



# **Magazine Media Social Media Monitor**

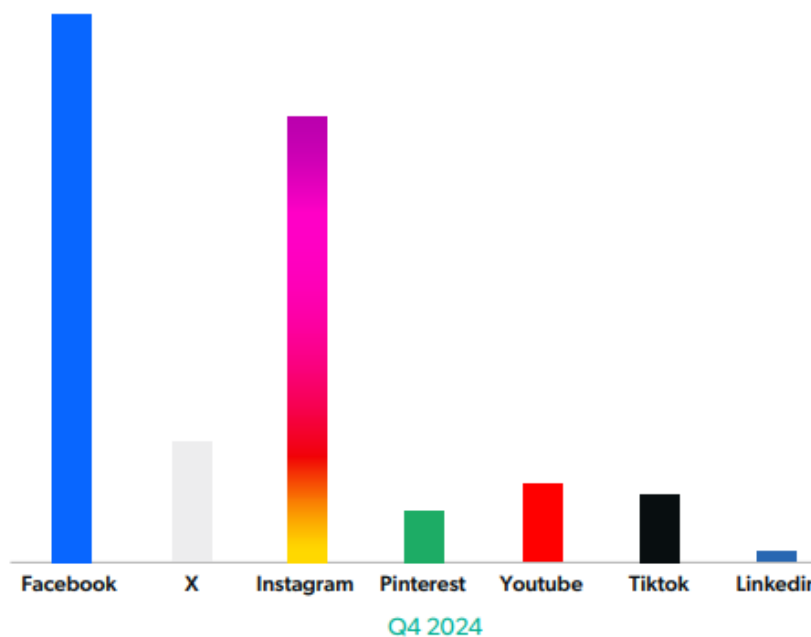
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Q4-2024

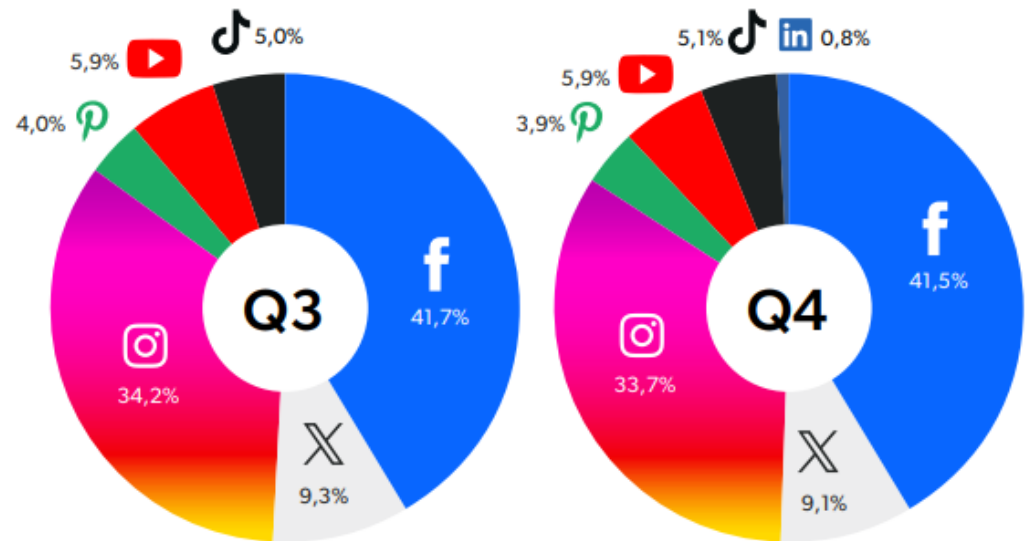


**Totaal aantal volgers  
per sociaal netwerk binnen  
magazine media branche**

(31 december 2024)



