

# Website Page Impressions

**insidethegames.biz gets a visitor every 1.4 seconds**

**During major events in the Olympic calendar we see record figures**

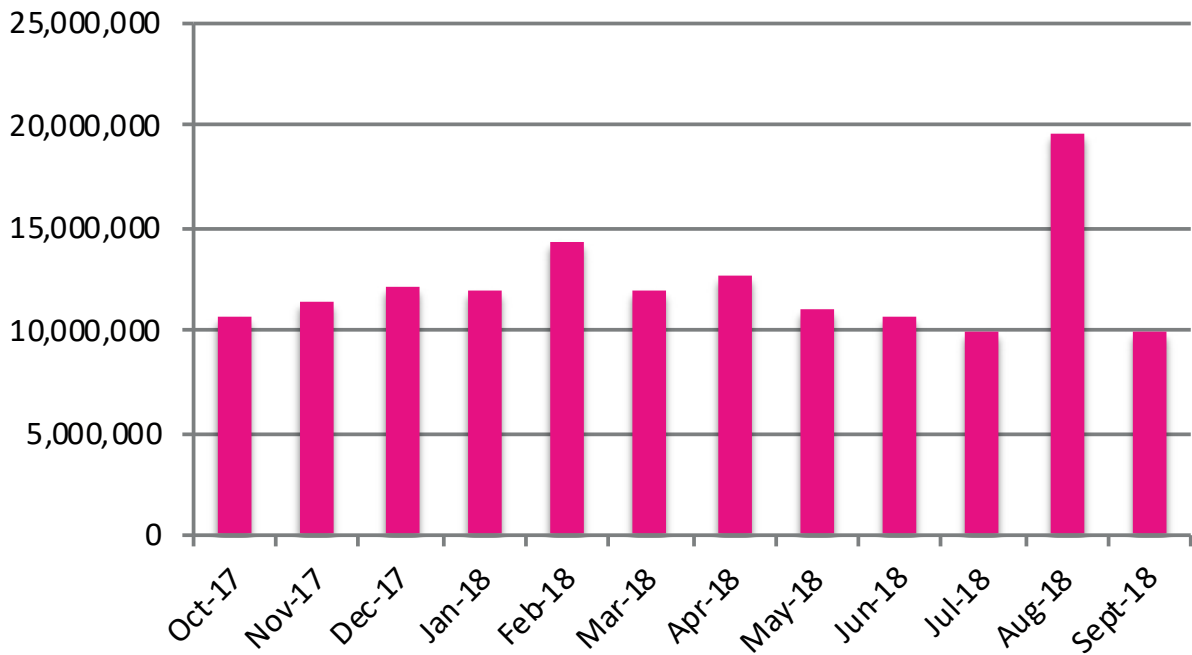
During August 2016, our coverage of the Rio 2016 Olympics saw **13,745,634 page impressions.**

During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **14,332,052 page impressions.**

<sup>1</sup> "We enjoy 5 x the traffic of our nearest competitor website"

Average monthly page impressions in the past 6 months = **12,328,228**

**Website impressions/page views per month**



Sept 2018 = **9,938,664**

Aug 2018 = **19,597,555**

July 2018 = **9,933,127**

# Website Unique Visitors

Over **½ a million** unique visitors read [insidethegames.biz](http://insidethegames.biz) every month

