

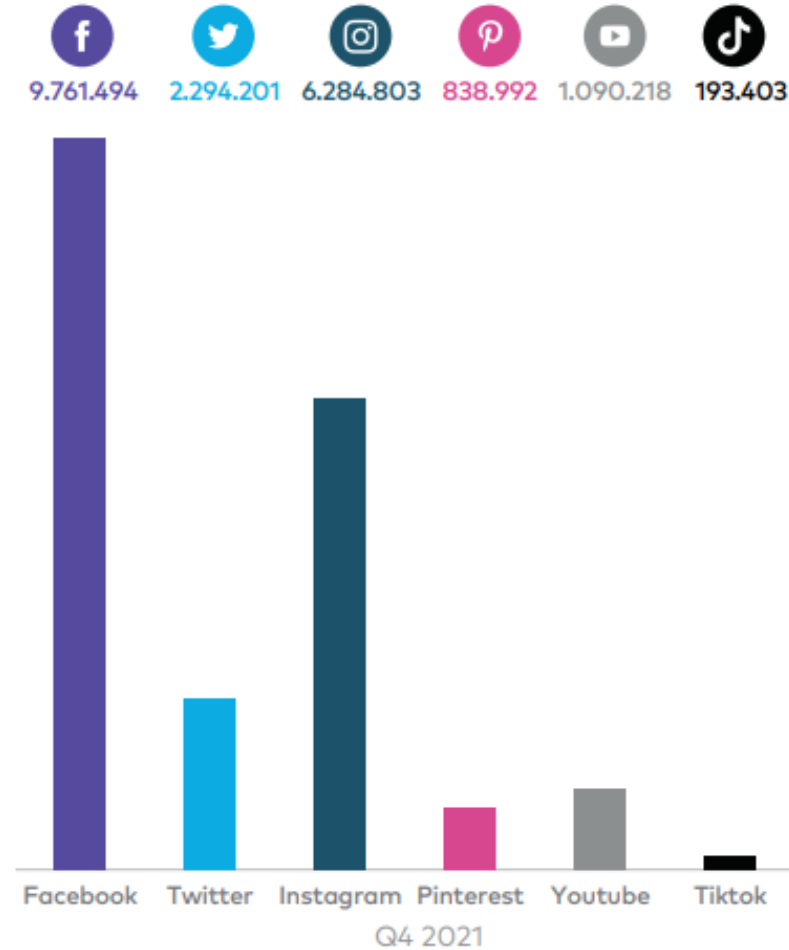


# Magazine Media Social Media Monitor

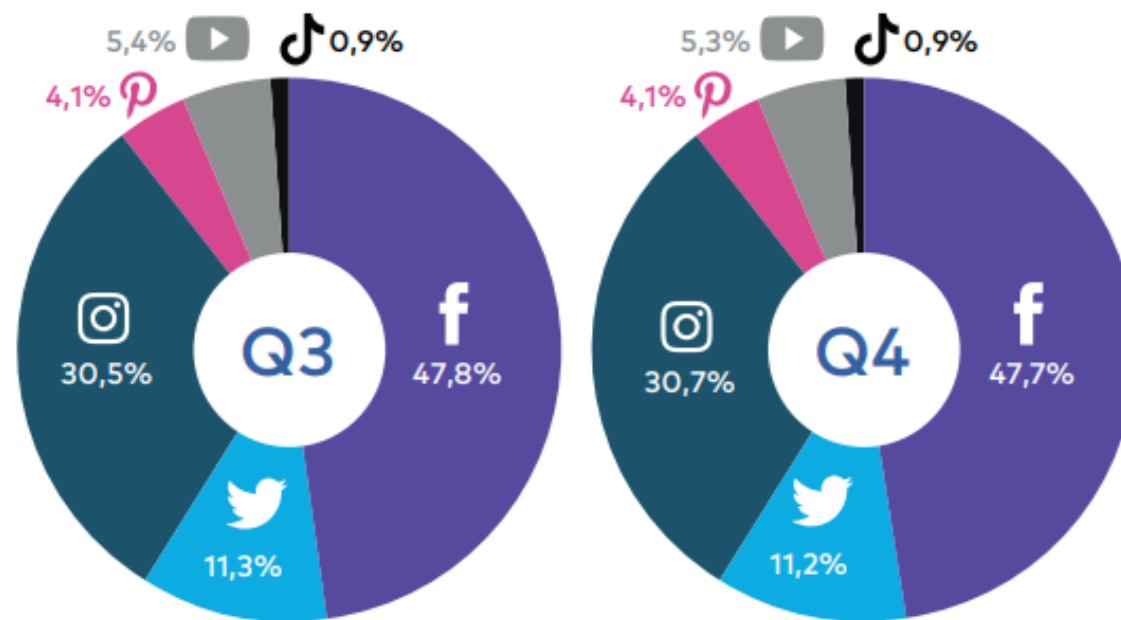
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Q4-2021

