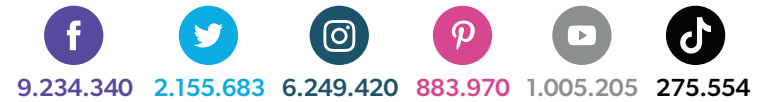


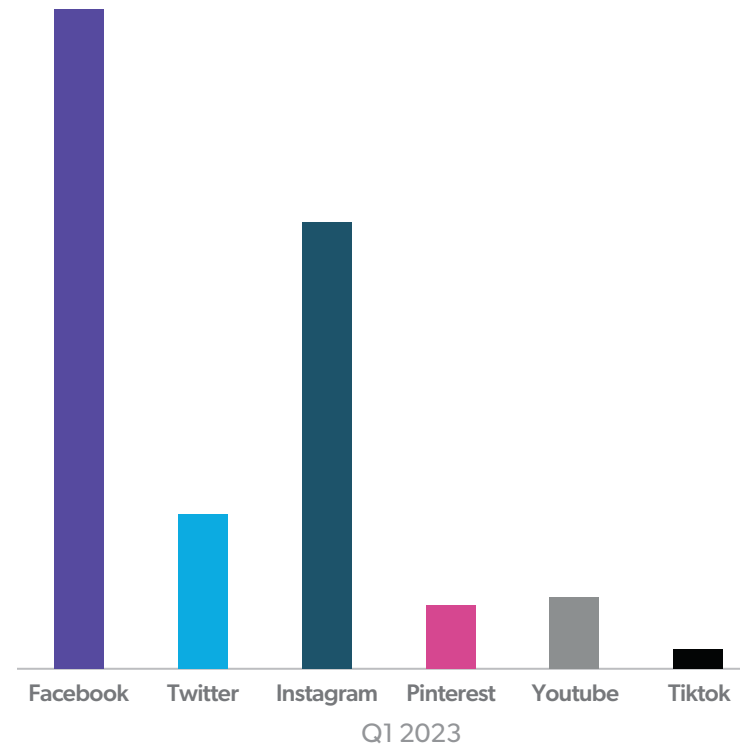


Magazine Media Social Media Monitor

Q1-2023



**Totaal aantal likers / volgers
per sociaal netwerk binnen
magazine media branche**
(31 maart 2023)



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

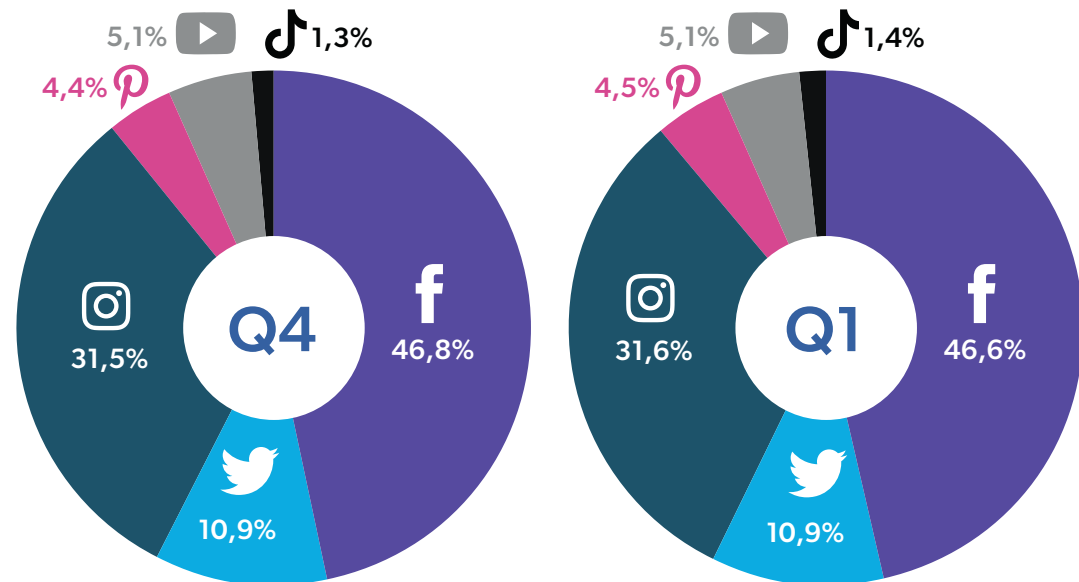
(31 maart 2023)



Q4 2022 vs Q1 2023

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

(31 maart 2023)



Q4 2022 vs Q1 2023

Top 25 grootste magazine media merken

(31 maart 2023)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Vtwonon (1)	1.509.269	14 AndC (13)	390.131
2 Playboy (2)	1.501.892	15 Cosmopolitan (15)	377.152
3 LINDA. (3)	1.419.211	16 Tina (17)	355.324
4 Voetbal International (4)	1.125.928	17 Autoweek (16)	351.081
5 ELLE (5)	675.662	18 Psychologie Magazine (18)	340.939
6 Flow (6)	582.638	19 Ouders van Nu (19)	312.444
7 VOGUE (7)	516.710	20 Meiden Magazine (20)	301.354
8 National Geographic (8)	513.194	21 Margriet (21)	258.454
9 Donald Duck (9)	479.673	22 ZIN (22)	228.626
10 Panorama (10)	467.949	23 Wendy (23)	226.847
11 Happinez (11)	430.881	24 Truckstar (24)	222.219
12 ELLE Decoration (12)	422.499	25 VROUW (25)	212.795
13 Libelle (14)	391.249		

