

# Website Page Impressions

insidethegames.biz gets a visitor every 1.4 seconds

During major events in the Olympic calendar we see record figures

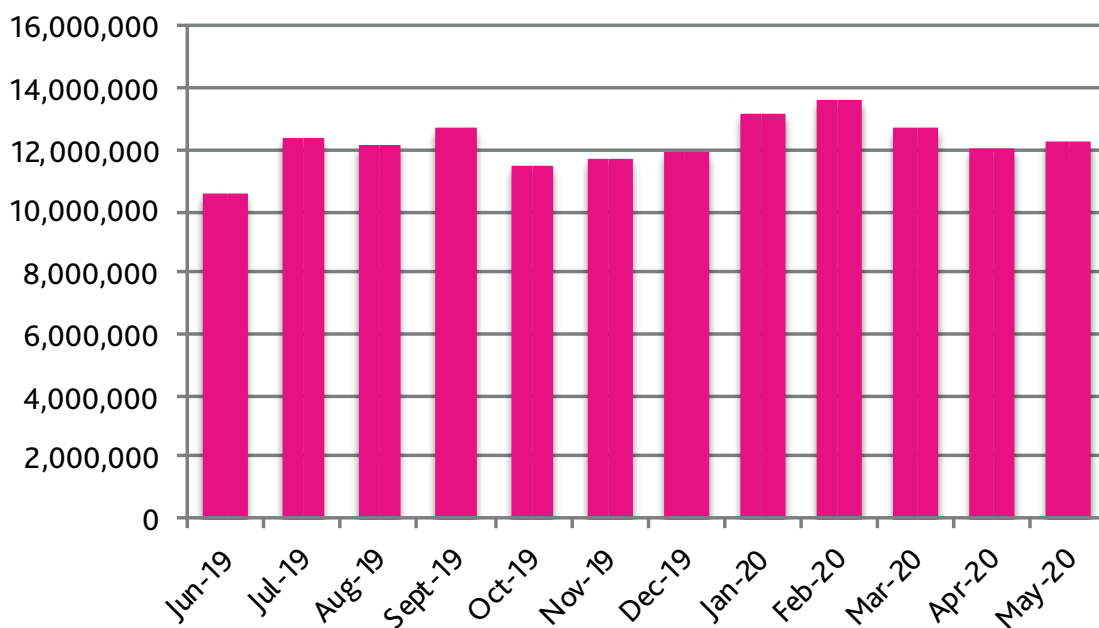
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **19,597,555 page impressions.**

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

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

Average monthly page impressions = **12,594,414**

Website impressions/page views per month



May 2020 = **12,229,300**

April 2020 = **12,044,703**

March 2020 = **12,703,486**

# Website Unique Visitors

Over **1/2 a million** unique visitors read [insidethegames.biz](http://insidethegames.biz) every month

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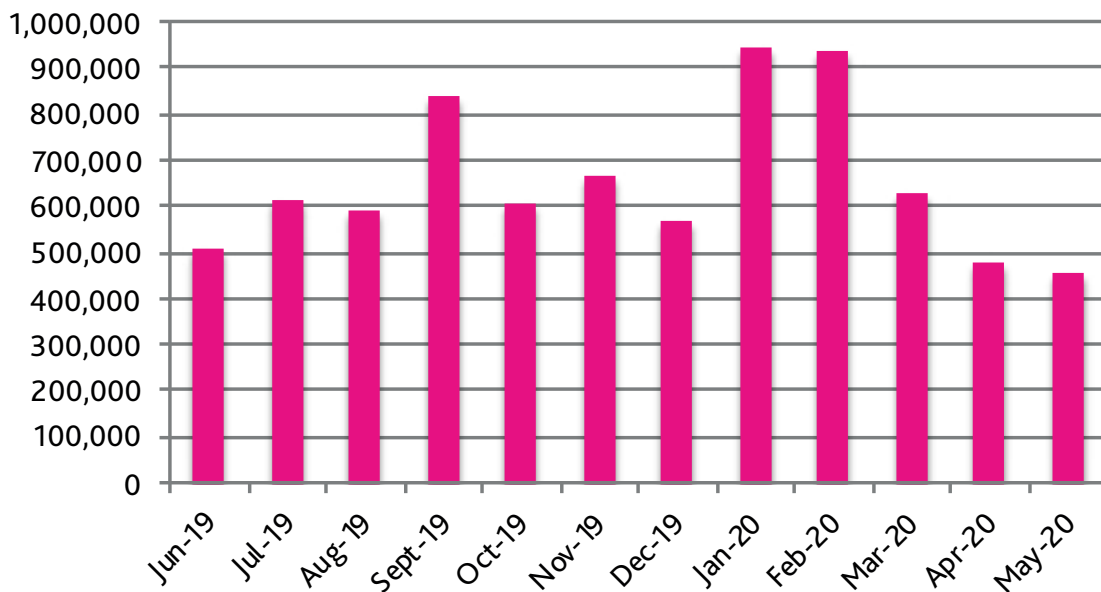
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors**.

