

# 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.**

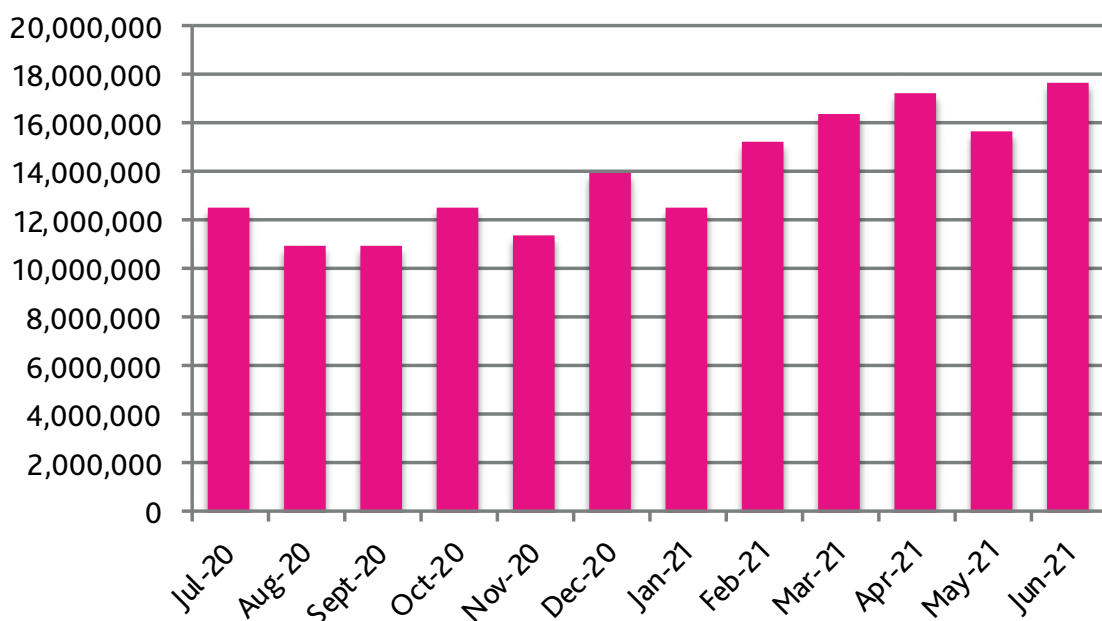
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **14,332,052 page impressions.**

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 = **16,727,877**

## Website impressions/page views per month



June 2021 = **17, 151,105**

May 2021 = **15,701,058**

April 2021 = **17,331,469**

# Website Unique Visitors

Over **1/2 a million** unique visitors read [insidethegames.biz](https://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**.

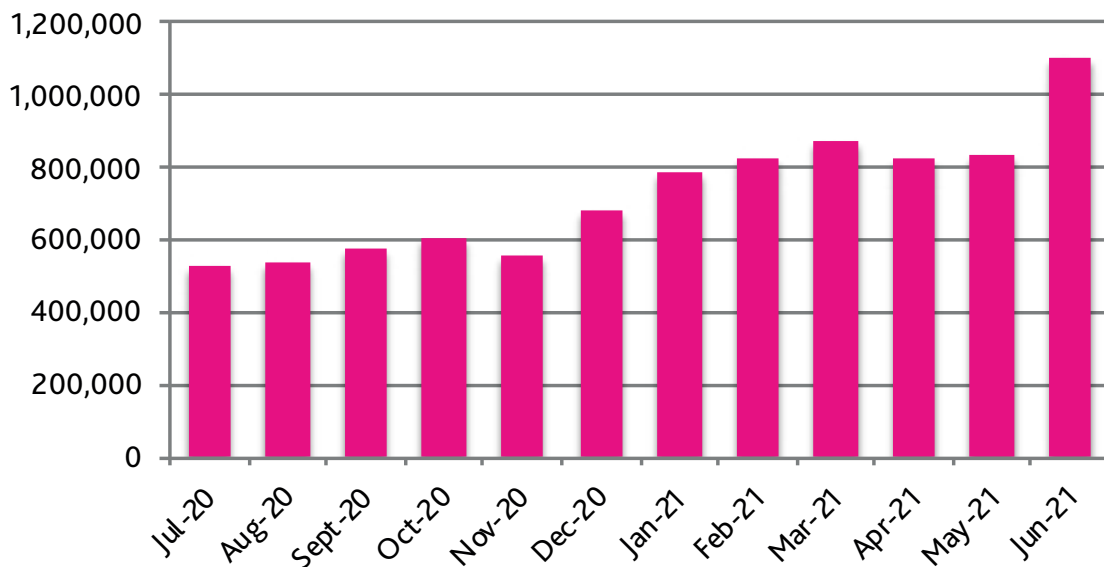
During February 2018, our coverage of the Pyeongchang 2018 Olympics saw **876,772 unique visitors**.

