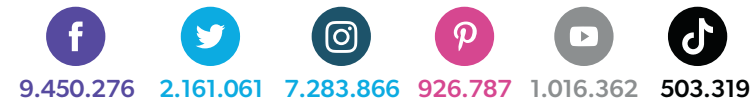


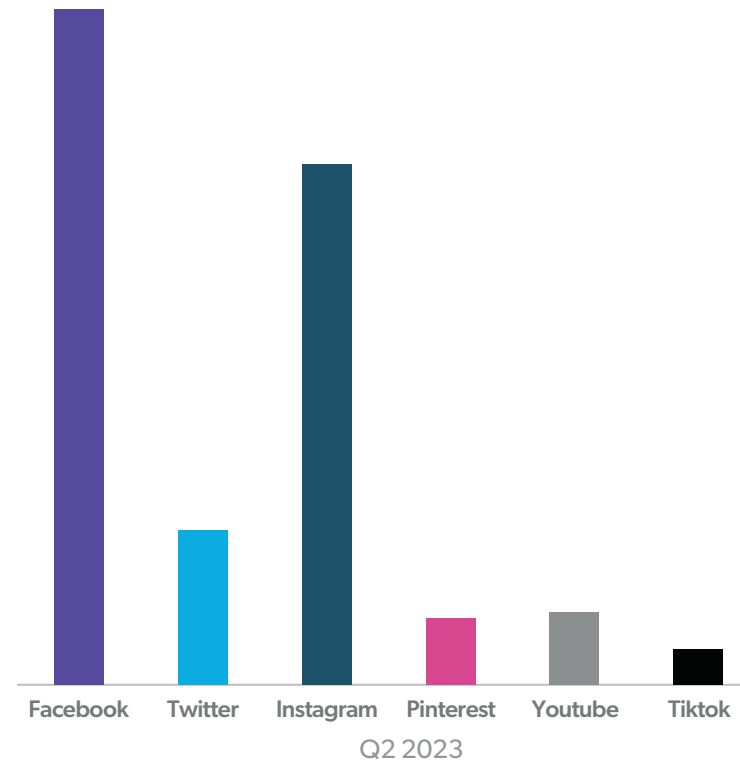


Magazine Media Social Media Monitor

Q2-2023



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



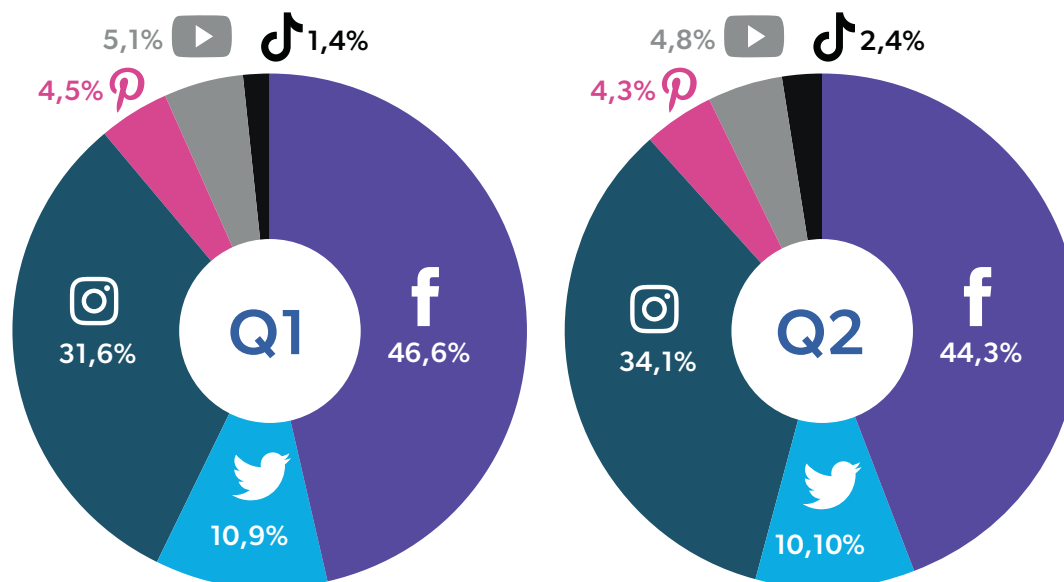
**Groei % likers / volgers
per social netwerk binnen
magazine media branche**
(30 juni 2023)



Q1 2023 vs Q2 2023

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

(30 juni 2023)



Q1 2023 vs Q2 2023

Top 25 grootste magazine media merken (30 juni 2023)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (2)	1.500.352	14 Libelle (13)	393.884
2 Vtwnonen (1)	1.477.944	15 AndC (14)	390.018
3 LINDA. (3)	1.419.136	16 Cosmopolitan (15)	377.465
4 Miljuschka (-)	1.404.730	17 Tina (16)	357.765
5 Voetbal International (4)	1.150.600	18 Autoweek (17)	353.529
6 ELLE (5)	675.150	19 Psychologie Magazine (18)	342.426
7 Flow (6)	582.116	20 Ouders van Nu (19)	312.247
8 National Geographic (8)	546.197	21 Meiden Magazine (20)	300.495
9 VOGUE (7)	533.853	22 Margriet (21)	260.480
10 Donald Duck (9)	478.043	23 ZIN (22)	228.339
11 Panorama (10)	467.882	24 Wendy (23)	226.661
12 ELLE Decoration (12)	450.736	25 Truckstar (24)	223.237
13 Happinez (11)	433.041		