**Aandeel per sociaal netwerk  
t.o.v. de totale magazine  
media branche**  
(31 december 2024)



Q3 2024 vs Q4 2024

## Top 25 grootste magazine media merken (31 december 2024)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Miljuschka (1)	1.753.867	14 Happinez (14)	448.781
2 Vtwonen (2)	1.525.832	15 AndC (15)	442.783
3 LINDA (3)	1.519.488	16 Tina (16)	440.543
4 Voetbal International (5)	1.279.884	17 Cosmopolitan (17)	430.220
5 Playboy (4)	1.268.829	18 Libelle (18)	411.295
6 Bright (6)	996.013	19 Autoweek (19)	380.006
7 ELLE (7)	751.371	20 Psychologie Magazine (20)	352.629
8 VOGUE (8)	657.854	21 Ouders van Nu (21)	316.765
9 Flow (9)	581.842	22 Truckstar (22)	288.462
10 National Geographic (10)	563.498	23 Margriet (23)	268.900
11 ELLE Decoration (11)	561.780	24 LINDA.MEIDEN (24)	260.147
12 Panorama (13)	461.666	25 ZIN (25)	240.353
13 Donald Duck (12)	459.516		

Q3 2024 vs Q4 2024



## Top 25 magazine media merken op Facebook

(31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.100.000	14 Donald Duck (14)	203.000
2 LINDA (2)	637.000	15 Psychologie Magazine (15)	196.000
3 Panorama (3)	449.000	16 VROUW (16)	165.000
4 National Geographic (4)	438.726	17 Margriet (17)	162.000
5 Miljuschka (6)	341.000	18 VOGUE (18)	154.000
6 Vtwonen (5)	341.000	19 Truckstar (19)	140.000
7 Voetbal International (7)	297.000	20 Vriendin (20)	139.000
8 Cosmopolitan (8)	273.000	21 Kek mama (22)	135.000
9 ELLE (9)	253.000	22 Flow (21)	134.000
10 Hapinez (11)	234.000	23 Flair (23)	134.000
11 ZIN (12)	234.000	24 Veronica Magazine (24)	123.000
12 Libelle (10)	233.000	25 AndC (25)	110.000
13 Ouders van Nu (13)	224.000		

Q3 2024 vs Q4 2024





## Top 25 magazine media merken op X (31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	526.878	14 Grazia (14)	36.967
2 Playboy (2)	159.711	15 Flow (15)	33.708
3 Donald Duck (2)	148.712	16 Autoweek (17)	29.401
4 VOGUE (4)	91.128	17 Maarten! (16)	28.219
5 EW Magazine (5)	90.479	18 Libelle (18)	26.459
6 De Groene Amsterdammer (6)	83.737	19 OneWorld (19)	25.102
7 ELLE (8)	81.904	20 Vtwonen (20)	24.908
8 Vrij Nederland (7)	81.438	21 Meiden Magazine (21)	24.203
9 LINDA. (9)	53.333	22 Nieuwe Revu (23)	23.246
10 HP/De Tijd (10)	48.330	23 Happinez (22)	23.208
11 Quote (11)	47.957	24 Formule 1 (24)	23.063
12 Bright (12)	45.679	25 Quest (25)	19.357
13 Runner's World (13)	38.820		

Q3 2024 vs Q4 2024



## Top 25 magazine media merken op Instagram (31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Miljuschka (1)	1.070.518	14	Wendy (15)	136.193
2	Vtwonon (2)	855.020	15	LINDA.MEIDEN (16)	129.947
3	LINDA. (3)	775.363	16	Vorsten (17)	124.905
4	ELLE Decoration (4)	523.470	17	Meiden Magazine (18)	119.833
5	Flow (5)	335.433	18	Donald Duck (19)	107.804
6	VOGUE (6)	282.394	19	Truckstar (20)	98.491
7	Voetbal International (7)	269.606	20	Cosmopolitan (21)	94.022
8	AndC (8)	248.832	21	Women's Health (22)	83.073
9	Tina (9)	174.043	22	Ouders van Nu (23)	79.654
10	Happinez (10)	171.237	23	Volkskrant Magazine (24)	76.773
11	ELLE (12)	160.988	24	Libelle (25)	76.701
12	Psychologie Magazine (13)	140.137	25	Kek mama (-)	71.103
13	Harper's BAZAAR (14)	138.904			

