

## Website Page Impressions

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

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

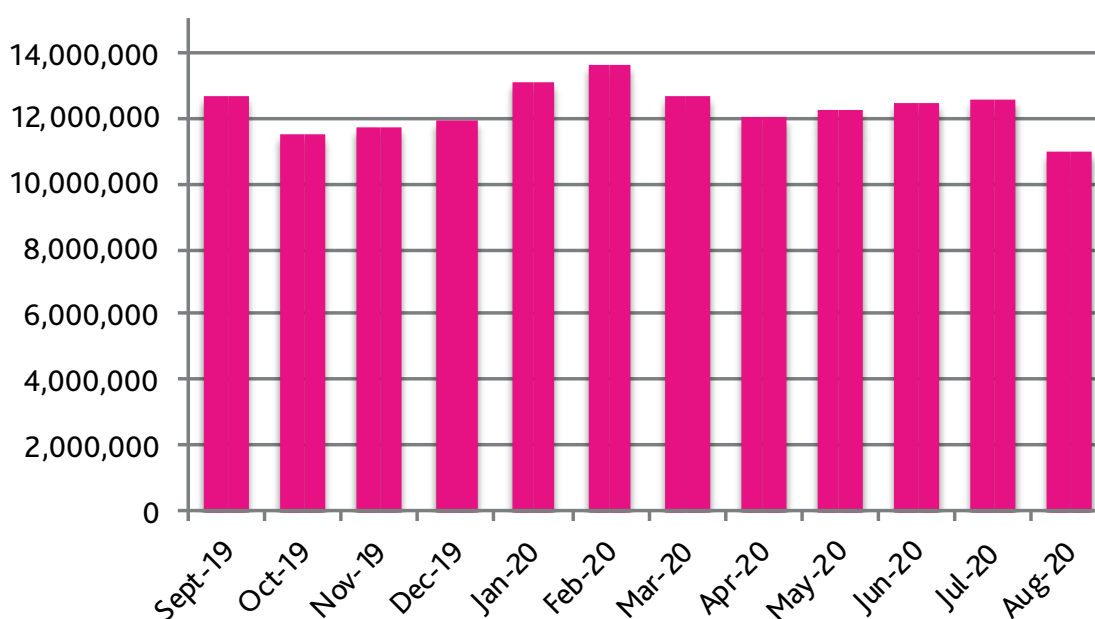
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **19,597,555 page impressions**.

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 = **12,335,590**

### Website impressions/page views per month



Aug 2020 = **11,009,691**

July 2020 = **12,569,411**

June 2020 = **12,438,260**

## Website Unique Visitors

Over **1½ a million** unique visitors read insidethegames.biz every month

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

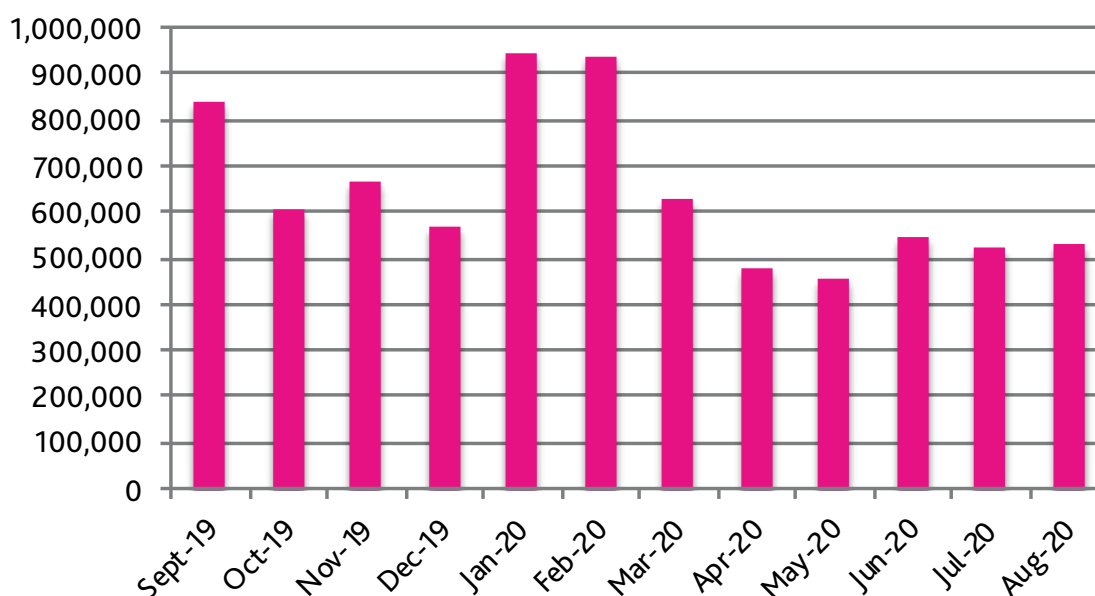
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors**.

