



# MONGABAY

NEWS & INSPIRATION FROM NATURE'S FRONTLINE



MONGABAY

## **WEBSITE DATA SUMMARY FOR 2023**

*A high-level recap of some figures for Mongabay's main news sections in 2023, including production and readership.*

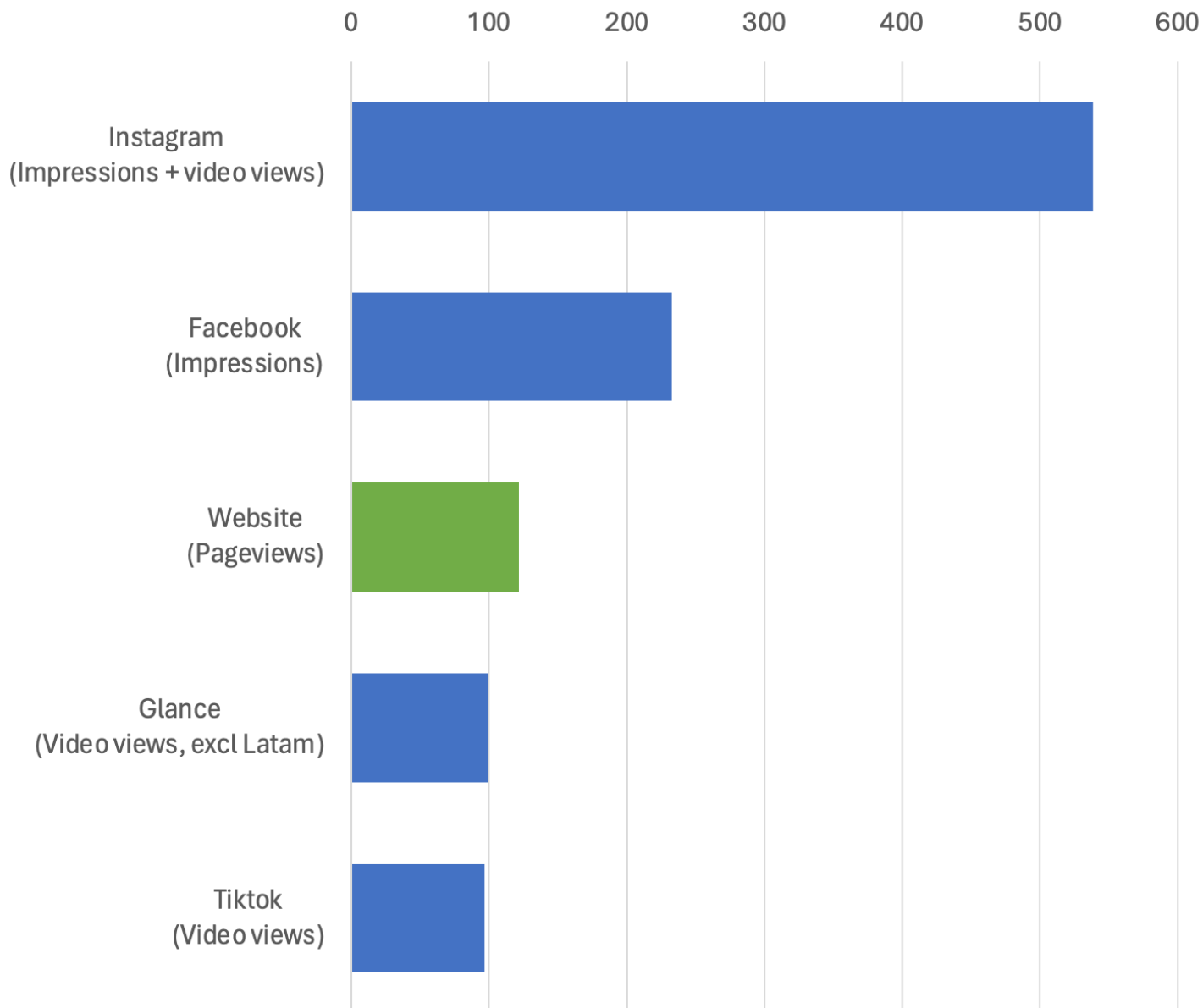
## **MONGABAY WEBSITES**

*Includes data for Mongabay-Brasil (Portuguese), Mongabay-French, Mongabay-India (English and Hindi), Mongabay-Indonesia (Bahasa Indonesia), Mongabay-Latam (Spanish), and Mongabay-News. Excludes other Mongabay sites / apps.*

