

# Website Page Impressions

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

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

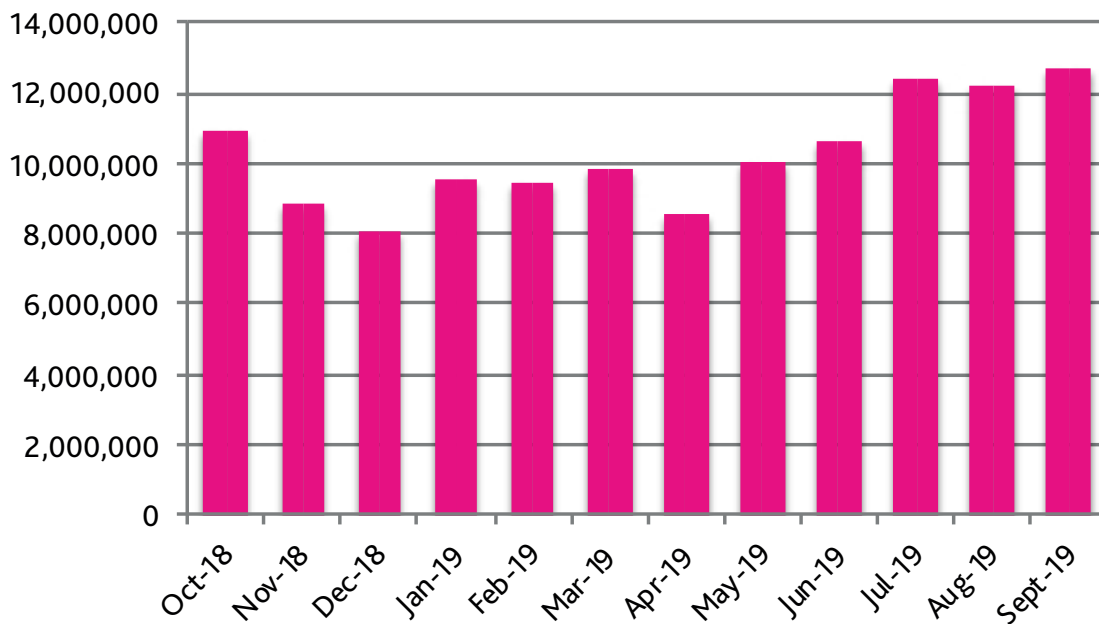
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **19,597,555 page impressions.**

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 12 months = **10,260,544**

**Website impressions/page views per month**



Sept 2019 = **12,666,022**

Aug 2019 = **12,173,662**

July 2019 = **12,373,151**

# Website Unique Visitors

Over **1/2 a million** unique visitors read **insidethegames.biz** every month

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

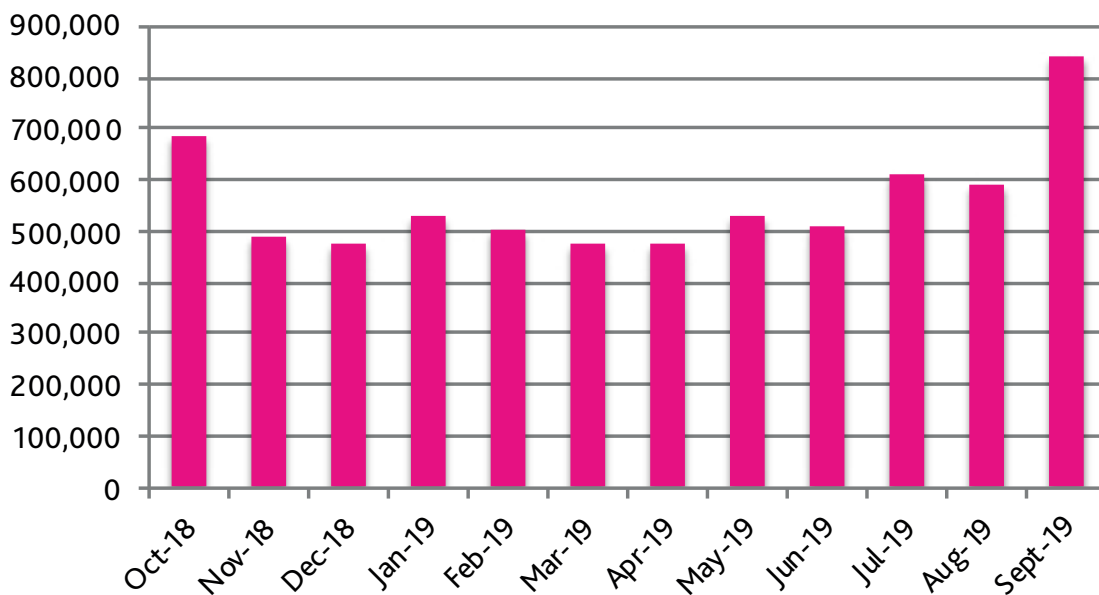
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors**.

