

Website Page Impressions

insidethegames.biz gets a visitor every 1 second

During major events in the Olympic calendar we see record figures

During August 2021, our coverage of Tokyo 2020 saw **14,814,363 page impressions**

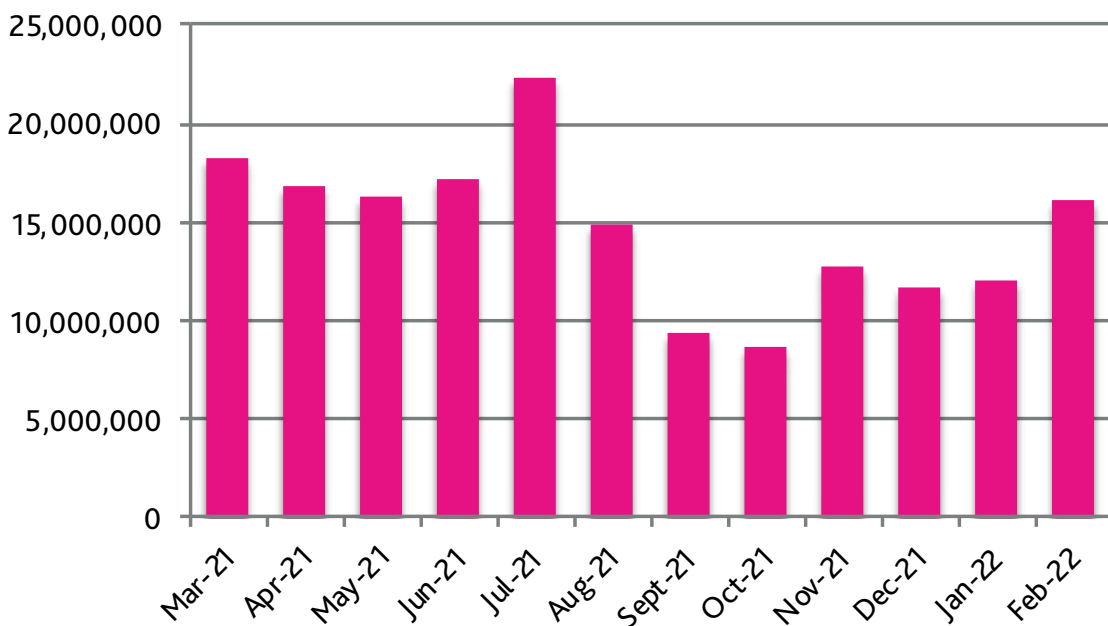
During February 2022, our coverage of Beijing 2022 saw **16,129,609 page impressions.**

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

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

In total during **Tokyo 2020** we saw **45,956,302 page impressions.**

Website impressions/page views per month



February 2022 = **16,129,609**

January 2022 = **12,062,829**

December 2021 = **11,686,621**

Website Unique Visitors

Over **½ million** unique visitors read insidethegames.biz every month

During major events in the Olympic calendar we see record figures

During August 2021, our coverage of Tokyo 2020 saw **1,701,036** unique visitors.

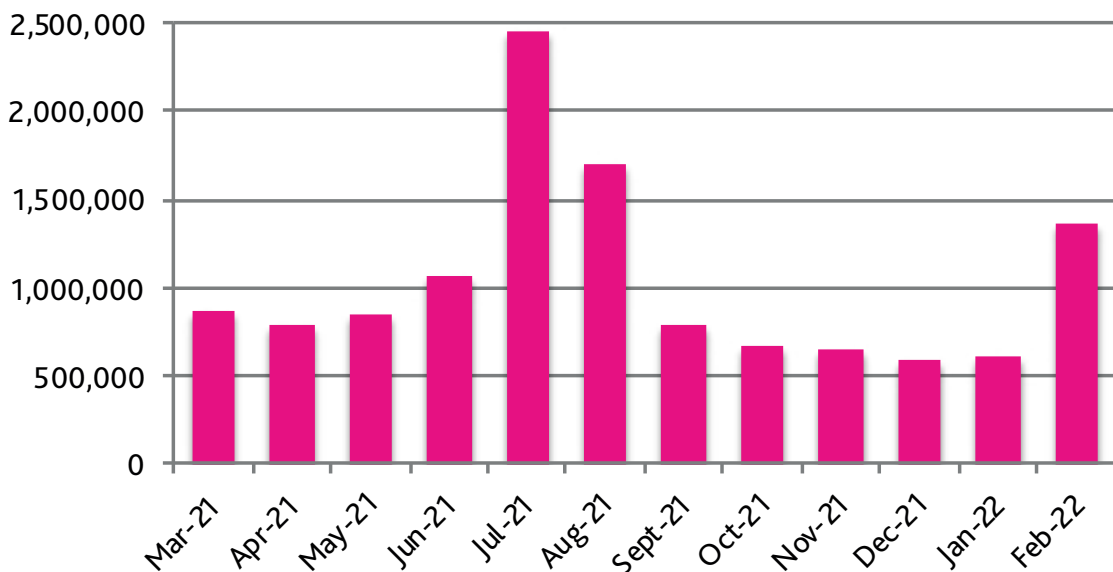
During February 2022, our coverage of Beijing 2022 saw **1,517,776** unique visitors.