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

Average monthly unique visitors = **680,675**

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

## Unique visitors per month

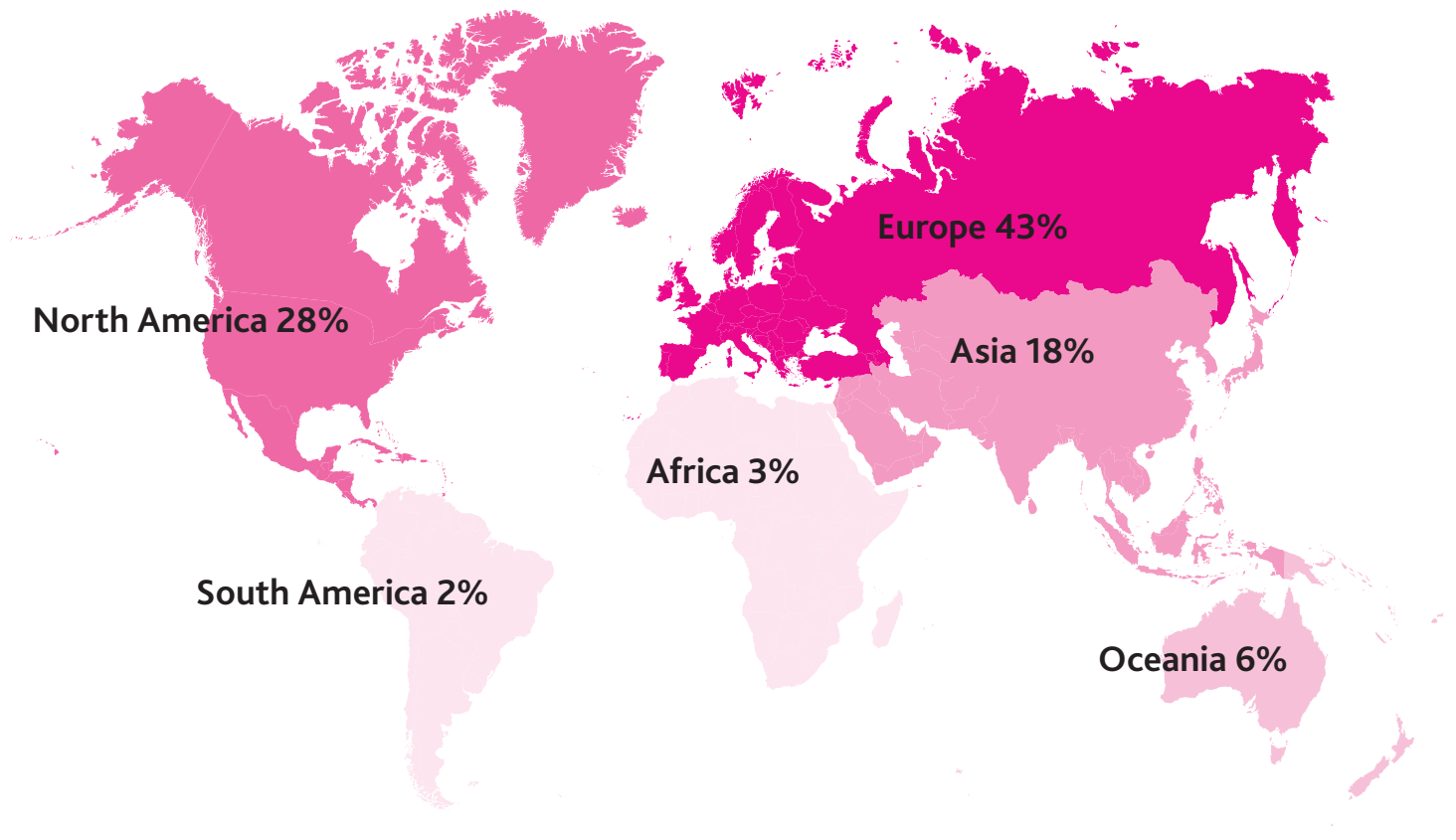


May 2020 = **456,096**

April 2020 = **481,414**

March 2020 = **625,012**

## **insidethegames.biz** visitors by continent for May 2020



The Location Report. This map provides a world-wide breakdown of which continents people visit **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 .....	44%
Taekwondo .....	34%
Do You Know .....	29%
Weekly Editor's Choice.....	27%

## Social networking statistics

at 1st June 2020

-  Total Facebook likes: **37,989**
-  Total Twitter followers: **29,938**
-  Total LinkedIn members: **2,947**



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 Burson Cohn & Wolfe in Lausanne, Switzerland.

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