

Website Page Impressions

insidethegames.biz gets a visitor every 2 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.**

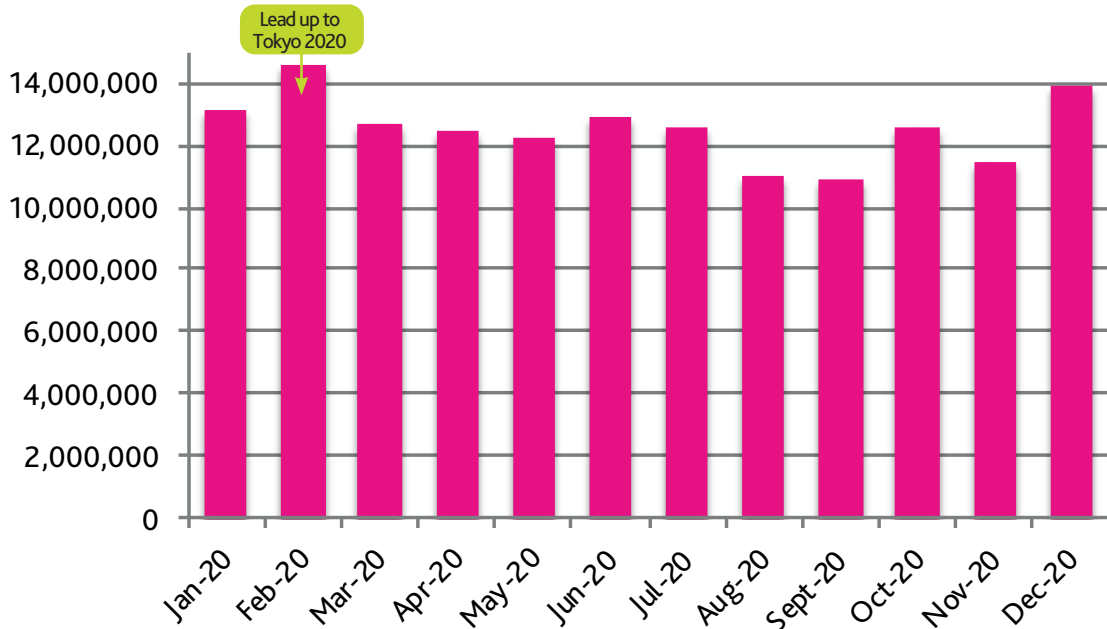
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **14,332,052 page impressions.**

During February 2020, in the original lead up to Tokyo 2020 and prior to COVID-19, saw **14,525,208 page impressions.**

¹ "We enjoy 5 x the traffic of our nearest competitor website"

Average monthly page impressions = **12,638,059**

Website impressions/page views per month



December 2020 = **13,929,399**

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

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

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**.

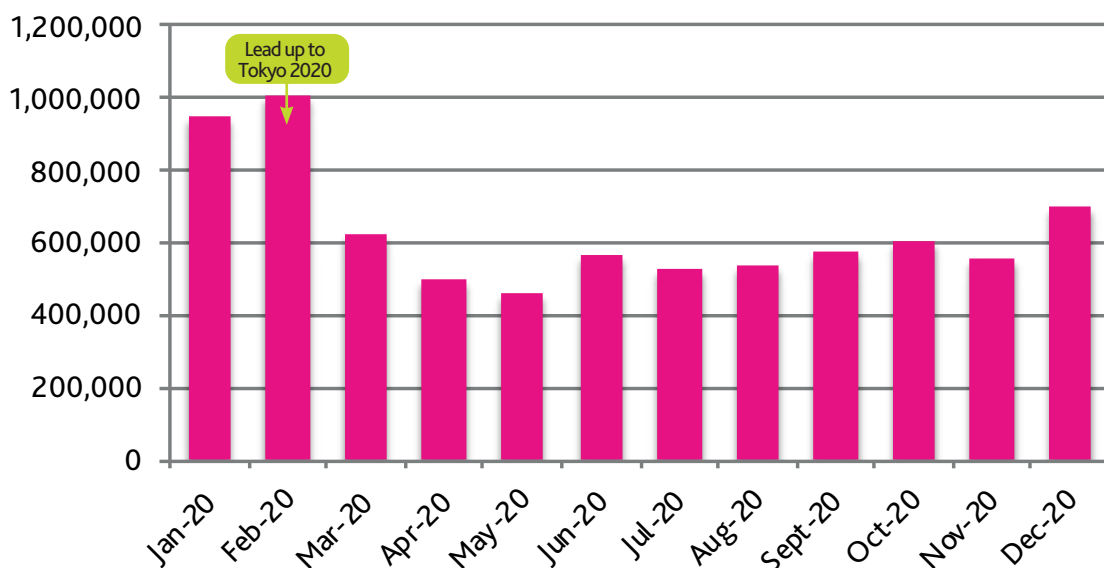
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **876,772 unique visitors**.

