

insidethegames.biz gets a visitor every 7 seconds

During major events in the Olympic calendar we see record figures

During August 2016, our coverage of the Rio 2016 Olympics saw **13,745,634 page impressions**.

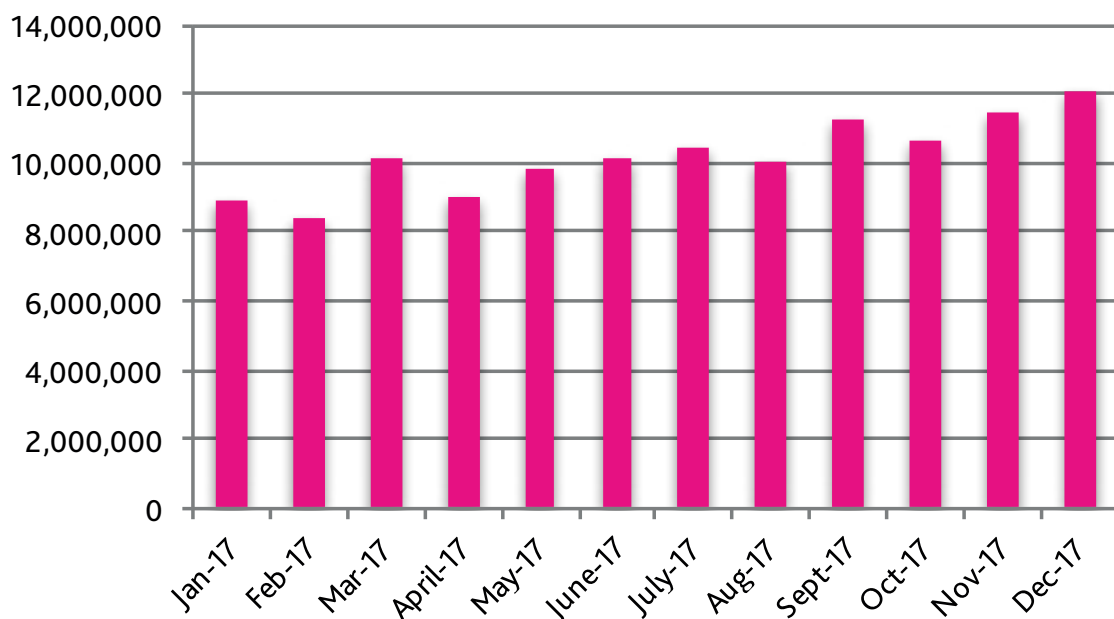
In September 2016, we saw **10,381,313 page impressions** during our coverage of the Rio 2016 Paralympics.

In June 2015, covering Baku 2015, we saw **10,826,601 page impressions**

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

Average monthly page impressions in the past 12 months = **10,192,367**

## Website impressions/page views per month



December 2017 = **12,087,306**

November 2017 = **11,461,768**

October 2017 = **10,595,142**

<sup>1</sup> Figures from www.alexa.com - the leading provider of free, global web metrics.

# Website Unique Visitors

Over **½ a million** unique visitors read [insidethegames.biz](http://insidethegames.biz) every month

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

During August 2016, our coverage of the Rio 2016 Olympics saw **1,035,503 unique visitors**.

In July 2016, we saw **510,182 unique visitors** during our coverage of the build-up to the Rio 2016 Olympics.

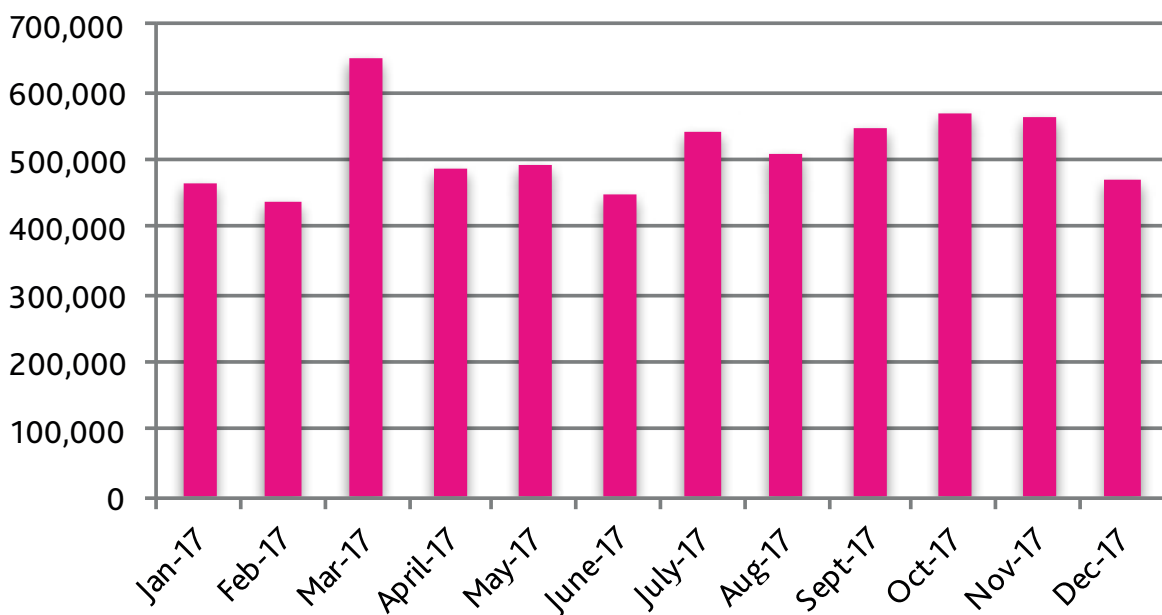
In September 2016, we saw **605,414 unique visitors** during our coverage of the Rio 2016 Paralympics.