Q1 2023 vs Q2 2023



Top 25 magazine media merken op Facebook

(30 juni 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.192.547	14 Miljuschka (-)	208.573
2 LINDA. (2)	611.081	15 Psychologie Magazine (14)	191.885
3 Panorama (3)	455.370	16 Margriet (15)	163.594
4 National Geographic (4)	428.959	17 VOGUE (16)	160.081
5 Vtwonon (5)	286.657	18 VROUW (17)	151.973
6 Voetbal International (6)	275.793	19 Flow (18)	134.173
7 Cosmopolitan (7)	274.724	20 Kek mama (19)	123.190
8 ELLE (8)	259.189	21 Truckstar (20)	119.592
9 Libelle (9)	235.162	22 Vriendin (21)	118.208
10 ZIN (10)	222.520	23 Flair (22)	111.718
11 Ouders van Nu (11)	220.485	24 Wonen landelijke stijl (24)	108.832
12 Happinez (12)	220.236	25 Veronica Magazine (25)	108.620
13 Donald Duck (13)	212.697		

Q1 2023 vs Q2 2023





Top 25 magazine media merken op Twitter (30 juni 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	508.313	14 Flow (14)	35.532
2 Playboy (2)	161.770	15 Maarten! (15)	30.992
3 Donald Duck (3)	154.375	16 Autoweek (16)	30.119
4 VOGUE (4)	93.653	17 Libelle (17)	27.255
5 EW Magazine (5)	91.997	18 Vtwonen (18)	25.989
6 ELLE (6)	84.127	19 Meiden Magazine (19)	25.131
7 De Groene Amsterdammer (7)	83.411	20 Happinez (20)	24.425
8 Vrij Nederland (8)	81.820	21 Nieuwe Revu (21)	23.600
9 LINDA. (9)	55.970	22 Formule 1 (22)	23.119
10 Quote (10)	48.968	23 Quest (23)	20.868
11 HP/De Tijd (11)	48.248	24 Marie Claire (24)	19.310
12 Runner's World (12)	40.433	25 Autovisie (25)	18.902
13 Grazia (13)	38.125		

Q1 2023 vs Q2 2023





Top 25 magazine media merken op Instagram (30 juni 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Miljuschka (-)	944.183	14	Meiden Magazine (13)	124.201
2	Vtwnen (1)	866.171	15	LINDA.MEIDEN (14)	113.253
3	LINDA. (2)	699.785	16	Donald Duck (15)	110.971
4	ELLE Decoration (3)	414.953	17	ELLE (16)	90.986
5	Flow (4)	336.620	18	Truckstar (17)	82.259
6	VOGUE (5)	251.046	19	Ouders van Nu (18)	78.245
7	AndC (6)	214.091	20	Women's Health (19)	77.385
8	Voetbal International (7)	204.894	21	Volkskrant Magazine (20)	72.627
9	Tina (8)	172.829	22	Libelle (21)	69.762
10	Happinez (9)	168.402	23	Cosmopolitan (22)	68.017
11	Playboy (10)	142.825	24	Vorsten (-)	65.946
12	Wendy (11)	134.987	25	National Geographic (23)	65.013
13	Psychologie Magazine (12)	134.153			

Q1 2023 vs Q2 2023





Top 25 magazine media merken op Pinterest (30 juni 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	282.627	14	Delicious (13)	9.968
2	ELLE (2)	230.448	15	Ariadne at Home (14)	8.860
3	Flow (3)	72.593	16	Home & Garden (15)	8.003
4	Libelle (4)	52.769	17	Stijlvol Wonen (16)	7.877
5	Margriet (5)	44.721	18	Groei & Bloei (17)	7.331
6	Miljuschka (-)	34.124	19	Eigen Huis & Interieur (18)	6.497
7	VOGUE (6)	22.883	20	Cosmopolitan (21)	5.808
8	Flair (7)	20.466	21	KnipMode (20)	5.668
9	ELLE Decoration (8)	15.353	22	LINDA. (21)	5.400
10	Seasons (9)	14.248	23	Santé (22)	5.350
11	Beau Monde (12)	13.066	24	Foodies 23()	4.483
12	Landleven (10)	12.702	25	Grazia (24)	3.881
13	Happinez (11)	12.478			