# Top 5 platforms for Mongabay in 2023

*This document includes only activity on Mongabay's websites, Mongabay.com and Mongabay.co.id, the green bar below. Our stories are also consumed via other platforms, including other media outlets that syndicate our content.*

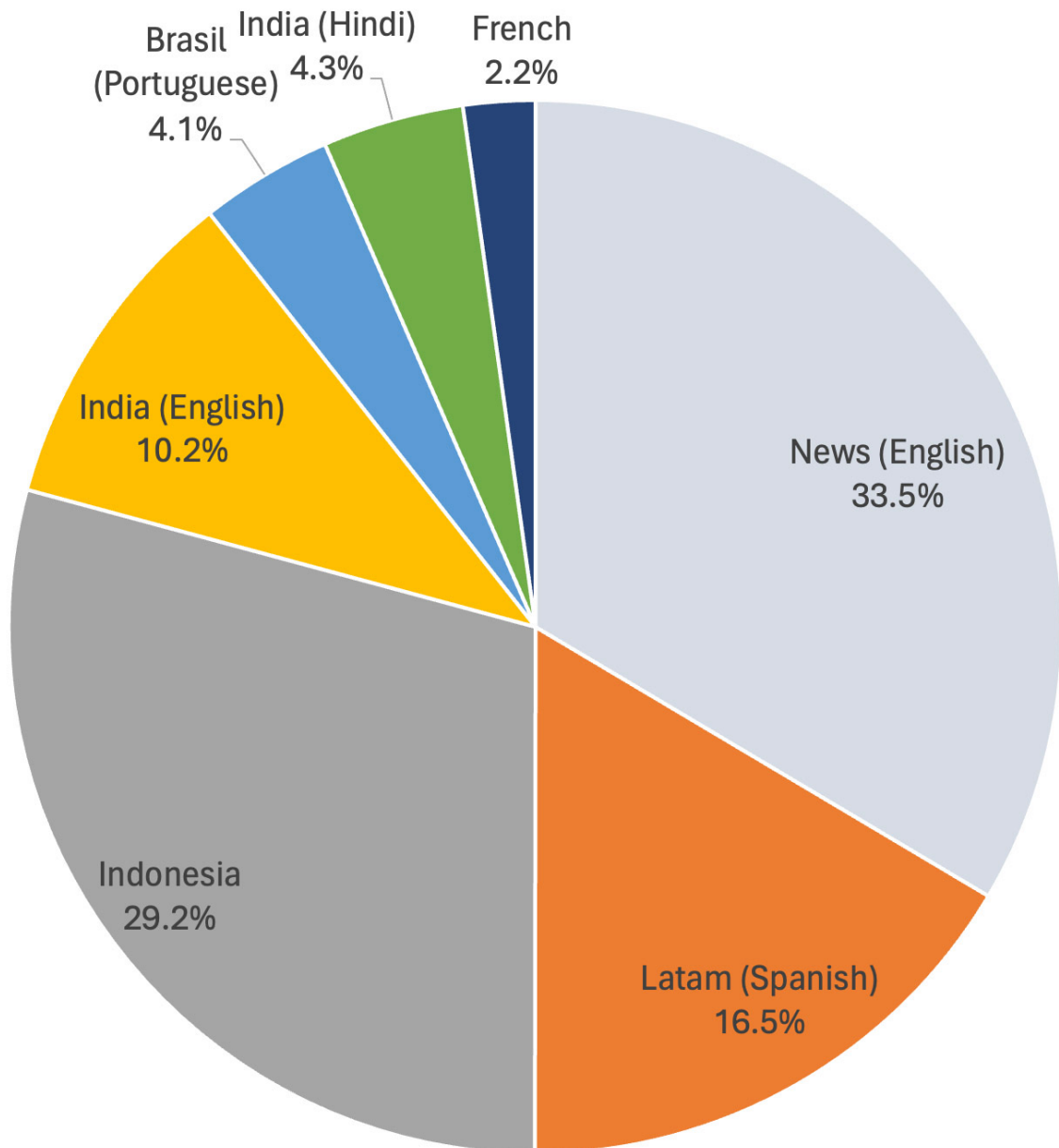
Usage by platform for Mongabay posts in 2023 (Million)