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 = **903,778**

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

## Unique visitors per month

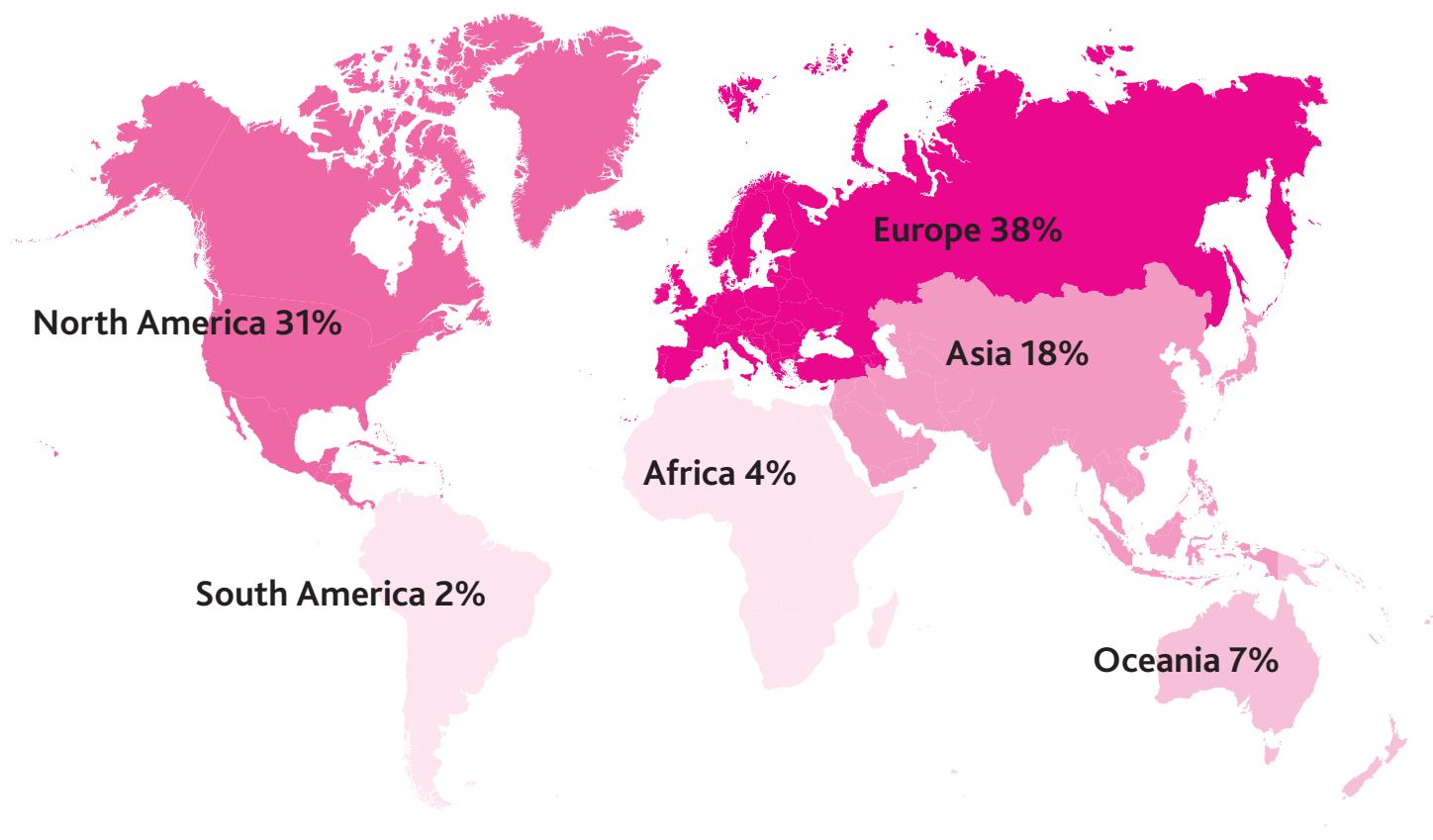


June 2021 = **1,059,156**

May 2021 = **827,854**

April 2021 = **824,325**

## insidethegames.biz visitors by continent for June 2021



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 newsletters:-

Daily e-alert .....	43%
Do You Know .....	34%
Weekly Editor's Choice.....	32%
Taekwondo .....	27%

## Social networking statistics

at 1st July 2021

 Total Facebook followers: 40,206

 Total Twitter followers: 32,151

 Total LinkedIn members: 3,700



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.