Q3 2024 vs Q4 2024





## Top 25 magazine media merken op Pinterest (31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Vtwonen (1)	288.204	14 Ariadne at Home (14)	8.869
2 ELLE (2)	229.079	15 Home & Garden (15)	8.358
3 Flow (3)	73.486	16 Santé (16)	8.289
4 Libelle (4)	57.635	17 Stijlvol Wonen (17)	7.977
5 Margriet (5)	53.401	18 Eigen Huis & Interieur (19)	6.586
6 Miljuschka (6)	40.645	19 KnipMode (20)	6.241
7 VOGUE (7)	23.752	20 Foodies (23)	5.845
8 Flair (8)	20.646	21 Cosmopolitan (21)	5.764
9 Seasons (9)	16.877	22 LINDA. (22)	5.713
10 ELLE Decoration (10)	15.911	23 Kek mama (24)	4.075
11 Landleven (11)	13.322	24 Grazia (25)	3.954
12 Hapinez (12)	12.656	25 Psychologie Magazine (-)	3.125
13 Delicious (13)	11.685		

Q3 2024 vs Q4 2024





## Top 25 magazine media merken op Youtube

(31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	328.000	14 Yoga Magazine (14)	15.000
2 Autoweek (2)	209.000	15 KnipMode (15)	13.500
3 Voetbal International (3)	156.000	16 Quote (16)	11.800
4 Tina (4)	132.000	17 ELLE (17)	10.600
5 Autovisie (5)	125.000	18 Zellen (18)	9.010
6 AndC (6)	72.100	19 Happinez (20)	7.680
7 LINDA.MEIDEN (7)	59.400	20 Cosmopolitan (21)	7.240
8 LINDA. (8)	47.100	21 VOGUE (22)	6.580
9 National Geographic (9)	43.600	22 Miljuschka (23)	6.510
10 Men's Health (10)	35.900	23 Psychologie Magazine (24)	5.600
11 Motor.NL (11)	35.900	24 Grazia (25)	4.620
12 Truckstar (12)	21.500	25 Wendy (-)	4.560
13 Vtwnonen (13)	16.700		

Q2 2024 vs Q3 2024





## Top 15 magazine media merken op TikTok

(31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Bright (1)	485.600	9 Voetbal International (7)	30.400
2 Miljuschka (2)	288.700	10 Truckstar (10)	24.100
3 Tina (3)	125.100	11 Libelle (11)	17.500
4 VOGUE (4)	100.000	12 ELLE (12)	15.800
5 LINDA,MEIDEN (5)	46.800	13 AndC (13)	10.700
6 Zo zit dat (6)	36.600	14 Flow (15)	3.055
7 Cosmopolitan (8)	32.100	15 Winq (14)	1.638
8 Harper's BAZAAR (9)	30.500		