Q1 2023 vs Q2 2023





Top 25 magazine media merken op Youtube

(30 juni 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Autoweek (1)	193.000	14	KnipMode (14)	12.800
2	Voetbal International (2)	145.000	15	ELLE (15)	10.400
3	Autovisie (3)	116.000	16	Quote (16)	8.470
4	Tina (4)	87.900	17	Zeilen (17)	8.170
5	AndC (5)	73.100	18	Groei & Bloei (18)	7.700
6	LINDA.MEIDEN (6)	61.100	19	Happinez (19)	7.500
7	LINDA. (7)	46.900	20	Cosmopolitan (20)	7.380
8	National Geographic (8)	40.700	21	VOGUE (21)	6.190
9	Men's Health (9)	36.000	22	Psychologie Magazine (22)	5.210
10	Motor.NL (10)	33.700	23	Grazia (23)	4.660
11	Truckstar (11)	16.900	24	Wendy (24)	4.440
12	Vtwomen (12)	16.500	25	Runner's World (25)	4.010
13	Yoga Magazine (13)	14.000			

Q1 2023 vs Q2 2023





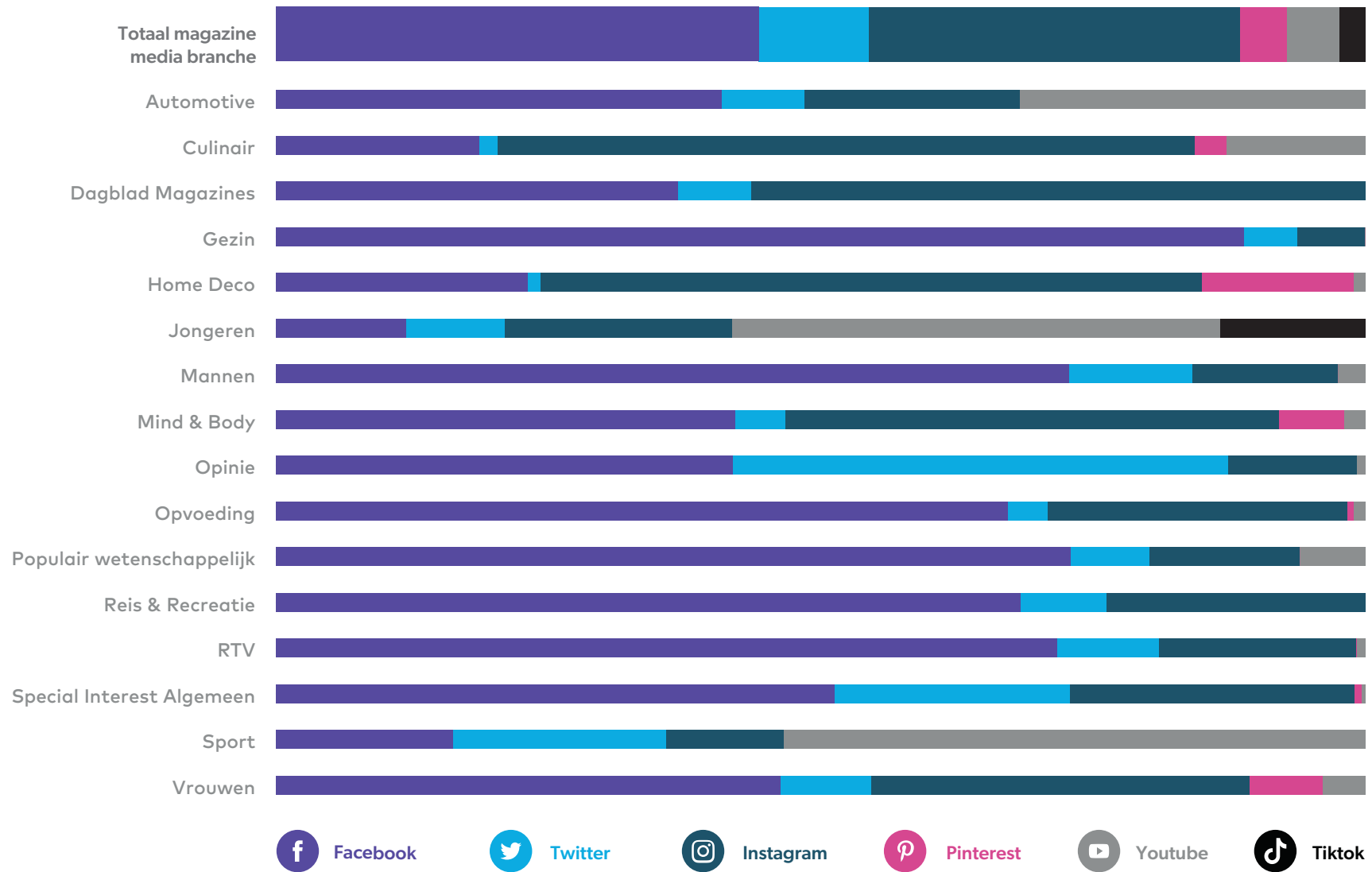
Top 9 magazine media merken op Tiktok (30 juni 2023)

MAGAZINE
MERKEN

1	Miljuschka (-)	208.100
2	Meiden Magazine (1)	139.500
3	Tina (2)	87.900
4	Zo zit dat (3)	38.000
5	Voetbal International (-)	16.600
6	Libelle (4)	8.936
7	Cosmopolitan (5)	2.904
8	Flow (6)	1.068
9	Winq (7)	311

Q1 2023 vs Q2 2023





 Facebook
  Twitter
  Instagram
  Pinterest
  Youtube
  Tiktok

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

