

Website Page Impressions

insidethegames.biz gets a visitor every 1 second

During major events in the Olympic calendar we see record figures

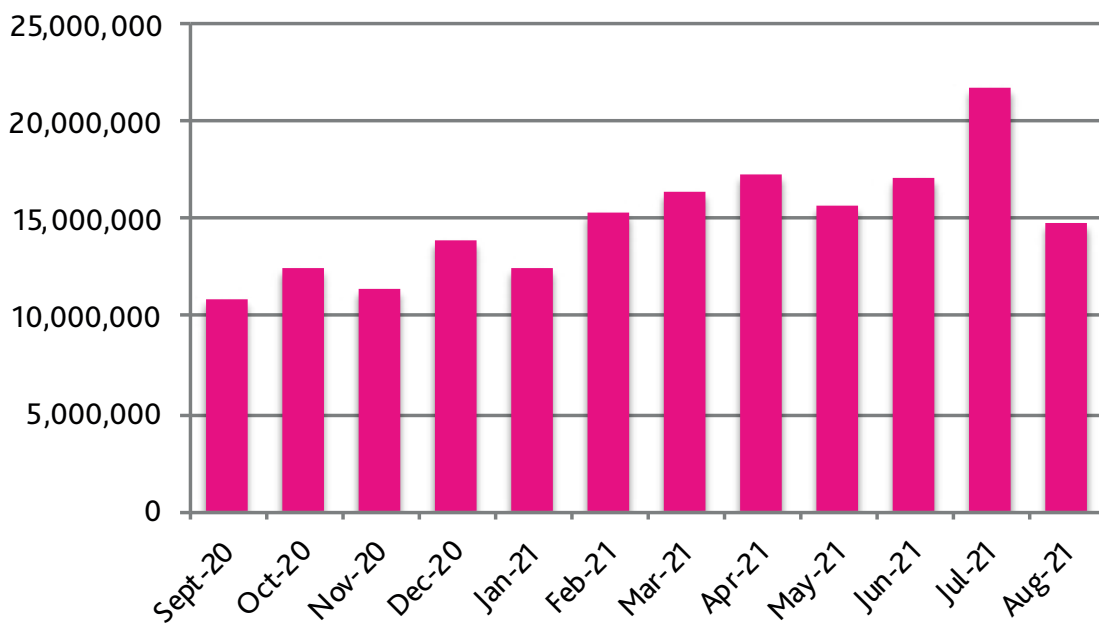
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **19,597,555 page impressions.**

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.**

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

Website impressions/page views per month



August 2021 = **14,814,363**

July 2021 = **21,691,050**

June 2021 = **17,151,105**

Website Unique Visitors

Over **1/2 a million** unique visitors read insidethegames.biz every month

During major events in the Olympic calendar we see record figures

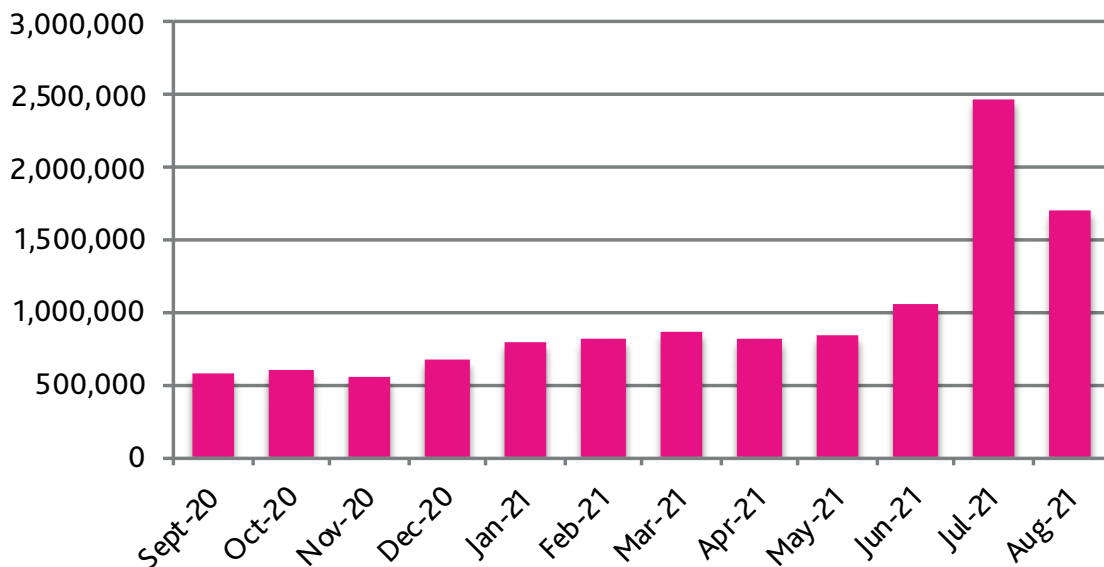
During August 2018, our coverage of the Jakarta Palembang Asian Games saw **1,708,436 unique visitors.**

