

# Website Page Impressions

insidethegames.biz gets a visitor every 2 seconds

During major events in the Olympic calendar we see record figures

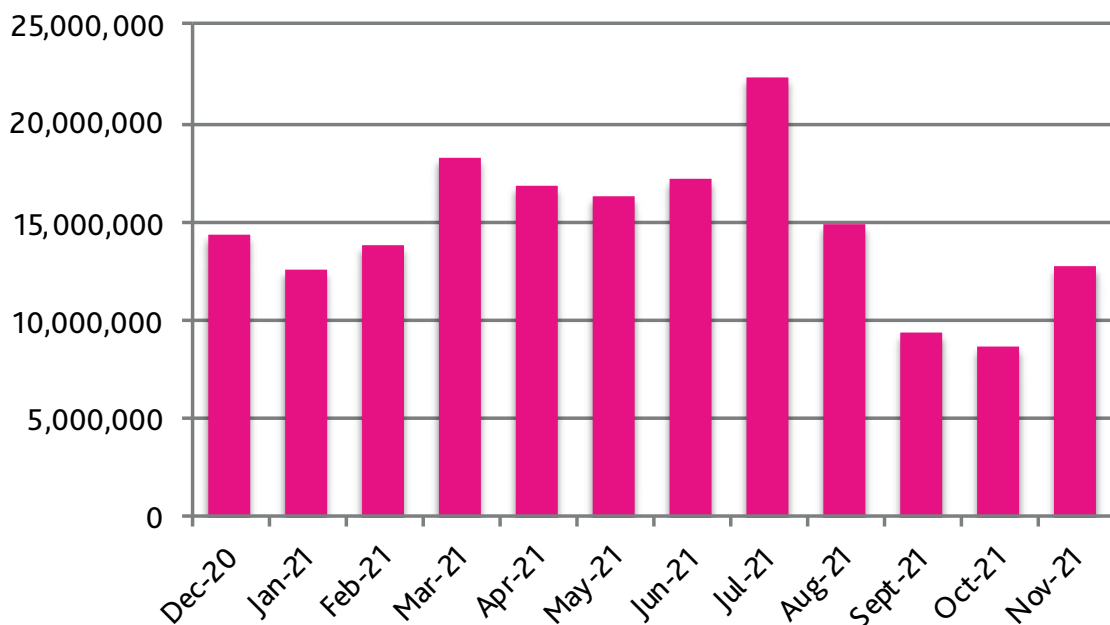
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **19,597,555 page impressions.**

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

During July 2021 our coverage of the Tokyo 2020 Olympics saw **21,691,050 page impressions.**

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

Website impressions/page views per month



November 2021 = **12,803,168**

October 2021 = **8,598,534**

September 2021 = **9,765,919**

# Website Unique Visitors

An average of **1 million** unique visitors read insidethegames.biz every month

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

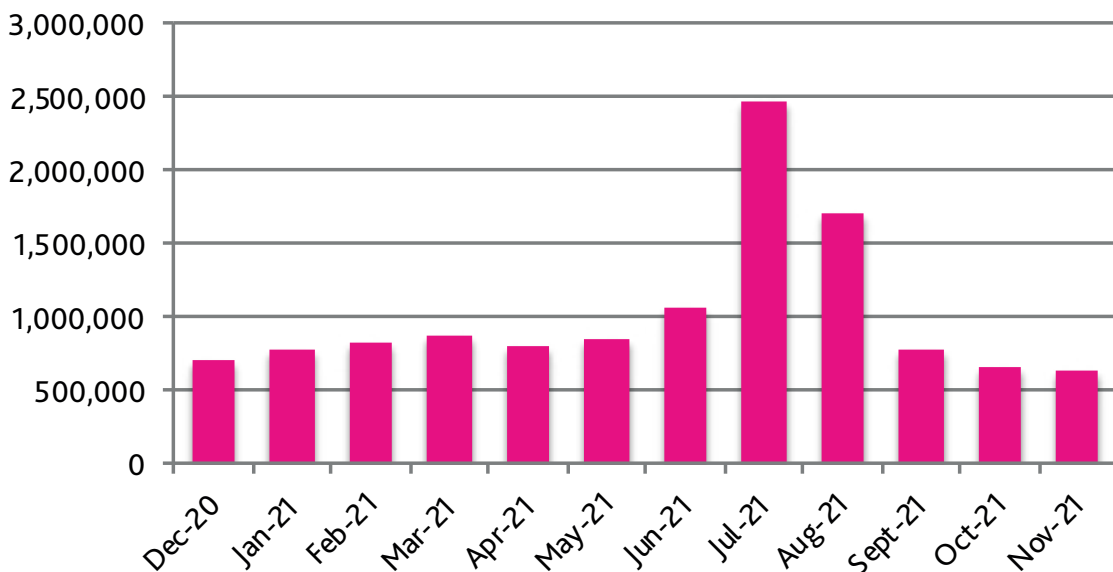
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors.**

