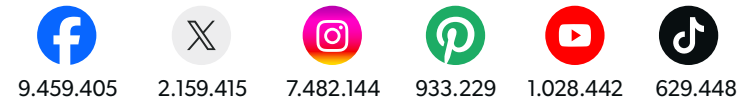




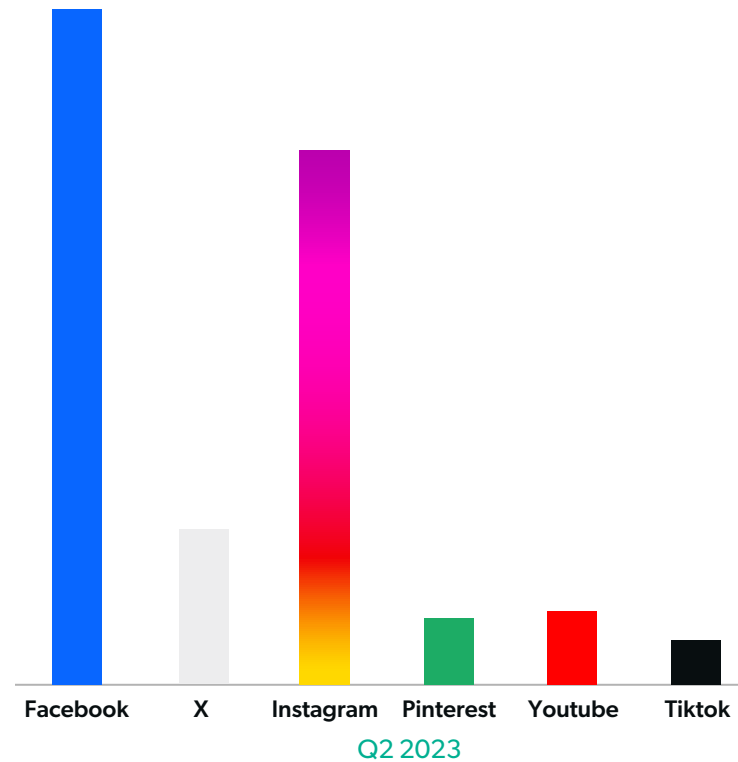
Magazine Media Social Media Monitor

Q3-2023



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

(30 september 2023)