During February 2020, in the original lead up to Tokyo 2020 and prior to COVID-19, saw **1,000,124 unique visitors**.

Average monthly unique visitors = **629,496**

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

Unique visitors per month

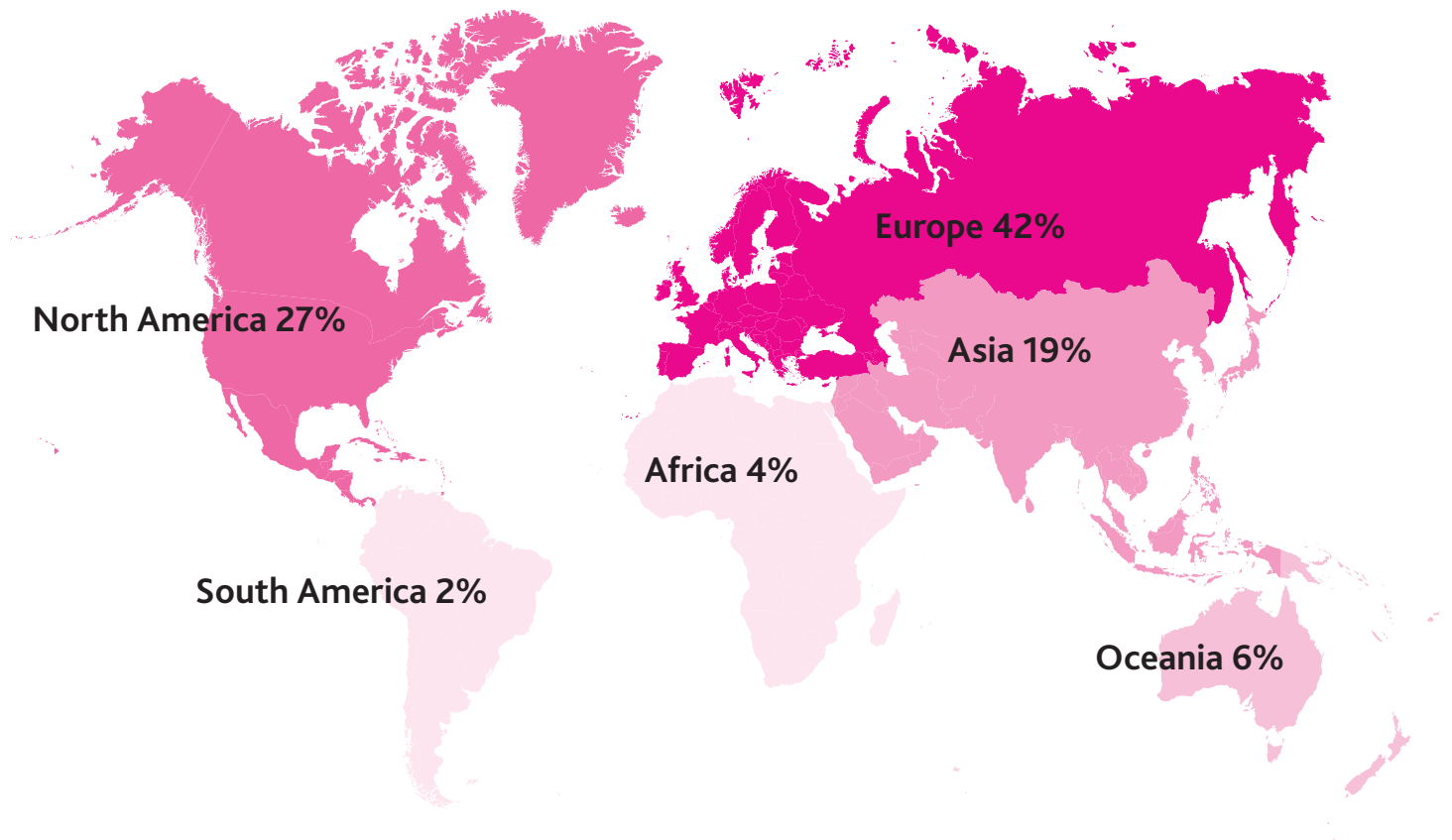


December 2020 = **678,893**

November 2020 = **553,431**

October 2020 = **601,215**

insidethegames.biz visitors by continent for December 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**

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

Daily e-alert	41%
Weekly Editor's Choice.....	32%
Do You Know	29%
Taekwondo	28%

Social networking statistics

at 1st January 2021

-  Total Facebook likes: **38,794**
-  Total Twitter followers: **30,880**
-  Total LinkedIn members: **3,435**



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 BCW Sport in Lausanne, Switzerland.

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