**During major events in the Olympic calendar we see record figures**

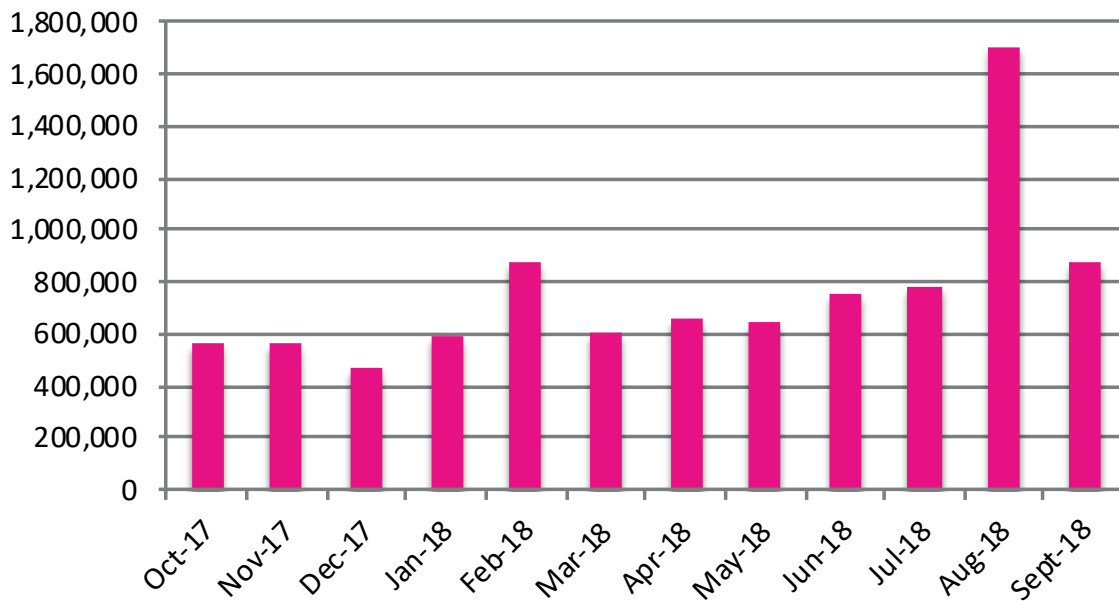
During August 2016, our coverage of the Rio 2016 Olympics saw **1,035,503** unique visitors.

During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **876,772** unique visitors.

Average monthly unique visitors in the past 6 months = **903,799**

Peaks are also seen when we publish a "Live Blog"