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



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



Q3 2021 vs Q4 2021

## Top 25 grootste magazine media merken

(31 december 2021)

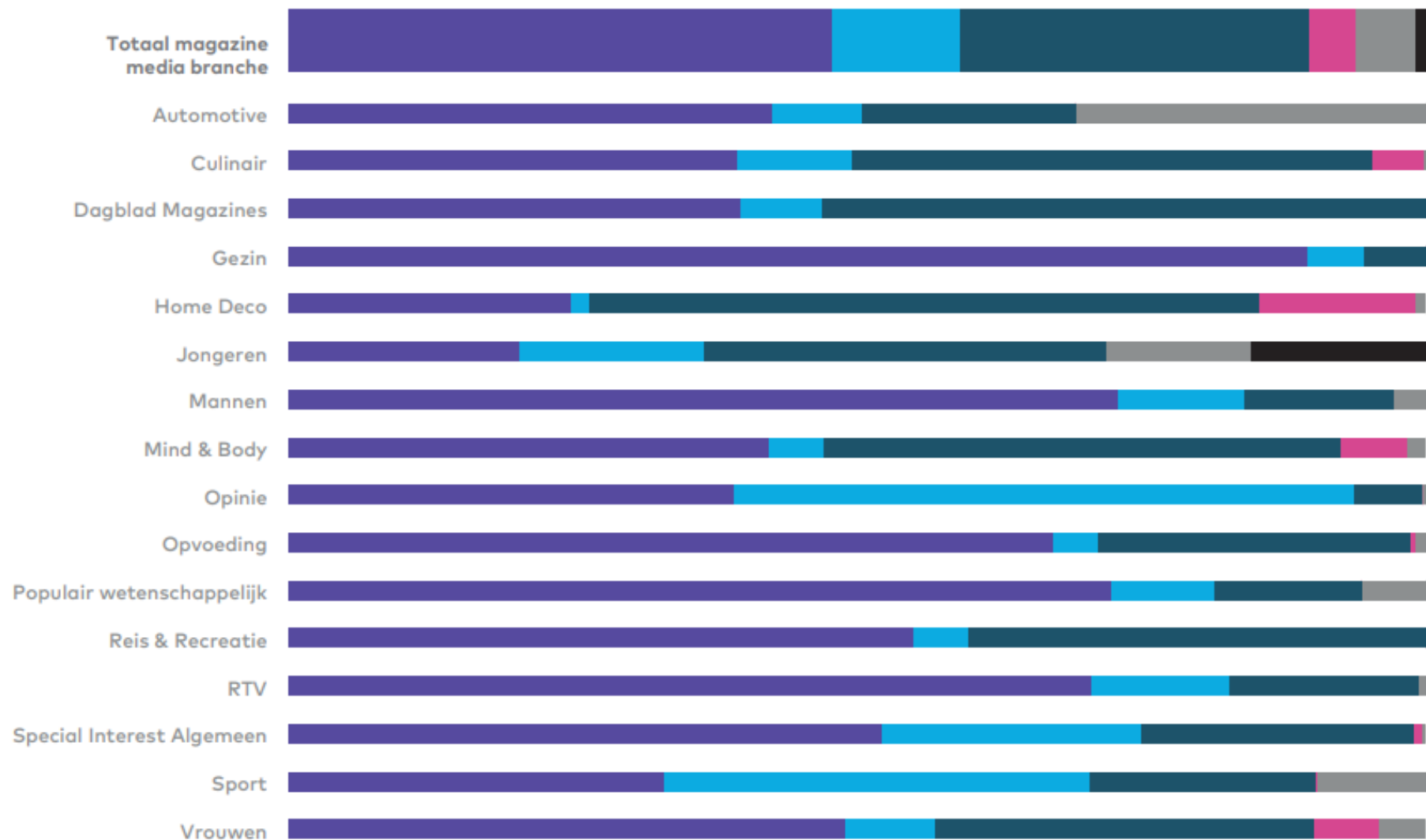
MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.524.621	14 Meiden Magazine (15)	376.575
2 Vtwonen (2)	1.492.706	15 Cosmopolitan (14)	374.657
3 LINDA (3)	1.399.040	16 Libelle (16)	371.192
4 Voetbal International (4)	1.076.568	17 ELLE Decoration (17)	356.879
5 GTST Magazine (5)	791.420	18 Tina (18)	342.364
6 ELLE (6)	665.846	19 Autoweek (19)	331.457
7 Flow (7)	580.983	20 Psychologie Magazine (20)	326.653
8 National Geographic (8)	498.543	21 Ouders van Nu (21)	304.025
9 VOGUE (9)	492.455	22 Margriet (22)	249.326
10 Donald Duck (10)	486.021	23 Glamour (23)	242.368
11 Panorama (11)	469.373	24 Wendy (24)	230.118
12 Hapinez (12)	421.372	25 ZIN (25)	229.154
13 AndC (13)	390.989		

