

# Website Page Impressions

insidethegames.biz gets a visitor every 1.6 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 = **12,354,409**

Website impressions/page views per month



November 2020 = **11,401,375**

October 2020 = **12,583,404**

September 2020 = **10,931,073**

# Website Unique Visitors

Over **1/2 a million** unique visitors read [insidethegames.biz](http://insidethegames.biz) every month

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

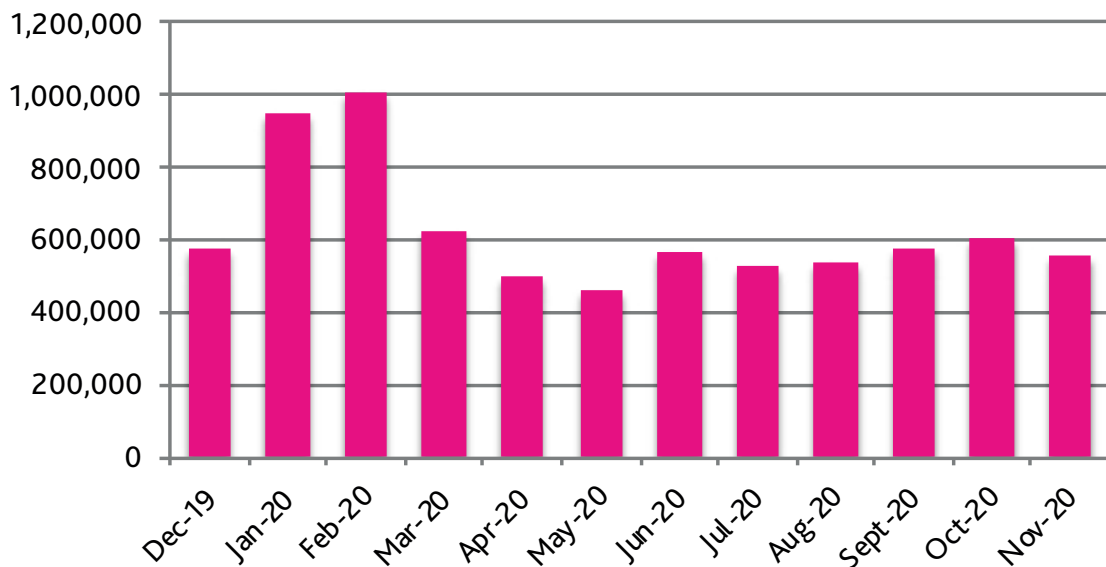
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors**.

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

Average monthly unique visitors = **620,463**

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

## Unique visitors per month

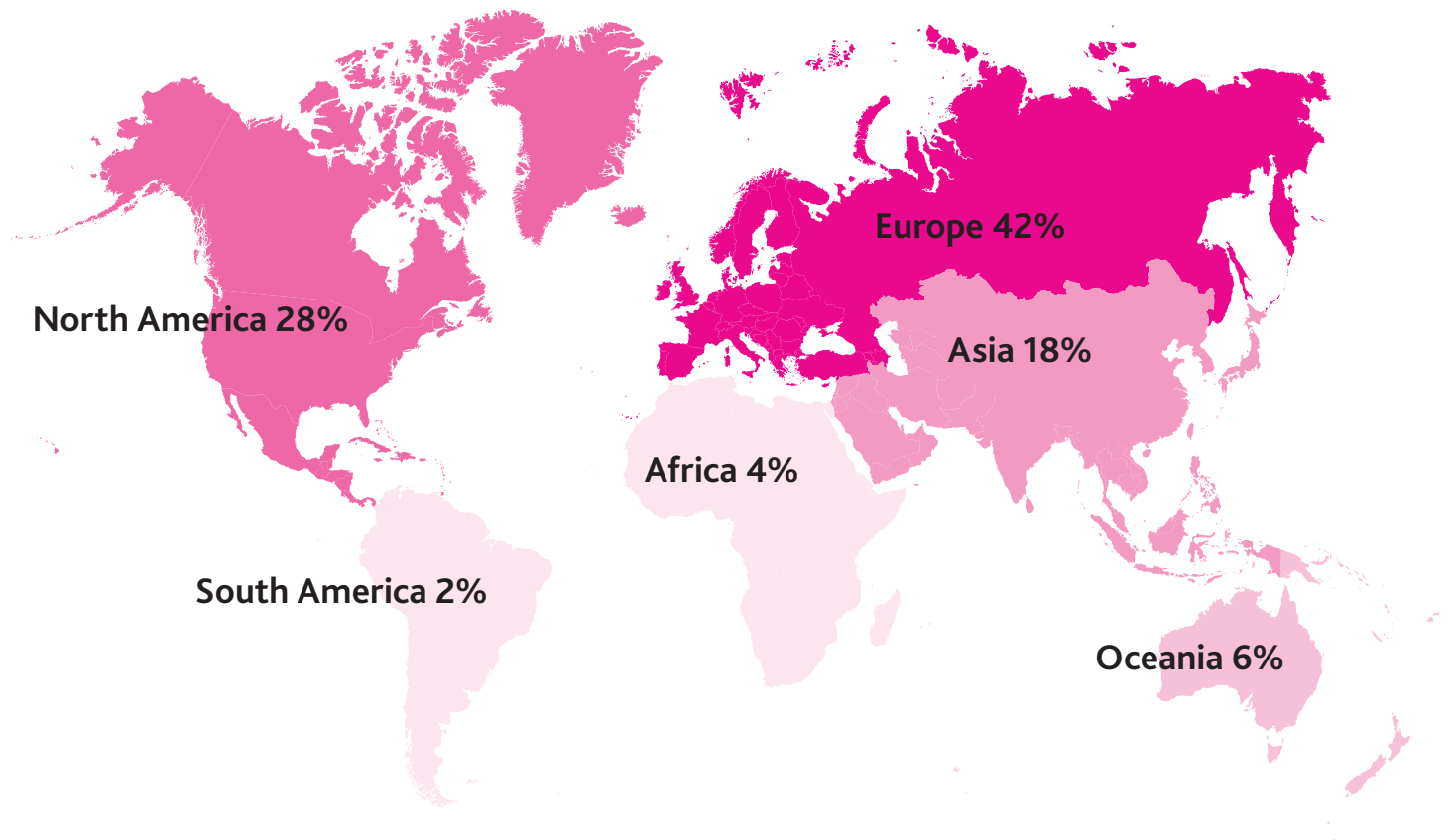


November 2020 = **553,431**

October 2020 = **601,215**

September 2020 = **573,138**

## insidethegames.biz visitors by continent for November 2020



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**

## Social networking statistics

at 1st December 2020

-  Total **Facebook** likes: **38,725**
-  Total **Twitter** followers: **30,721**
-  Total **LinkedIn** members: **3,377**



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

|                             |     |
|-----------------------------|-----|
| Daily e-alert .....         | 43% |
| Weekly Editor's Choice..... | 34% |
| Do You Know .....           | 29% |
| Taekwondo .....             | 28% |

**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.