Q3 2024 vs Q4 2024



## Top 15 magazine media merken op LinkedIn

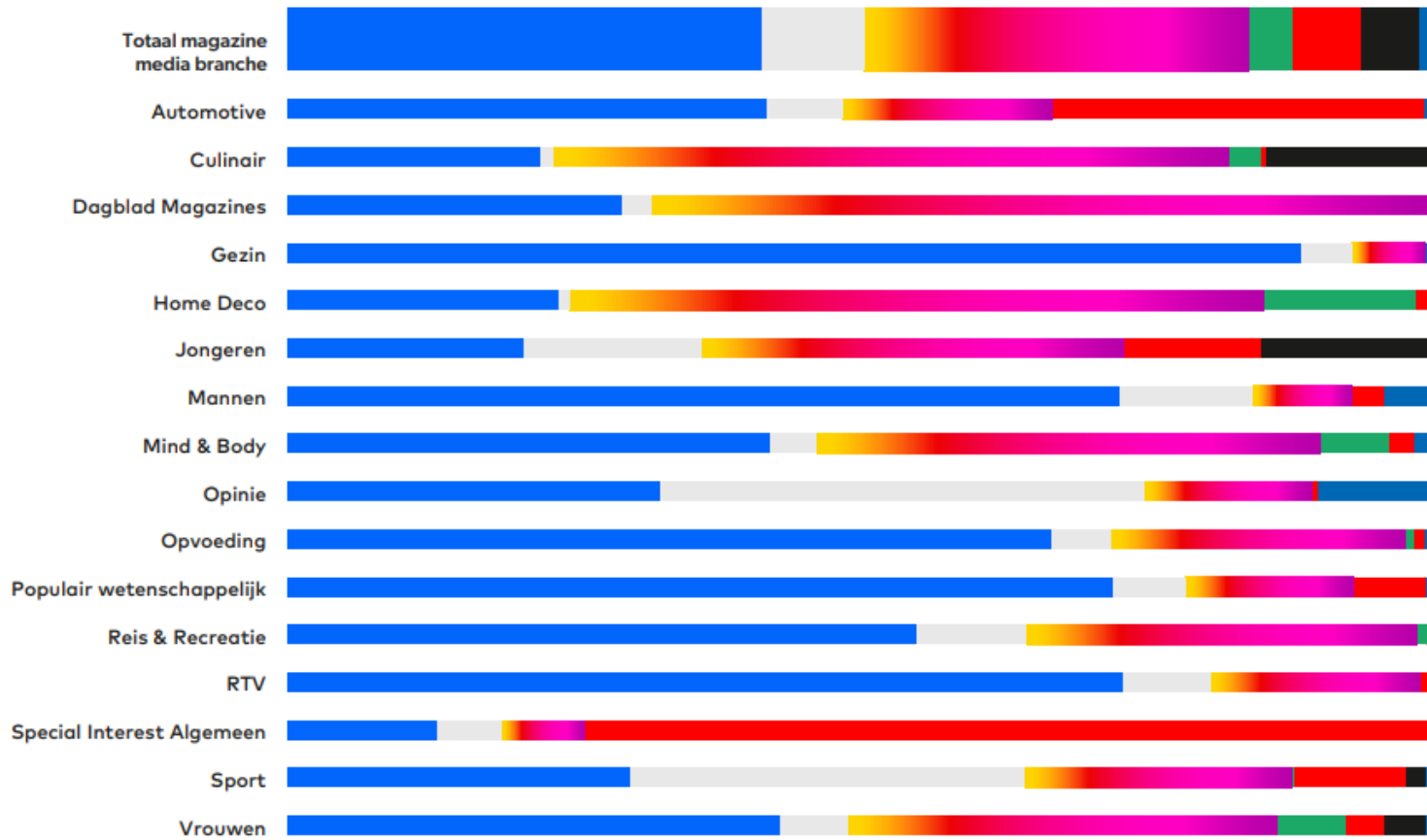
(31 december 2024)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Quote (-)	66.939	9	HP/De Tijd (-)	5.206
2	De Groene Amsterdammer (-)	35.768	10	Harper's BAZAAR (-)	4.360
3	OneWorld (-)	27.557	11	Truckstar (-)	3.510
4	Happinez (-)	12.238	12	Voetbal International (-)	3.455
5	LINDA. (-)	8.842	13	Plus Magazine (-)	1.274
6	Flow (-)	8.013	14	New Scientist (-)	1.226
7	EW Magazine (-)	6.327	15	Historisch Nieuwsblad (-)	980
8	Vrij Nederland (-)	5.534			

\*Door eerste meeting LinkedIn is de voorgaande positie (-) ondefinieerbaar.

Q4 2024





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