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

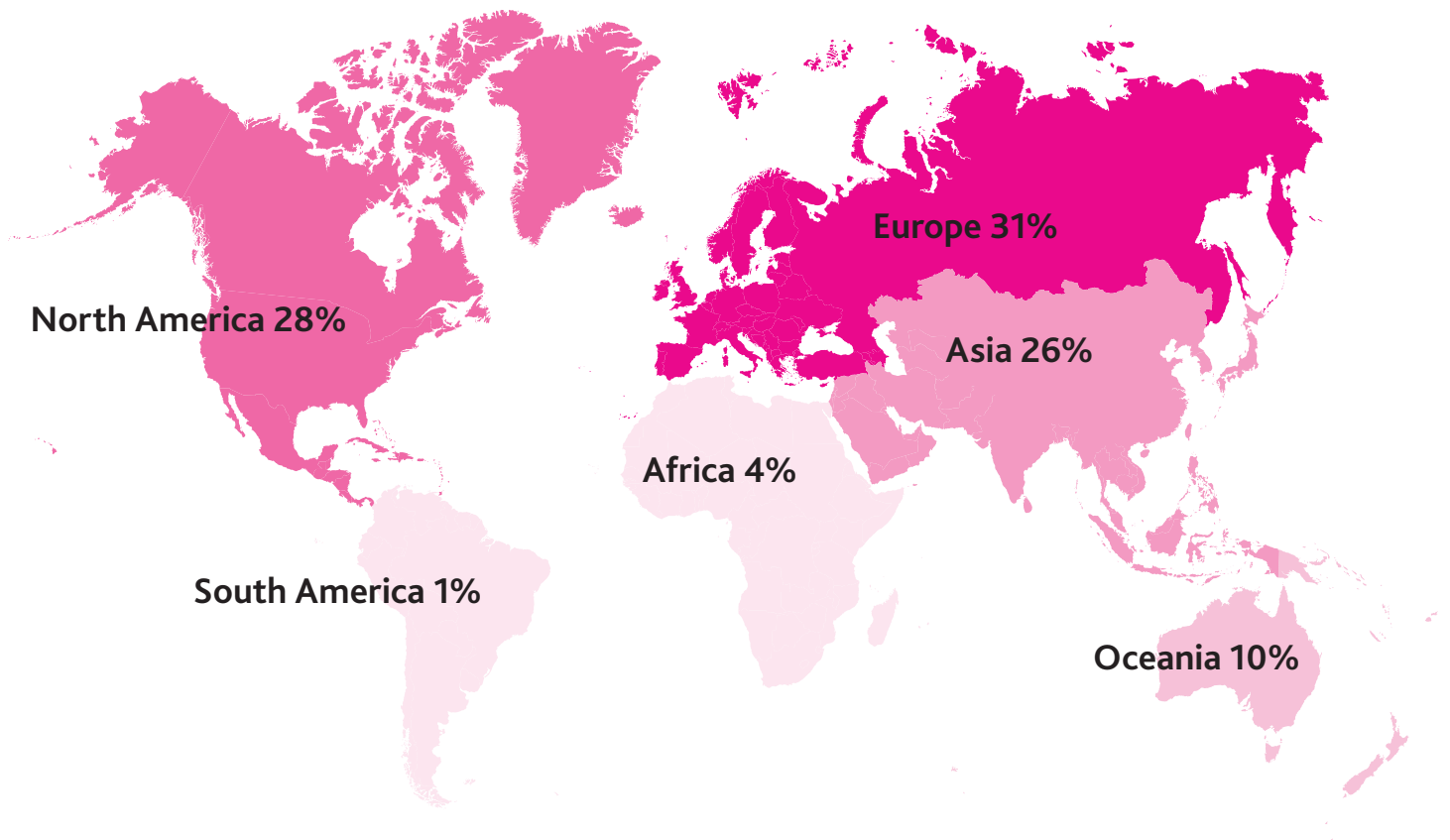


August 2021 = **1,701,036**

July 2021 = **2,456,128**

June 2021 = **1,059,156**

insidethegames.biz visitors by continent for August 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**

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

Daily e-alert	42%
Weekly Editor's Choice.....	30%
Do You Know	27%
Taekwondo	28%

Social networking statistics

at 1st September 2021

 Total **Facebook** followers: **40,975**

 Total **Twitter** followers: **34,547**

 Total **LinkedIn** members: **3,755**



**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 BCW Sport in Lausanne, Switzerland.

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