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

During July 2021 our coverage of the Tokyo 2020 Olympics saw **2,456,128 unique visitors.**

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

## Unique visitors per month

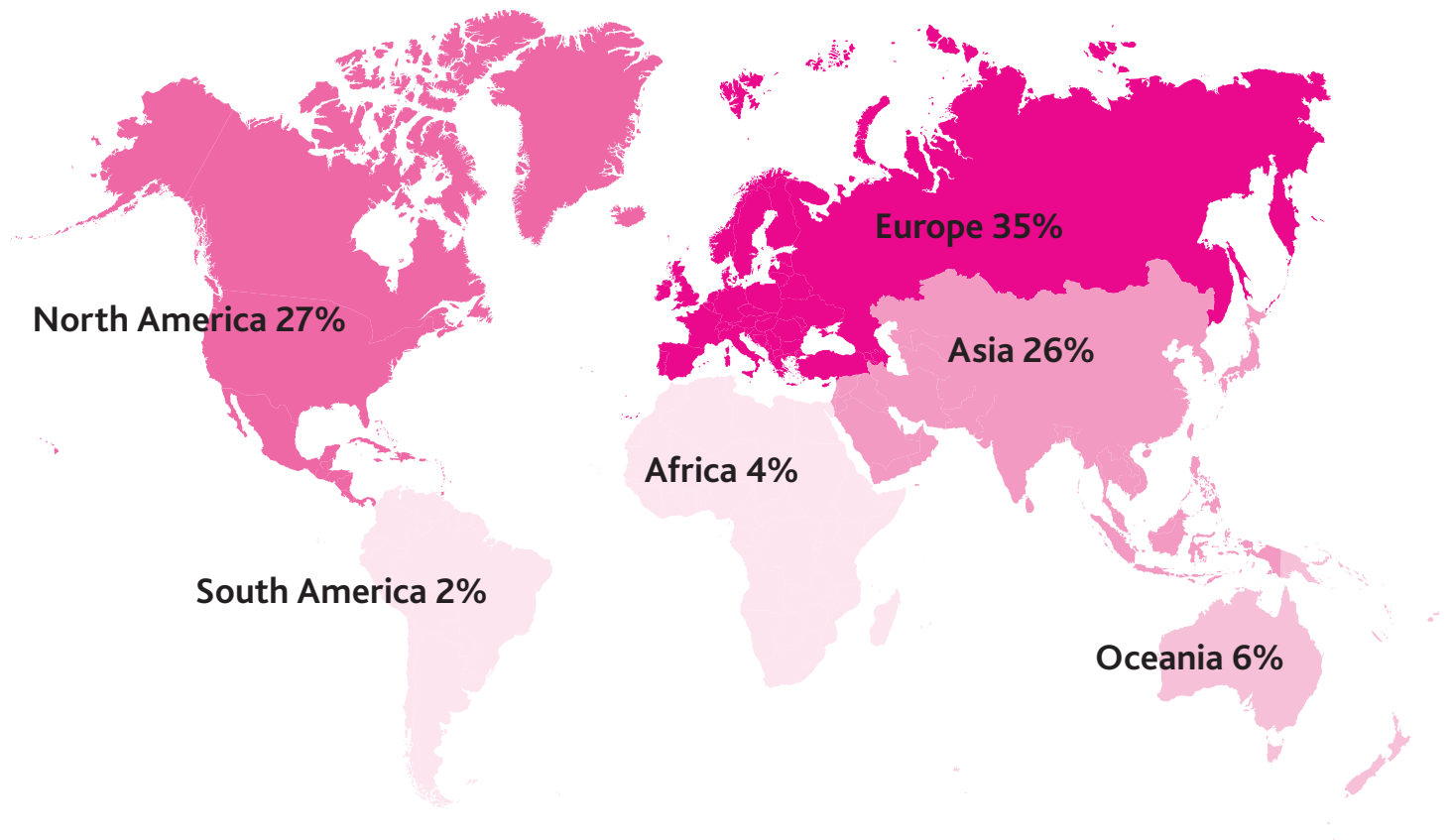


November 2021 = **648,439**

October 2021 = **669,960**

September 2021 = **806,902**

## insidethegames.biz visitors by continent for November 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**

## Social networking statistics

at 1st December 2021

 Total **Facebook** followers: **41,412**

 Total **Twitter** followers: **35,300**

 Total **LinkedIn** members: **3,887**



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

Daily e-alert .....	43%
Weekly Editor's Choice.....	35%
Taekwondo .....	34%
Do You Know .....	33%

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

For **FOUR YEARS RUNNING**, **insidethegames.biz** was named the **most-followed media organisation in the world** in the BCW Sport Olympic Rankings.

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