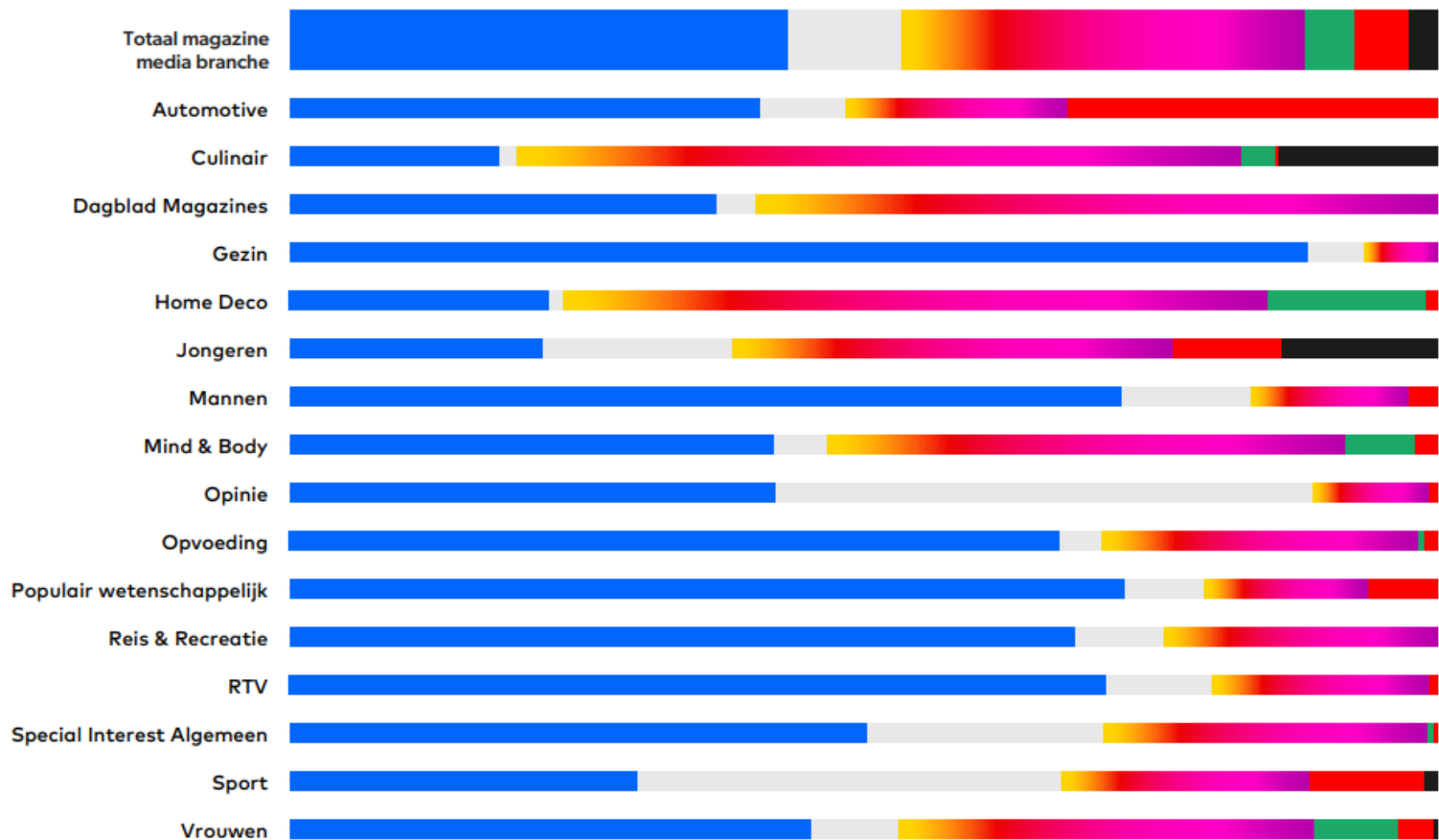
## Top 12 magazine media merken op Tiktok

(31 december 2023)

MAGAZINE  
MERKEN

1	Miljuschka (1)	242.900
2	Tina (3)	108.500
3	VOGUE (4)	57.400
4	Zo zit dat (5)	37.800
5	LINDA.MEIDEN (6)	32.000
6	Cosmopolitan (9)	19.400
7	Voetbal International (7)	18.100
8	Libelle (6)	16.400
9	Truckstar (-)	9.587
10	AndC (10)	6.949
11	Flow (-)	1.187
12	Winq (-)	551

Q3 2023 vs Q4 2023



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