# Story production

*Mongabay produced nearly 5,000 articles across its six main news sites in 2023. Note: this excludes Mongabay Kids and translations in Chinese, German, Italian, and Japanese.*

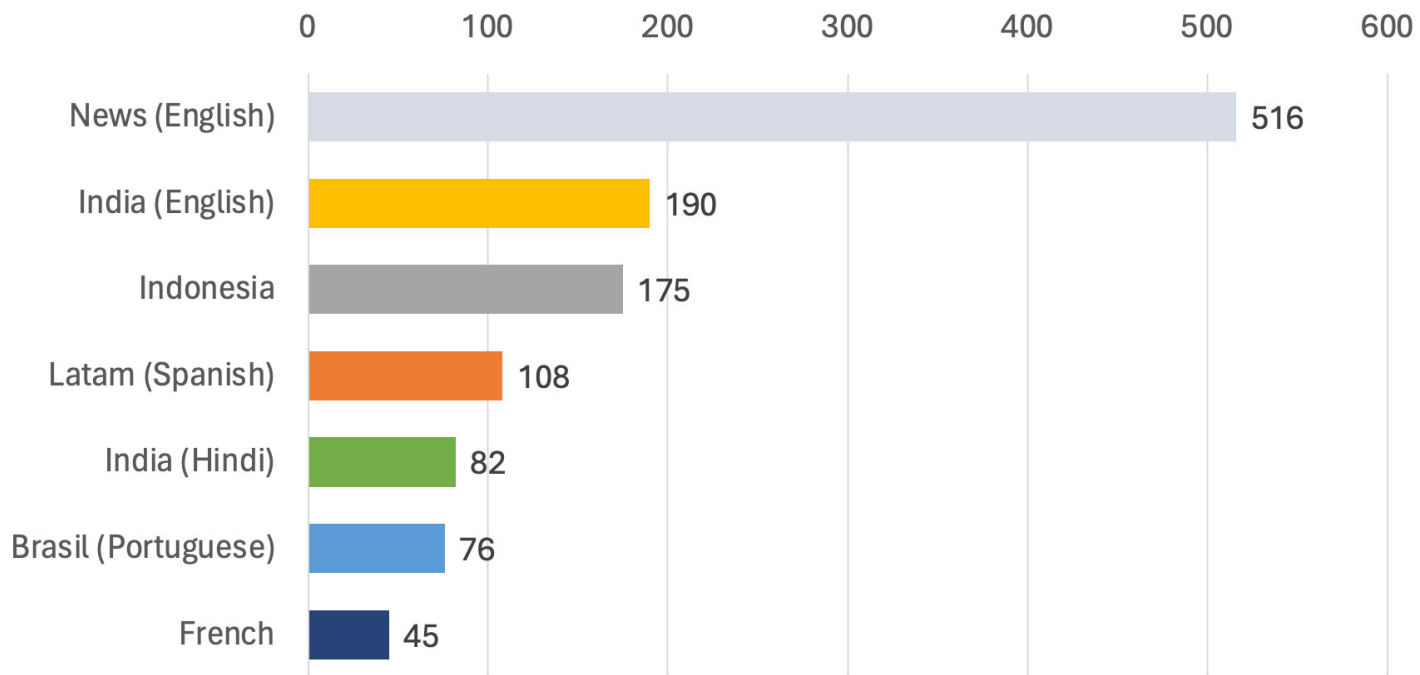
Articles published in 2023, by bureau/language



# Authors of Mongabay stories

*Mongabay had about 900 authors across its six main news sites in 2023. Authors were distributed across more than 70 countries. Note: some authors published in more than one languages, so the sum of the bar chart figures is greater than 900.*

