

# 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

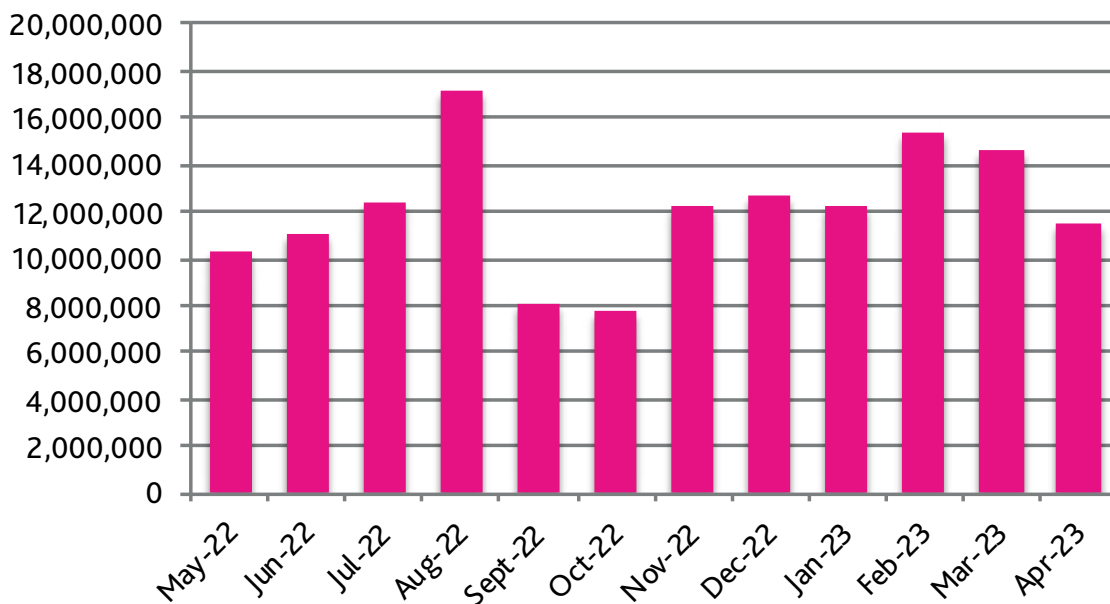
During February 2022, our coverage of Beijing 2022 saw **16,129,609** page impressions.

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

<sup>1</sup> "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



Apr 2023 = **11,567,150**

Mar 2023 = **14,691,901**

Feb 2023 = **15,404,901**

# Website Unique Visitors

Over **1/2 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.

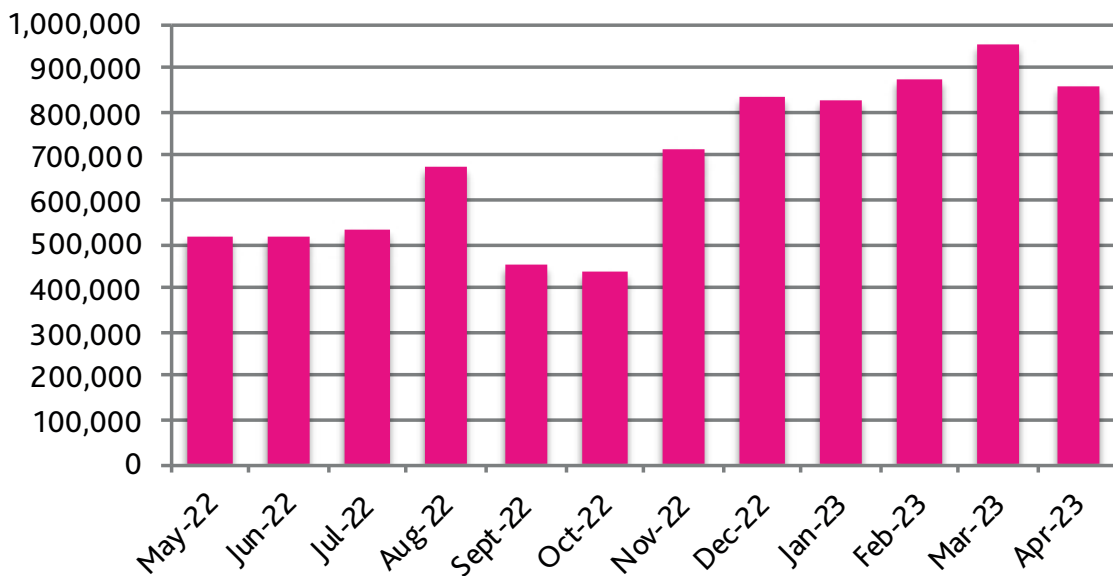
During February 2022, our coverage of Beijing 2022 saw **1,517,776** unique visitors.