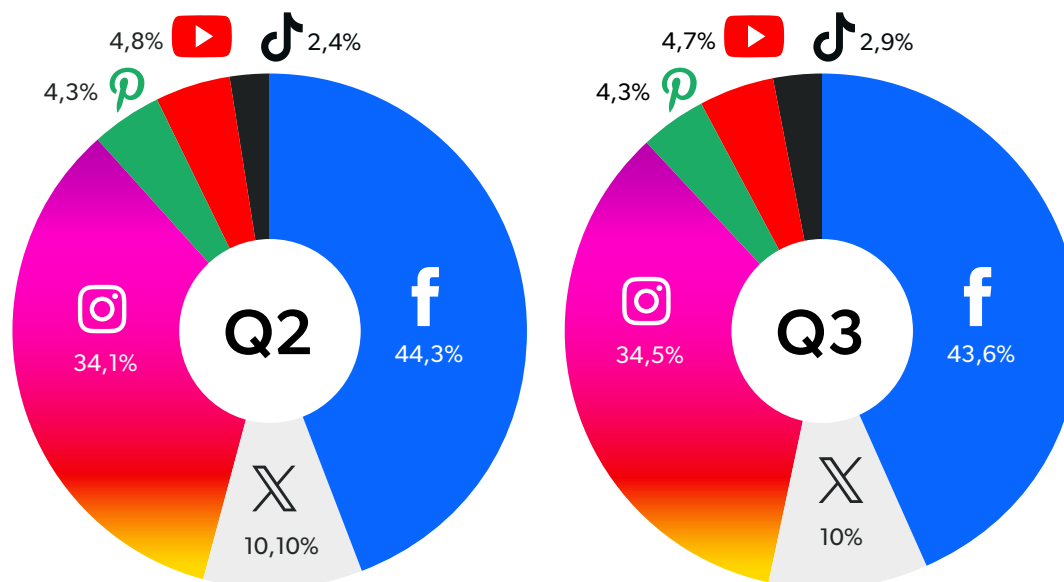


**Groei % likers / volgers per
social netwerk binnen
magazine media branche**
(30 september 2023)



Q2 2023 vs Q3 2023

**Aandeel per sociaal netwerk
t.o.v. de totale magazine
media branche**
(30 september 2023)



Q2 2023 vs Q3 2023

Top 25 grootste magazine media merken (30 september 2023)

MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)	MAGAZINE MERKEN	TOTAAL AANTAL LIKERS/VOLGERS (GECOMBINEERDE NETWERKEN)
1 Playboy (1)	1.500.439	14 AndC (15)	397.841
2 LINDA. (3)	1.479.111	15 Cosmopolitan (16)	396.605
3 Vtwonon (2)	1.476.339	16 Libelle (14)	395.511
4 Miljuschka (4)	1.463.821	17 Tina (17)	374.590
5 Voetbal International (5)	1.166.653	18 Autoweek (18)	355.753
6 ELLE (6)	702.209	19 Psychologie Magazine (19)	342.722
7 VOGUE (9)	582.058	20 Ouders van Nu (20)	311.788
8 Flow (7)	581.322	21 Meiden Magazine (21)	297.627
9 National Geographic (8)	547.684	22 Margriet (22)	262.033
10 ELLE Decoration (12)	480.530	23 Truckstar (25)	230.782
11 Donald Duck (10)	476.664	24 ZIN (23)	228.173
12 Panorama (11)	468.009	25 Wendy (24)	226.518
13 Happinez (13)	434.248		

Q2 2023 vs Q3 2023





Top 25 magazine media merken op Facebook (30 september 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Playboy (1)	1.190.715	14 Donald Duck (13)	212.227
2 LINDA. (2)	610.147	15 Psychologie Magazine (15)	191.959
3 Panorama (3)	455.444	16 Margriet (16)	163.855
4 National Geographic (4)	429.051	17 VOGUE (17)	160.076
5 Vtwonen (5)	286.607	18 VROUW (18)	152.166
6 Voetbal International (6)	275.383	19 Flow (19)	134.264
7 Cosmopolitan (7)	274.137	20 Kek mama (20)	123.123
8 ELLE (8)	258.930	21 Truckstar (21)	121.466
9 Libelle (8)	235.354	22 Vriendin (22)	118.579
10 ZIN (10)	222.248	23 Flair (23)	111.892
11 Happinez (12)	221.160	24 Wonen landelijke stijl (24)	108.777
12 Ouders van Nu (11)	220.461	25 Veronica Magazine (25)	108.623
13 Miljuschka (14)	214.443		

Q2 2023 vs Q3 2023





Top 25 magazine media merken op X (30 september 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Voetbal International (1)	512.312	14 Flow (14)	35.271
2 Playboy (2)	162.375	15 Maarten! (15)	30.689
3 Donald Duck (3)	153.864	16 Autoweek (16)	30.051
4 VOGUE (4)	93.417	17 Libelle (17)	27.144
5 EW Magazine (5)	91.860	18 Vtwonen (18)	25.832
6 ELLE (6)	83.920	19 Happinez (20)	24.254
7 De Groene Amsterdammer (7)	83.506	20 Nieuwe Revu (21)	23.559
8 Vrij Nederland (8)	81.802	21 Meiden Magazine (19)	23.503
9 LINDA. (9)	55.609	22 Formule 1 (22)	23.263
10 Quote (10)	48.870	23 Quest (23)	20.669
11 HP/De Tijd (11)	48.316	24 Marie Claire (24)	19.230
12 Runner's World (12)	40.234	25 Autovisie (25)	18.860
13 Grazia (13)	37.978		