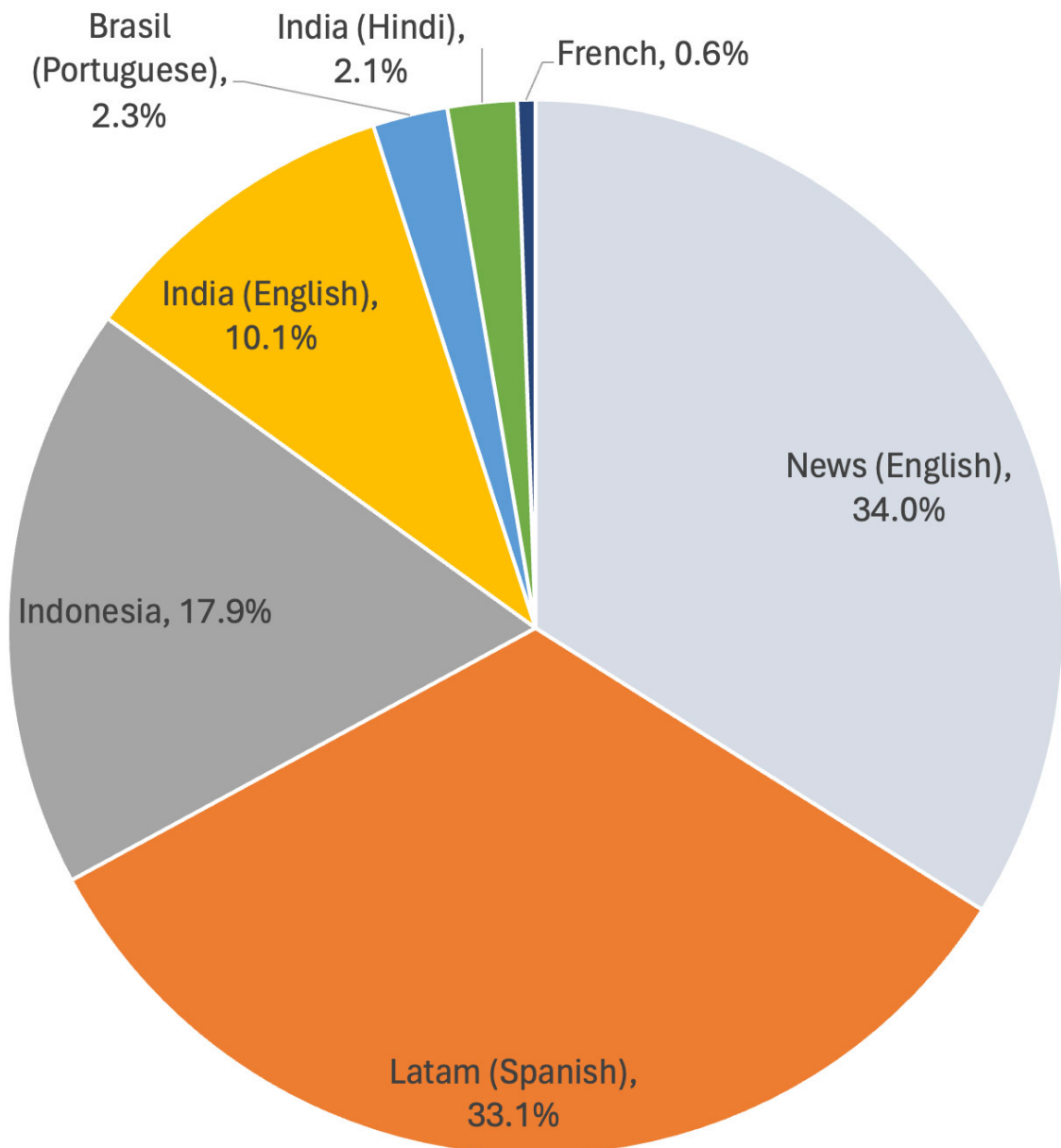
Number of authors in 2023, by bureau / language



# Website traffic by bureau/language

*Mongabay averaged over 7 million visits per month to its websites in 2023. Note: these figures exclude in-app traffic, usage within social media platforms, and readership on sites that syndicate or republish our stories. Videos and podcasts are not included.*