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

Average monthly unique visitors in the past 12 months = **560,363**

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

## Unique visitors per month



Sept 2019 = **841,227**

Aug 2019 = **529,077**

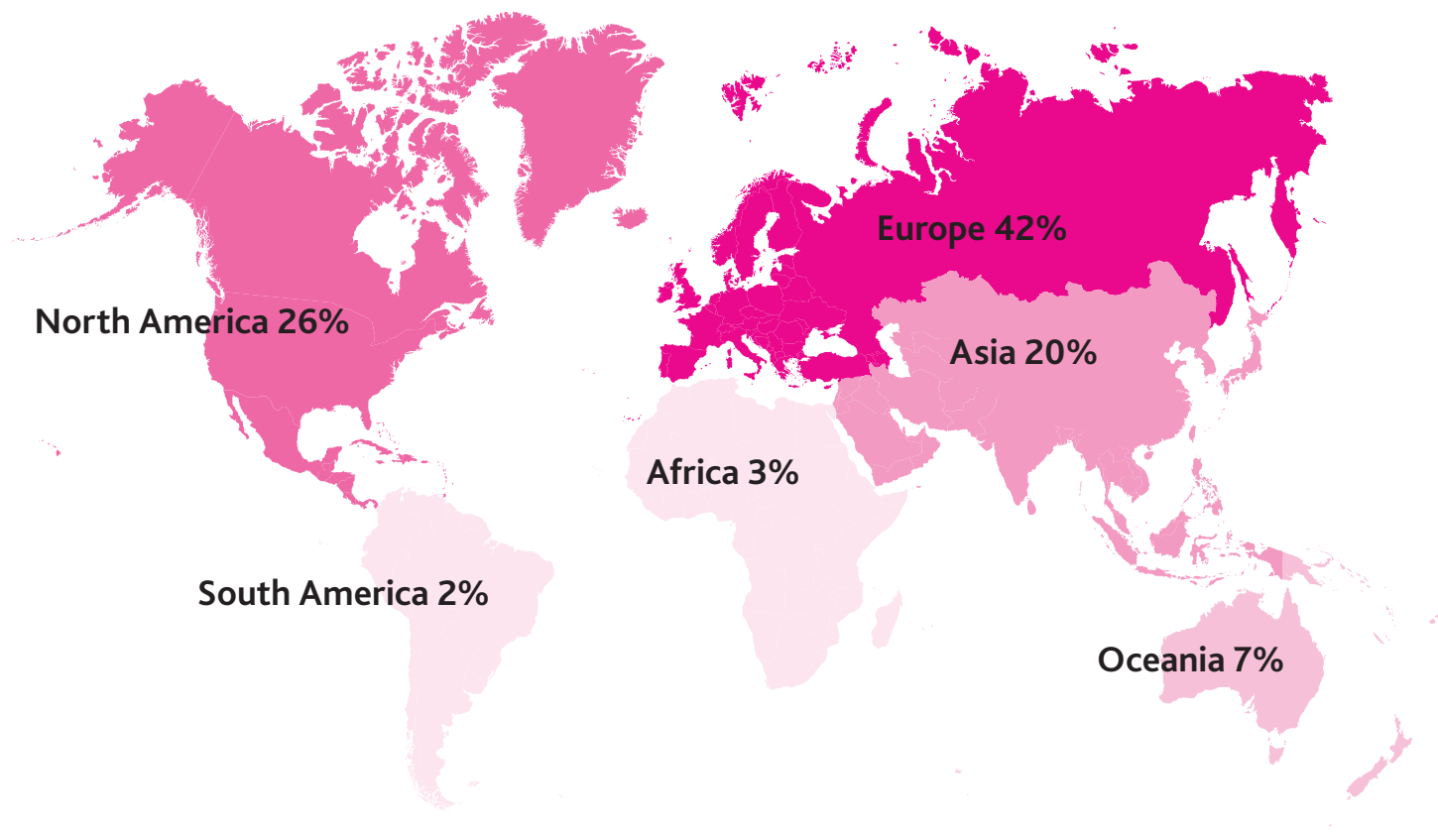
July 2019 = **613,713**

inside

the  
games

The inside track on world sport

## insidethegames.biz visitors by continent for Sept 2019



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 1st Oct 2019

-  Total Facebook likes: **35,017**
-  Total Twitter followers: **28,872**
-  Total LinkedIn members: **2,838**



## Most-followed media organisation in the World

2016, 2017 & 2018 Olympic Rankings

For three consecutive years, **insidethegames.biz** has been named the **most-followed media organisation** in the **world** in the Olympic Rankings, issued by Burson Cohn & Wolfe in Lausanne, Switzerland.

**insidethegames.biz** ranked **higher** than publications such as America's NBC, the UK's BBC, Canada's CBC and ESPN.