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

Average monthly unique visitors = **644,320**

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

### Unique visitors per month

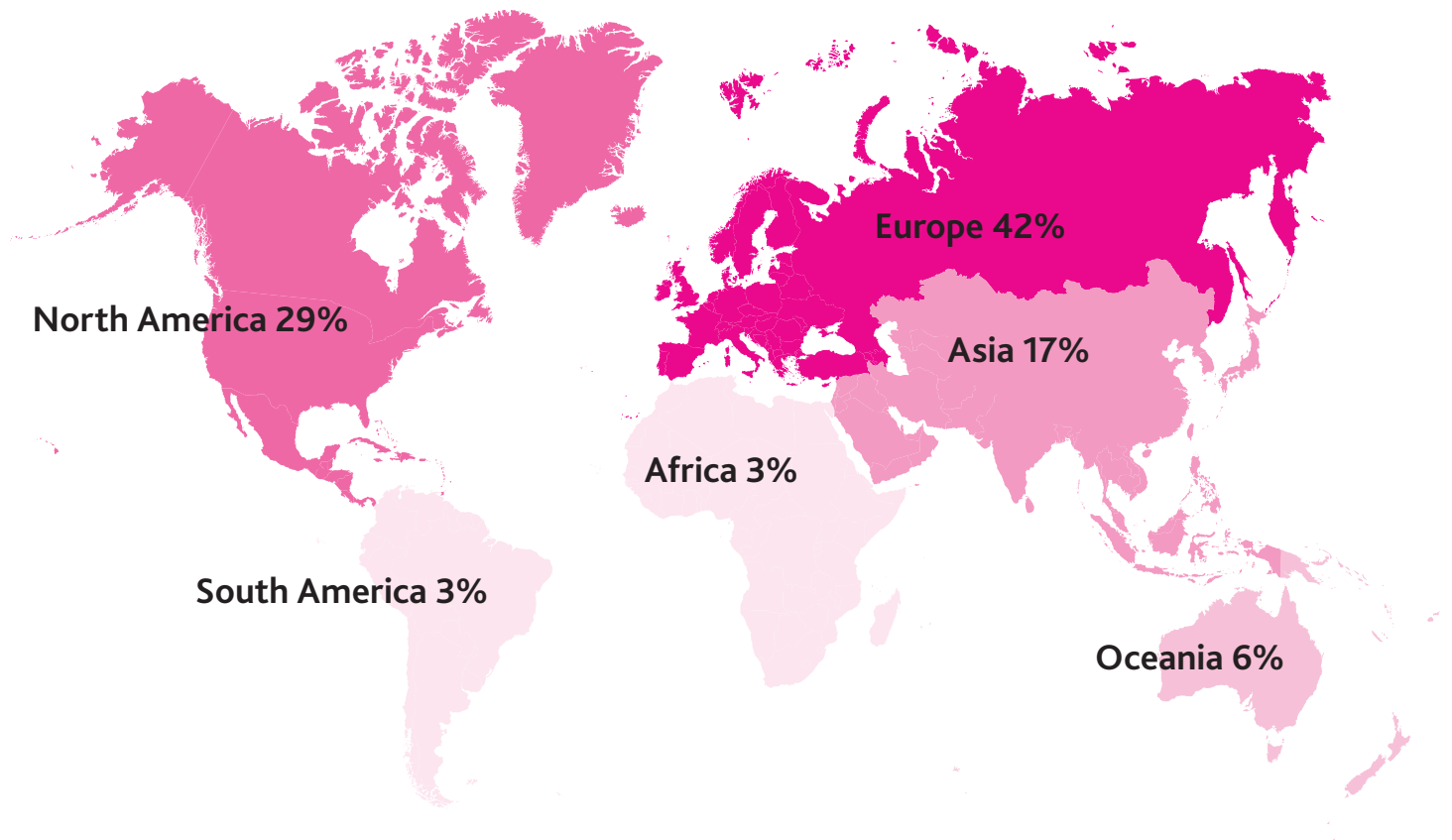


Aug 2020 = **533,922**

July 2020 = **521,154**

June 2020 = **547,797**

## **insidethegames.biz** visitors by continent for August 2020



The Location Report. This map provides a world-wide breakdown of which continents people visit **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**

## Social networking statistics

at 10th September 2020

 Total **Facebook** likes: **38,609**  
 Total **Twitter** followers: **30,401**  
 Total **LinkedIn** members: **3,211**



**We enjoy an excellent above average open-rate on our newsletters:-**

Daily e-alert .....	44%
Weekly Editor's Choice.....	34%
Do You Know .....	32%
Taekwondo .....	31%

**Most-followed  
media organisation  
in the World**  
2016, 2017, 2018 & 2019 Olympic Rankings

**For four 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.