Q4 2022 vs Q1 2023





Top 25 magazine media merken op Facebook

(31 maart 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.194.838	14 Psychologie Magazine (14)	191.838
2 LINDA. (2)	611.390	15 Margriet (15)	163.119
3 Panorama (3)	455.596	16 VOGUE (16)	160.108
4 National Geographic (4)	397.300	17 VROUW (17)	151.928
5 Vtwnon (5)	318.813	18 Flow (18)	133.842
6 Voetbal International (6)	276.430	19 Kek mama (19)	122.570
7 Cosmopolitan (7)	274.676	20 Truckstar (20)	119.313
8 ELLE (8)	259.419	21 Vriendin (21)	117.590
9 Libelle (9)	234.802	22 Flair (23)	110.866
10 ZIN (10)	222.870	23 Wonen landelijke stijl (22)	108.963
11 Ouders van Nu (11)	220.490	24 Veronica Magazine (24)	108.632
12 Happinez (12)	219.273	25 Grazia (25)	106.029
13 Donald Duck (13)	213.284		

Q4 2022 vs Q1 2023





Top 25 magazine media merken op Twitter

(31 maart 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Voetbal International (1)	505.300	14	Flow (14)	35.800
2	Playboy (2)	162.200	15	Maarten! (15)	31.000
3	Donald Duck (3)	155.200	16	Autoweek (16)	30.200
4	VOGUE (4)	94.100	17	Libelle (17)	27.300
5	EW Magazine (5)	92.100	18	Vtwnonen (18)	26.100
6	ELLE (6)	84.600	19	Meiden Magazine (19)	25.300
7	De Groene Amsterdammer (7)	83.000	20	Happinez (20)	24.600
8	Vrij Nederland (8)	81.600	21	Nieuwe Revu (21)	23.600
9	LINDA. (9)	56.400	22	Formule 1 (22)	23.000
10	Quote (10)	49.200	23	Quest (23)	21.000
11	HP/De Tijd (11)	48.000	24	Marie Claire (24)	19.400
12	Runner's World (12)	40.600	25	Autovisie (25)	18.900
13	Grazia (13)	38.400			

Q4 2022 vs Q1 2023





Top 25 magazine media merken op Instagram

(31 maart 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	866.765	14	LINDA.MEIDEN (14)	112.996
2	LINDA. (2)	699.116	15	Donald Duck (15)	111.189
3	ELLE Decoration (3)	386.993	16	ELLE (16)	90.638
4	Flow (4)	337.623	17	Truckstar (17)	81.901
5	VOGUE (5)	233.782	18	Ouders van Nu (18)	78.424
6	AndC (6)	214.401	19	Women's Health (19)	76.804
7	Voetbal International (7)	200.198	20	Volkskrant Magazine (20)	72.046
8	Tina (8)	173.294	21	Libelle (22)	68.613
9	Happinez (9)	167.160	22	Cosmopolitan (21)	67.793
10	Playboy (10)	141.644	23	National Geographic (23)	63.994
11	Wendy (11)	135.193	24	Kek mama (24)	61.719
12	Psychologie Magazine (11)	132.758	25	Delicious (25)	60.791
13	Meiden Magazine (13)	125.071			

Q4 2022 vs Q1 2023





Top 25 magazine media merken op Pinterest

(31 maart 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	281.091	14	Ariadne at Home (14)	8.863
2	ELLE (2)	230.605	15	Home & Garden (16)	7.870
3	Flow (3)	72.218	16	Stijlvol Wonen (15)	7.829
4	Libelle (4)	51.773	17	Groei & Bloei (17)	7.201
5	Margriet (5)	43.118	18	Eigen Huis & Interieur (18)	6.445
6	VOGUE (6)	22.790	19	Cosmopolitan (19)	5.807
7	Flair (7)	20.430	20	KnipMode (21)	5.329
8	ELLE Decoration (8)	15.190	21	LINDA. (20)	5.305
9	Seasons (9)	13.697	22	Santé (22)	4.690
10	Landleven (11)	12.459	23	Foodies (23)	4.301
11	Happinez (10)	12.408	24	Grazia (24)	3.864
12	Beau Monde (12)	12.011	25	Kek mama (25)	2.976
13	Delicious (13)	9.740			

Q4 2022 vs Q1 2023



Top 25 magazine media merken op Youtube

(31 maart 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Autoweek (1)	191.000	14	KnipMode (14)	12.500
2	Voetbal International (2)	144.000	15	ELLE (15)	10.400
3	Autovisie (3)	114.000	16	Quote (16)	8.440
4	Tina (4)	87.400	17	Zeilen (17)	8.000
5	AndC (5)	73.200	18	Groei & Bloei (19)	7.600
6	LINDA.MEIDEN (6)	61.500	19	Happinez (20)	7.440
7	LINDA. (7)	47.000	20	Cosmopolitan (18)	7.400
8	National Geographic (8)	40.300	21	VOGUE (21)	5.930
9	Men's Health (9)	36.000	22	Psychologie Magazine (22)	5.140
10	Motor.NL (10)	33.000	23	Grazia (23)	4.670
11	Vtwnon (11)	16.500	24	Wendy (24)	4.440
12	Truckstar (12)	16.500	25	Runner's World (25)	3.960
13	Yoga Magazine (13)	13.800			

Q4 2022 vs Q1 2023





Top 7 magazine media merken op Tiktok

(31 maart 2023)

MAGAZINE
MERKEN

1	Meiden Magazine (1)	139.400
2	Tina (2)	85.500
3	Zo zit dat (3)	37.800
4	Libelle (4)	8.761
5	Cosmopolitan (5)	2.776
6	Flow (-)	1.025
7	Winq (6)	292

Q4 2022 vs Q1 2023



 Facebook
  Twitter
  Instagram
  Pinterest
  Youtube
  Tiktok

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