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

In total during **Tokyo 2020** we saw **4,938,037** unique visitors.

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

Unique visitors per month

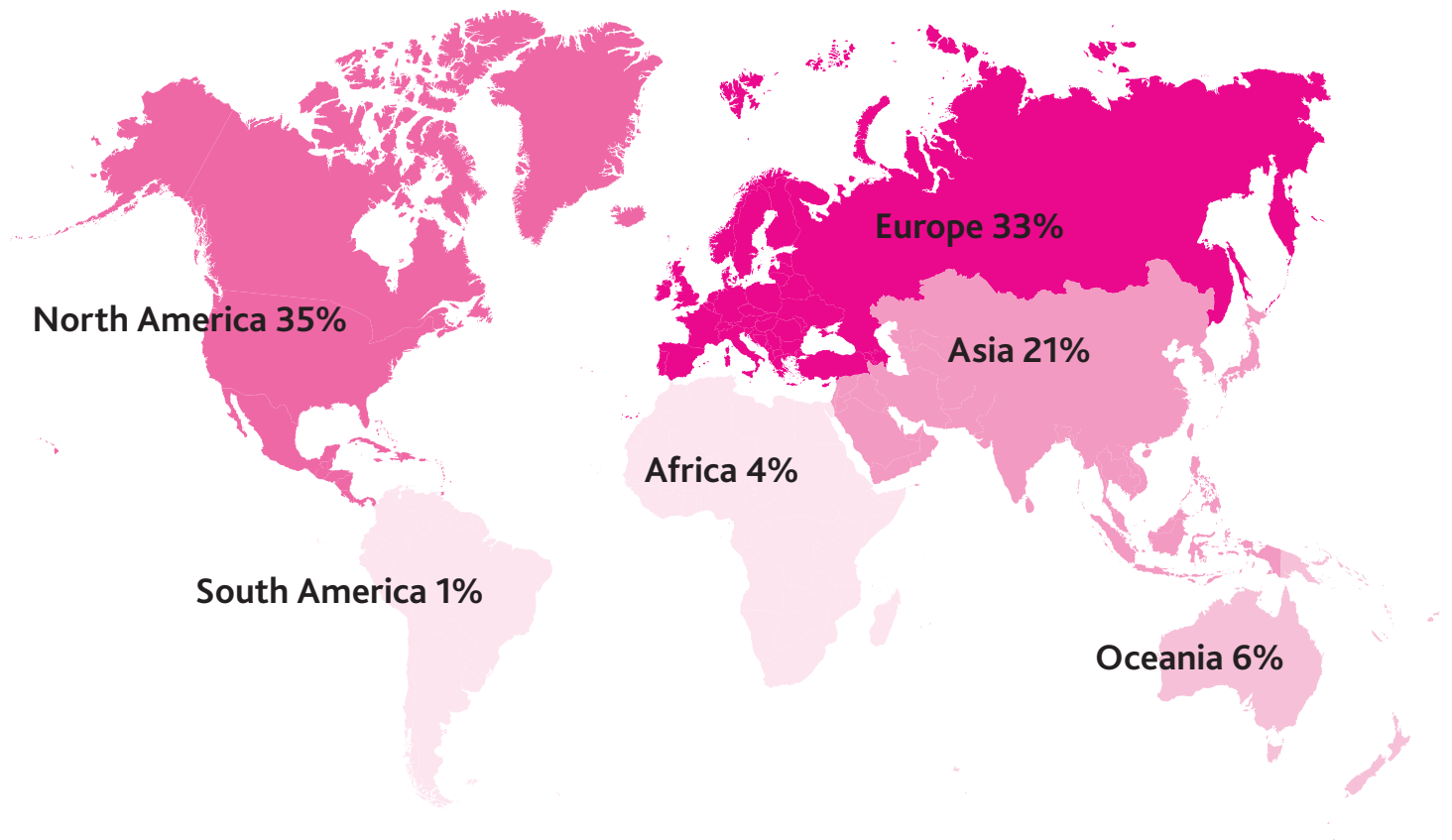


February 2022 = **1,517,776**

January 2022 = **606,047**

December 2021 = **585,699**

insidethegames.biz visitors by continent for February 2022



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 **245 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	51%
Weekly Editor's Choice.....	46%
Do You Know	39%
Taekwondo	39%

Social networking statistics

at 1st March 2022

 Total Facebook followers: 41,937

 Total Twitter followers: 37,269

 Total LinkedIn members: 4,027



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.