During June 2016, covering the Rio 2016 Olympics build-up, we saw **587,790 unique visitors**.

Average monthly unique visitors in the past 12 months = **515,204**

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

## Unique visitors per month

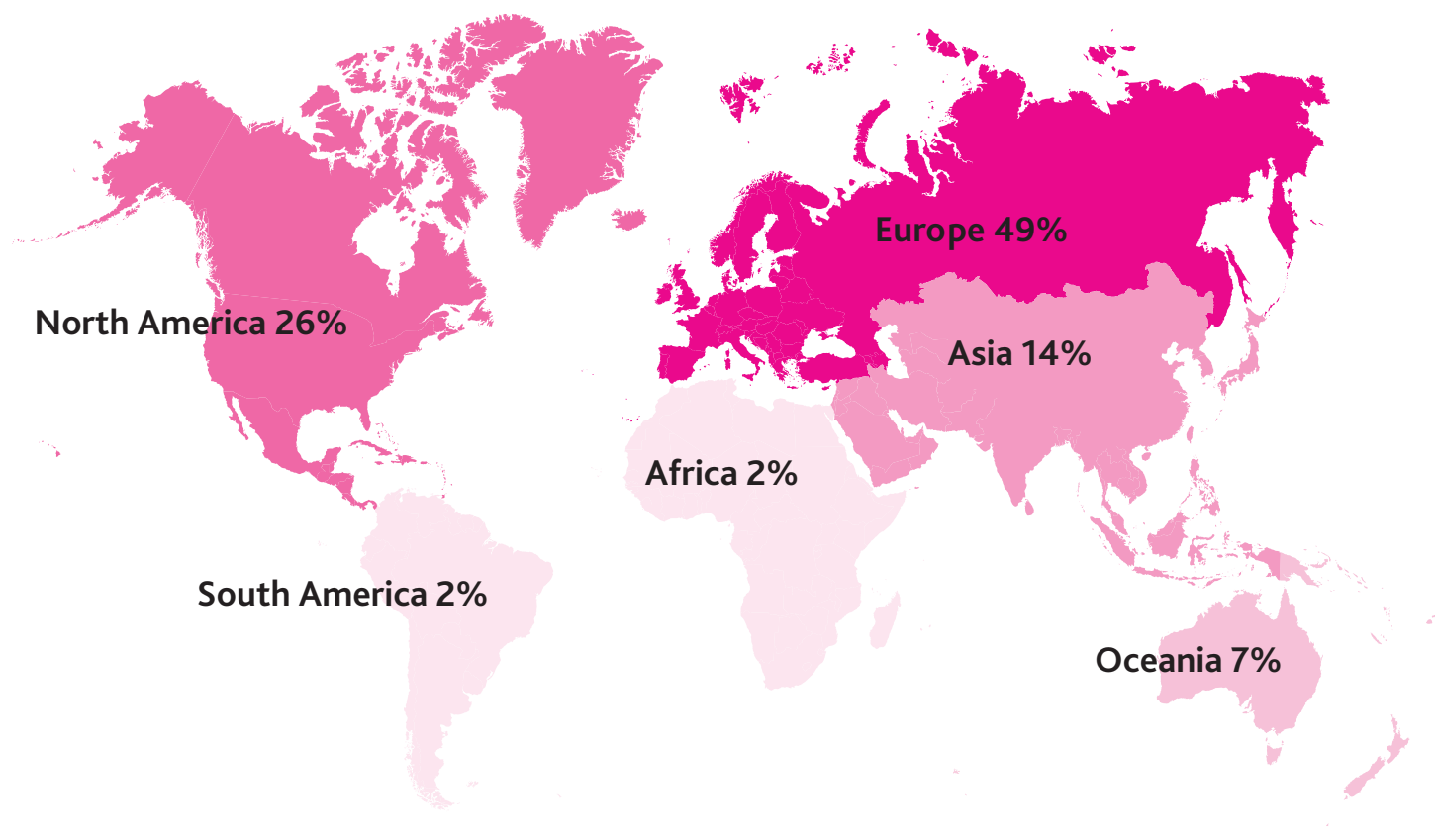


December 2017 = **472,661**

November 2017 = **564,313**

October 2017 = **566,200**

## insidethegames.biz visitors by continent for December 2017



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 daily e-alert of **38%**

## Social networking statistics

at 10th January 2018

-  Total Facebook likes: **34,338**
-  Total Twitter followers: **26,600**
-  Total LinkedIn members: **2,687**



## Most-followed media organisation in the world - 2016 & 2017 Olympic Rankings

For two consecutive years, **insidethegames.biz** has been named the most-followed media organisation in the world in the Olympic Rankings, issued by TSE Consulting in Lausanne, Switzerland.

**insidethegames.biz** ranked higher than outlets such as NBC, BBC and ESPN.

In April 2012, Klout<sup>2</sup> named **insidethegames.biz** as the 3rd most influential Olympic website in the world behind the International Olympic Committee (IOC) and London 2012.

New figures issued by Klout in January 2013 saw **insidethegames.biz** as the 6th most influential Olympic website in the world behind the International Olympic Committee (IOC), United States Olympic Committee (USOC), London 2012, Sochi 2014 and NBC Olympics.

In the spring of 2013, Klout changed the way it measures influence across the web, and it now excludes sites such as **insidethegames.biz**.

<sup>2</sup> www.klout.com measures level of influence across the web.