Q2 2023 vs Q3 2023





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

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Mijjuschka (1)	963.081	14 Meiden Magazine (14)	123.599
2 Vtwonen (2)	863.674	15 ELLE (17)	118.591
3 LINDA. (3)	761.005	16 LINDA.MEIDEN (15)	114.562
4 ELLE Decoration (4)	444.622	17 Donald Duck (16)	110.573
5 Flow (5)	335.793	18 Truckstar (18)	86.725
6 VOGUE (6)	254.062	19 Cosmopolitan (23)	82.904
7 AndC (7)	215.438	20 Women's Health (20)	78.285
8 Voetbal International (8)	214.158	21 Ouders van Nu (19)	77.882
9 Tina (9)	173.861	22 Vorsten (24)	74.963
10 Happinez (10)	168.723	23 Volkskrant Magazine (21)	73.424
11 Playboy (11)	144.099	24 Libelle (22)	70.869
12 Wendy (12)	134.908	25 National Geographic (25)	66.081
13 Psychologie Magazine (13)	134.342		

Q2 2023 vs Q3 2023

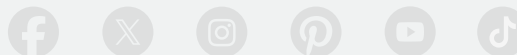




Top 25 magazine media merken op Pinterest (30 september 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN			
1	Vtwonon (1)	283.626	14	Delicious (14)	10.183
2	ELLE (2)	230.368	15	Ariadne at Home (15)	8.880
3	Flow (3)	72.747	16	Home & Garden (16)	8.045
4	Libelle (4)	53.383	17	Stijlvol Wonen (17)	7.904
5	Margriet (5)	46.002	18	Groei & Bloei (18)	7.403
6	Miljuschka (6)	35.085	19	Eigen Huis & Interieur (19)	6.513
7	VOGUE (7)	22.963	20	Santé (23)	5.861
8	Flair (8)	20.492	21	KnipMode (21)	5.843
9	ELLE Decoration (9)	15.421	22	Cosmopolitan (20)	5.796
10	Seasons (10)	14.265	23	LINDA. (22)	5.450
11	Beau Monde (11)	13.707	24	Foodies (24)	4.619
12	Landleven (12)	12.844	25	Grazia (25)	3.887
13	Happinez (13)	12.551			

Q2 2023 vs Q3 2023





Top 25 magazine media merken op Youtube

(30 september 2023)

MAGAZINE MERKEN		MAGAZINE MERKEN	
1 Autoweek (1)	195.000	14 KnipMode (14)	12.900
2 Voetbal International (2)	148.000	15 ELLE (15)	10.400
3 Autovisie (3)	116.000	16 Quote (16)	8.510
4 Tina (4)	92.000	17 Zeilen (17)	8.340
5 AndC (5)	72.900	18 Groei & Bloei (18)	7.700
6 LINDA.MEIDEN (6)	60.900	19 Happinez (19)	7.560
7 LINDA. (7)	46.900	20 Cosmopolitan (20)	7.370
8 National Geographic (8)	41.100	21 VOGUE (21)	6.240
9 Men's Health (9)	36.000	22 Psychologie Magazine (22)	5.260
10 Motor.NL (10)	33.900	23 Grazia (23)	4.640
11 Truckstar (11)	18.100	24 Wendy (24)	4.440
12 Vtwonon (12)	16.600	25 Runner's World (25)	4.070
13 Yoga Magazine (13)	14.200		

