

# Website Page Impressions

insidethegames.biz gets a visitor every 1 second

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.**

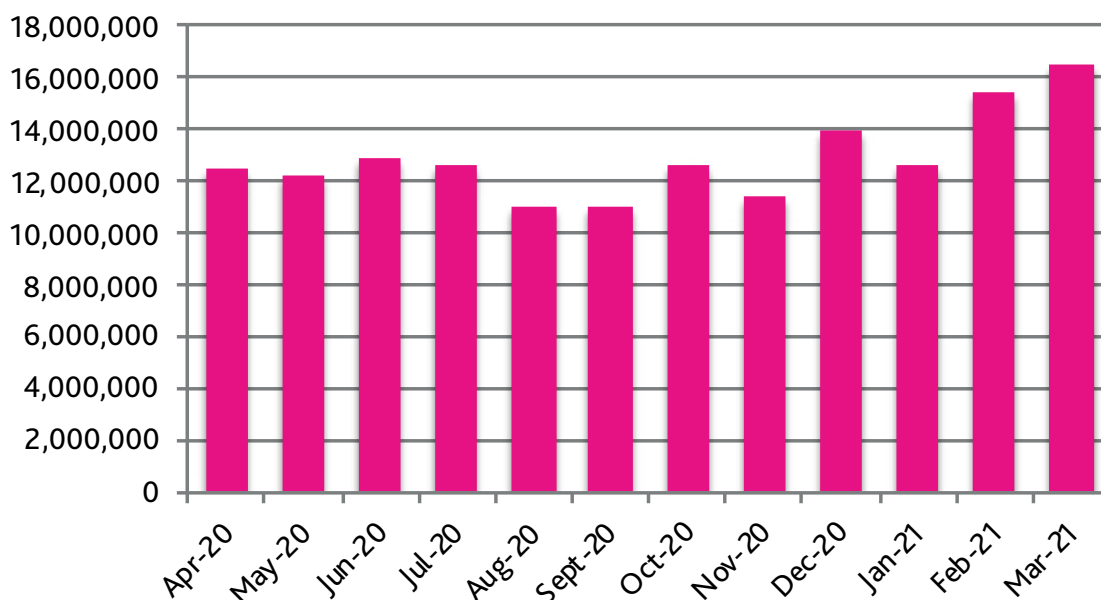
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **14,332,052 page impressions.**

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

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

Average monthly page impressions = **14,756,656**

Website impressions/page views per month



March 2021 = **16,444,019**

February 2021 = **15,328,909**

January 2021 = **12,524,039**

# 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**.

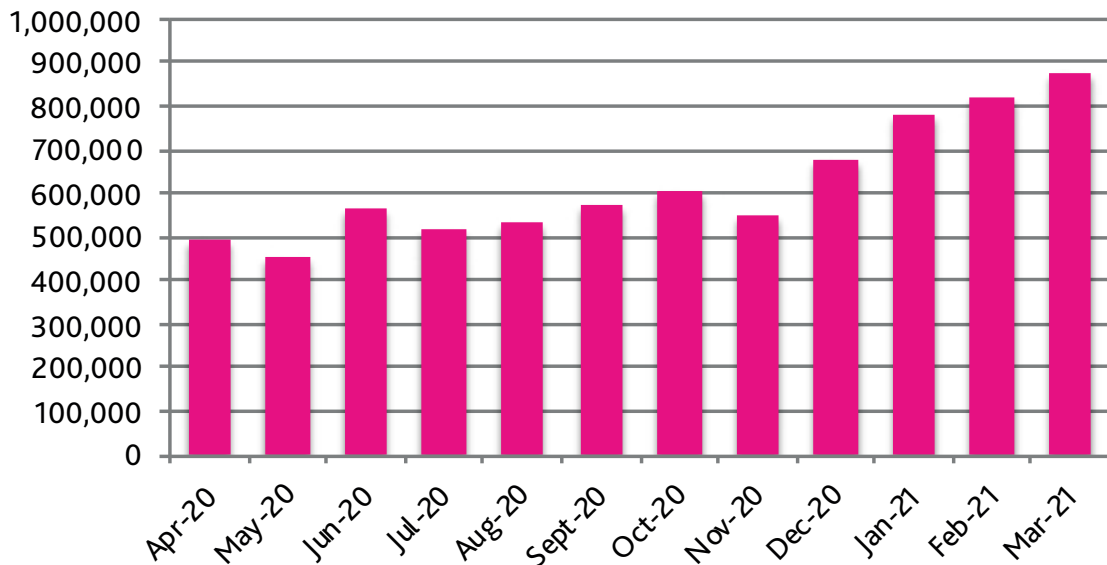
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **876,772 unique visitors**.