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

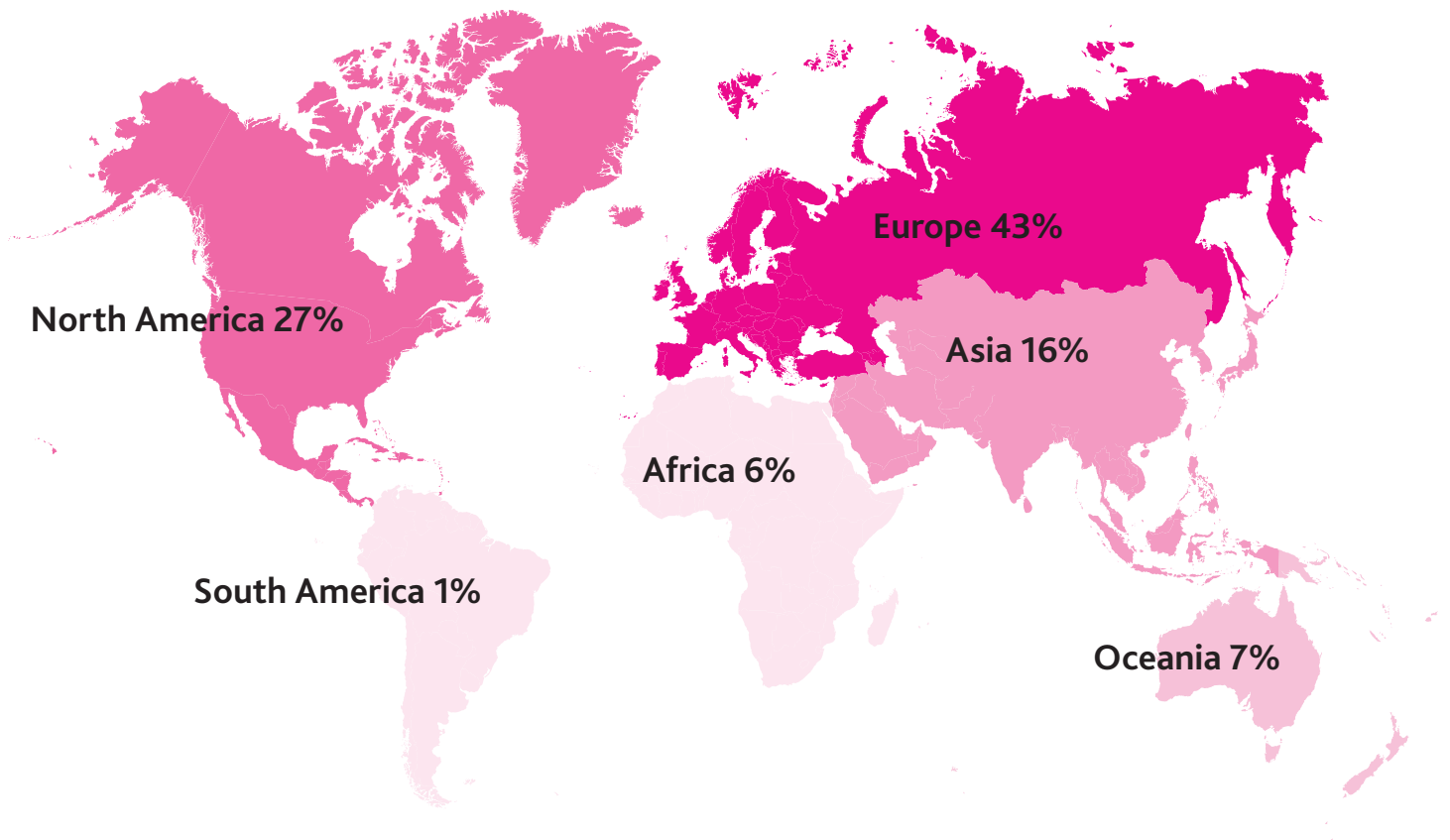


Apr 2023 = **854,649**

Mar 2022 = **949,994**

Feb 2023 = **876,665**

## insidethegames.biz visitors by continent for April 2023



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 .....	53%
Weekly Editor's Choice.....	46%
Taekwondo .....	42%
Do You Know .....	42%

## Social networking statistics

at 1st May 2023

 Total Facebook followers: **43,606**

 Total Twitter followers: **41,237**

 Total LinkedIn members: **4,315**



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.