## Top 10 magazine media merken per sociaal netwerk

(31 december 2021)

MAGAZINE MERK		FACEBOOK LIKERS	MAGAZINE MERK		TWITTER VOLGERS	MAGAZINE MERK		INSTAGRAM VOLGERS
1 Playboy (1)		1.219.964	1 Voetbal International (1)		477.548	1 Vtwonen (1)		872.645
2 LINDA. (2)		607.847	2 Playboy (2)		163.514	2 LINDA. (2)		682.672
3 Panorama (3)		458.045	3 Donald Duck (3)		157.936	3 Flow (3)		341.198
4 GTST Magazine (4)		441.122	4 VOGUE (4)		95.249	4 ELLE Decoration (4)		323.684
5 National Geographic (5)		385.427	5 Elsevier (5)		91.766	5 GTST Magazine (5)		213.998
6 Vtwonen (6)		309.364	6 GTST Magazine (6)		91.100	6 AndC (7)		209.086
7 Voetbal International (7)		277.655	7 ELLE (7)		85.725	7 VOGUE (6)		208.851
8 Cosmopolitan (8)		271.038	8 Vrij Nederland (8)		77.976	8 Voetbal International (9)		186.365
9 ELLE (9)		256.923	9 De Groene Amsterdammer (9)		75.934	9 Tina (8)		181.414
10 Libelle (10)		229.984	10 LINDA. (10)		57.540	10 Happinez (10)		161.918

MAGAZINE MERK		PINTEREST VOLGERS	MAGAZINE MERK		YOUTUBE VOLGERS	MAGAZINE MERK		TIKTOK VOLGERS
1 Vtwonen (1)		268.176	1 Autoweek (1)		176.000	1 Meiden Magazine (1)		136.400
2 ELLE (2)		231.430	2 Voetbal International (2)		135.000	2 Tina (2)		54.800
3 Flow (3)		70.593	3 Autovisie (3)		108.000	3 Cosmopolitan (5)		2.203
4 Libelle (4)		48.593	4 Tina (4)		85.200			
5 Margriet (5)		36.447	5 AndC (5)		74.600			
6 VOGUE (6)		22.962	6 Meiden Magazine (6)		70.600			
7 Flair (7)		19.644	7 LINDA.MEIDEN (7)		62.900			
8 ELLE Decoration (8)		13.650	8 LINDA. (8)		46.300			
9 Happinez (9)		12.099	9 GTST Magazine (9)		45.200			
10 Landleven (10)		11.281	10 National Geographic (10)		35.200			



Facebook



Twitter



Instagram



Pinterest



Youtube



Tiktok

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