## Unique visitors per month

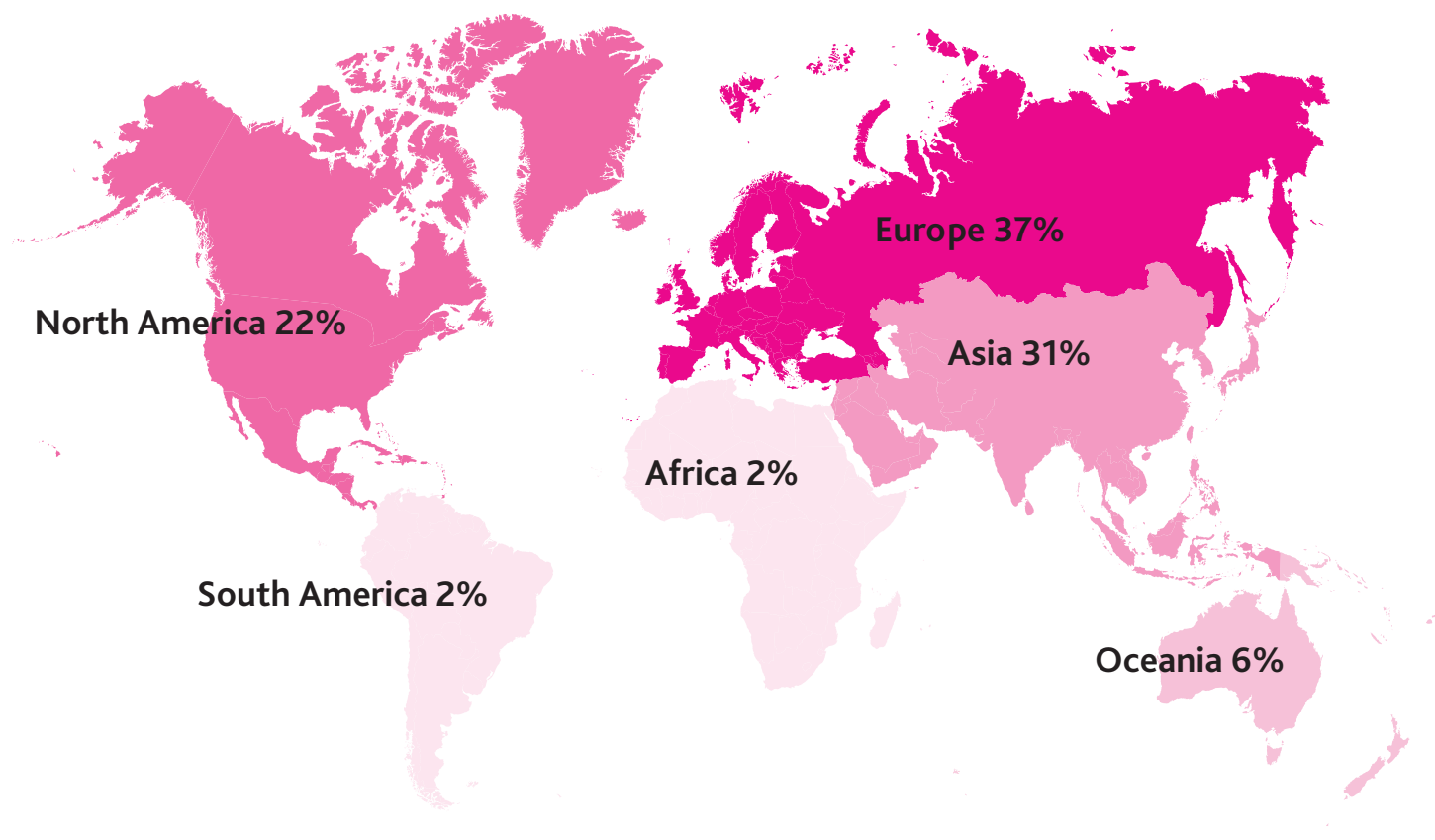


Sept 2018 = **877,173**

Aug 2018 = **1,708,436**

July 2018 = **785,128**

## insidethegames.biz visitors by continent for September 2018



The Location Report. This map provides a world-wide breakdown of which continents people visit [insidethegames.biz](https://www.insidethegames.biz) from.

## What is the daily email e-alert?

It is an email containing links to the day's news stories and blogs, plus polls and advertisements

It is sent to over **25,000 subscribers**, **365 days a year**, to **230 countries and territories**



It arrives in our subscribers' email inbox every day - like their daily Olympics politics broadsheet newspaper landing on their door-mat

Readers click-through to the stories they are interested in reading on **insidethegames.biz**

We enjoy an excellent above average open-rate on our daily e-alert of **39%**

## Social networking statistics

at 10th October 2018

-  Total Facebook likes: **34,731**
-  Total Twitter followers: **27,700**
-  Total LinkedIn members: **2,751**



## Most-followed media organisation in the world - 2016 & 2017 Olympic Rankings

For two consecutive years, **insidethegames.biz** has been named the most-followed media organisation in the world in the Olympic Rankings, issued by TSE Consulting in Lausanne, Switzerland.

**insidethegames.biz** ranked higher than outlets such as NBC, BBC and ESPN.

In April 2012, Klout<sup>2</sup> named **insidethegames.biz** as the 3rd most influential Olympic website in the world behind the International Olympic Committee (IOC) and London 2012.

New figures issued by Klout in January 2013 saw **insidethegames.biz** as the 6th most influential Olympic website in the world behind the International Olympic Committee (IOC), United States Olympic Committee (USOC), London 2012, Sochi 2014 and NBC Olympics.

In the spring of 2013, Klout changed the way it measures influence across the web, and it now excludes sites such as **insidethegames.biz**.

<sup>2</sup> www.klout.com measures level of influence across the web.