Q2 2023 vs Q3 2023



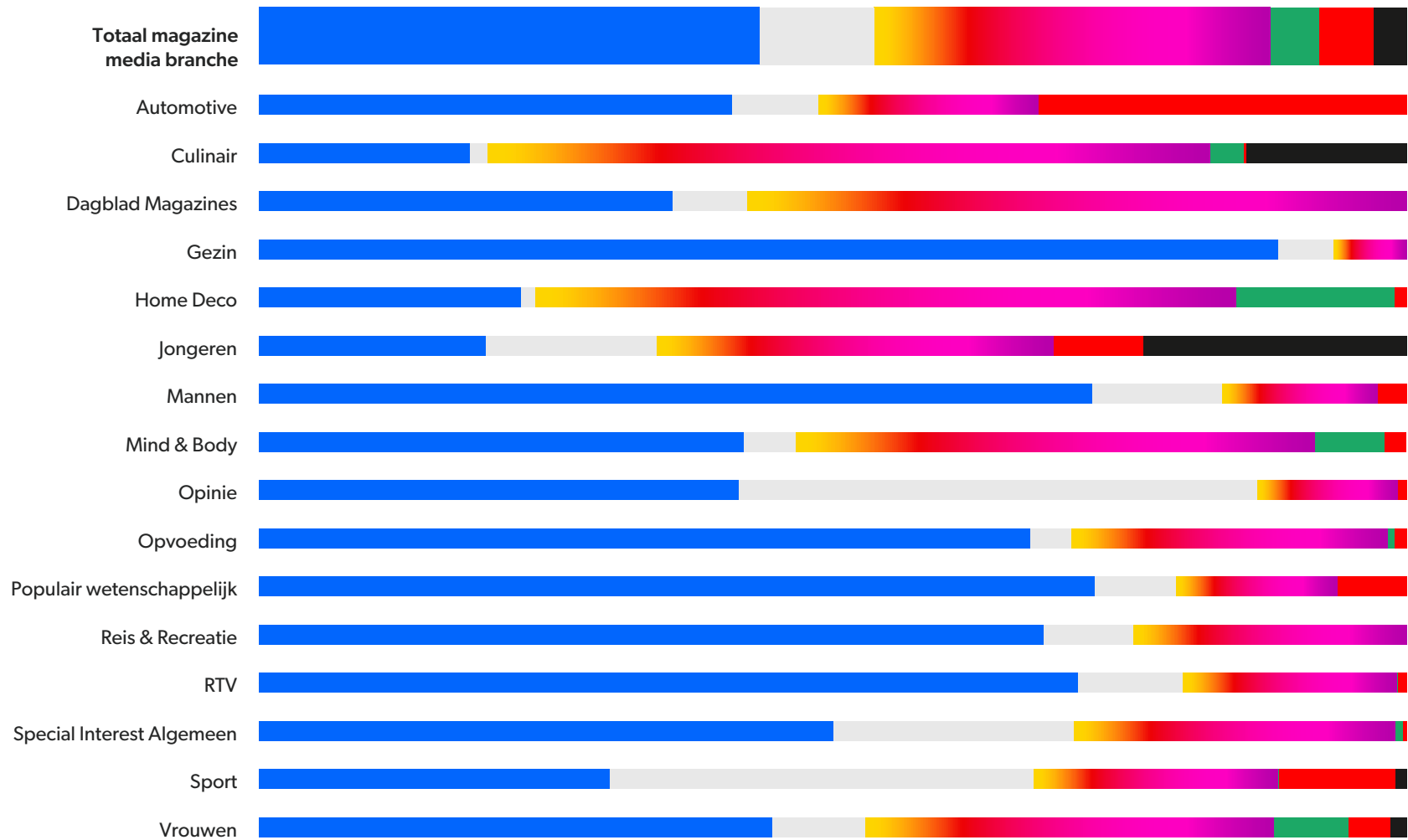


Top 10 magazine media merken op Tiktok (30 september 2023)

MAGAZINE
MERKEN

1	Miljuschka (1)	241.100
2	Meiden Magazine (2)	138.800
3	Tina (3)	99.600
4	VOGUE (-)	45.300
5	Zo zit dat (4)	37.700
6	LINDA.MEIDEN (-)	25.400
7	Voetbal International (5)	16.800
8	Libelle (6)	8.761
9	Cosmopolitan (7)	7.835
10	AndC (-)	6.550

Q2 2023 vs Q3 2023



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