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 = **823,105**

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

## Unique visitors per month

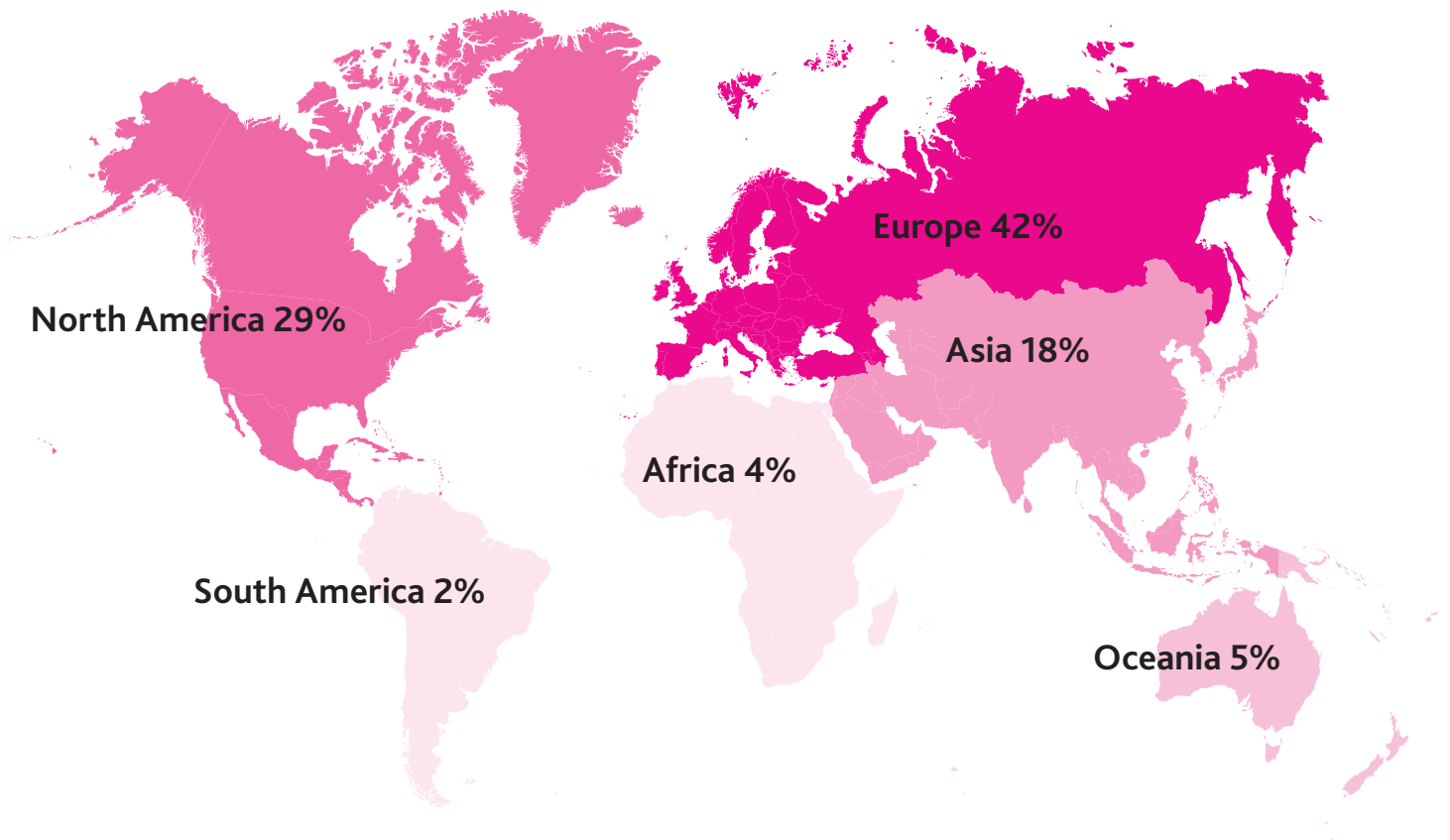


March 2021 = **873,380**

February 2021 = **817,111**

January 2021 = **778,824**

## **insidethegames.biz** visitors by continent for March 2021



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 .....	43%
Do You Know .....	32%
Weekly Editor's Choice.....	31%
Taekwondo .....	28%

## Social networking statistics

at 1st March 2021

 Total **Facebook** followers: **39,982**

 Total **Twitter** followers: **31,566**

 Total **LinkedIn** members: **3,584**



**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.