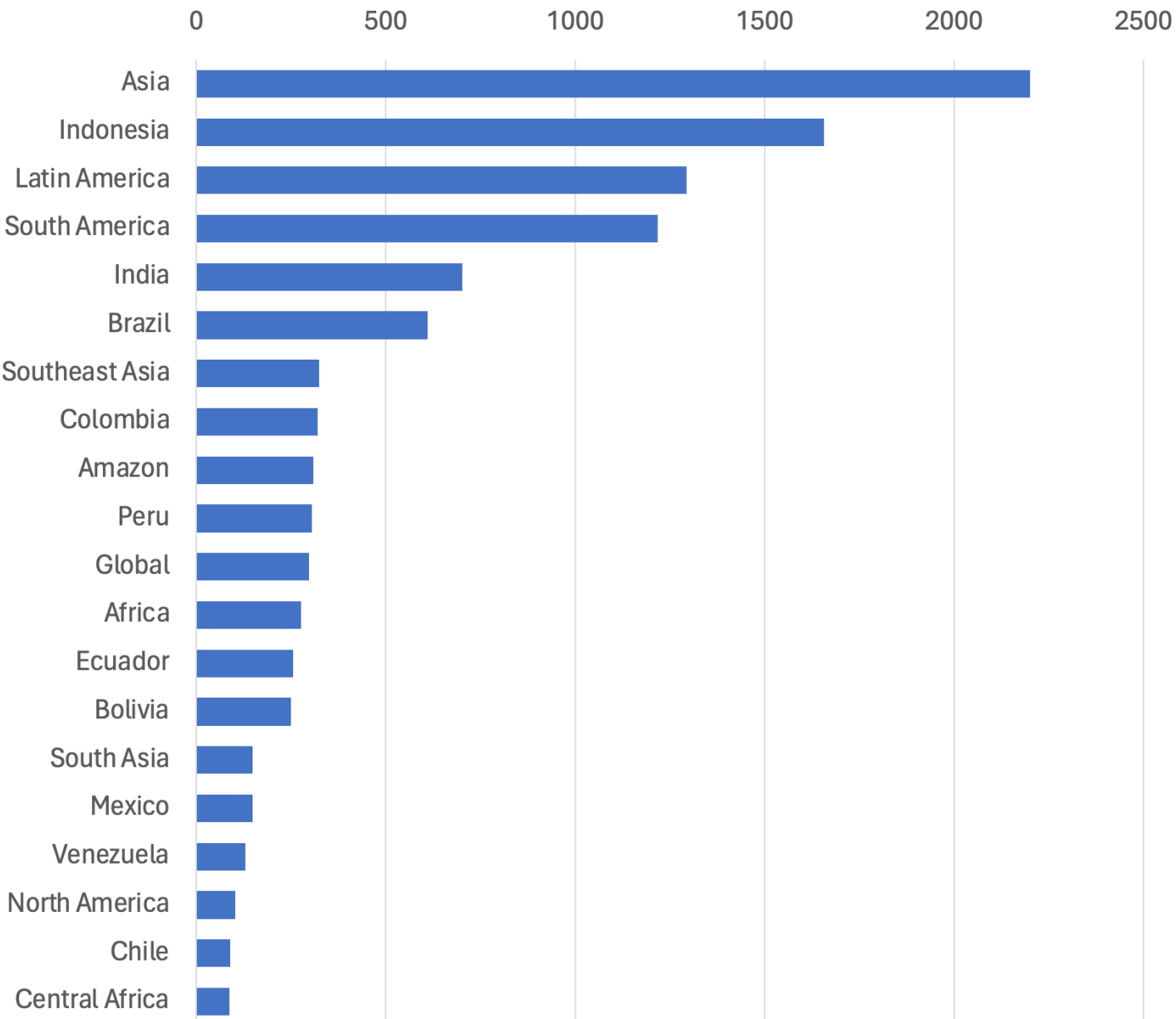
Share of traffic in 2023, by bureau / language



# Coverage of geographies in 2023

*Mongabay used more than 600 location tags across articles published in 2023. This chart shows the 20 most used location tags across our six main news sites. Note: tags have been translated into English to enable summation across languages.*

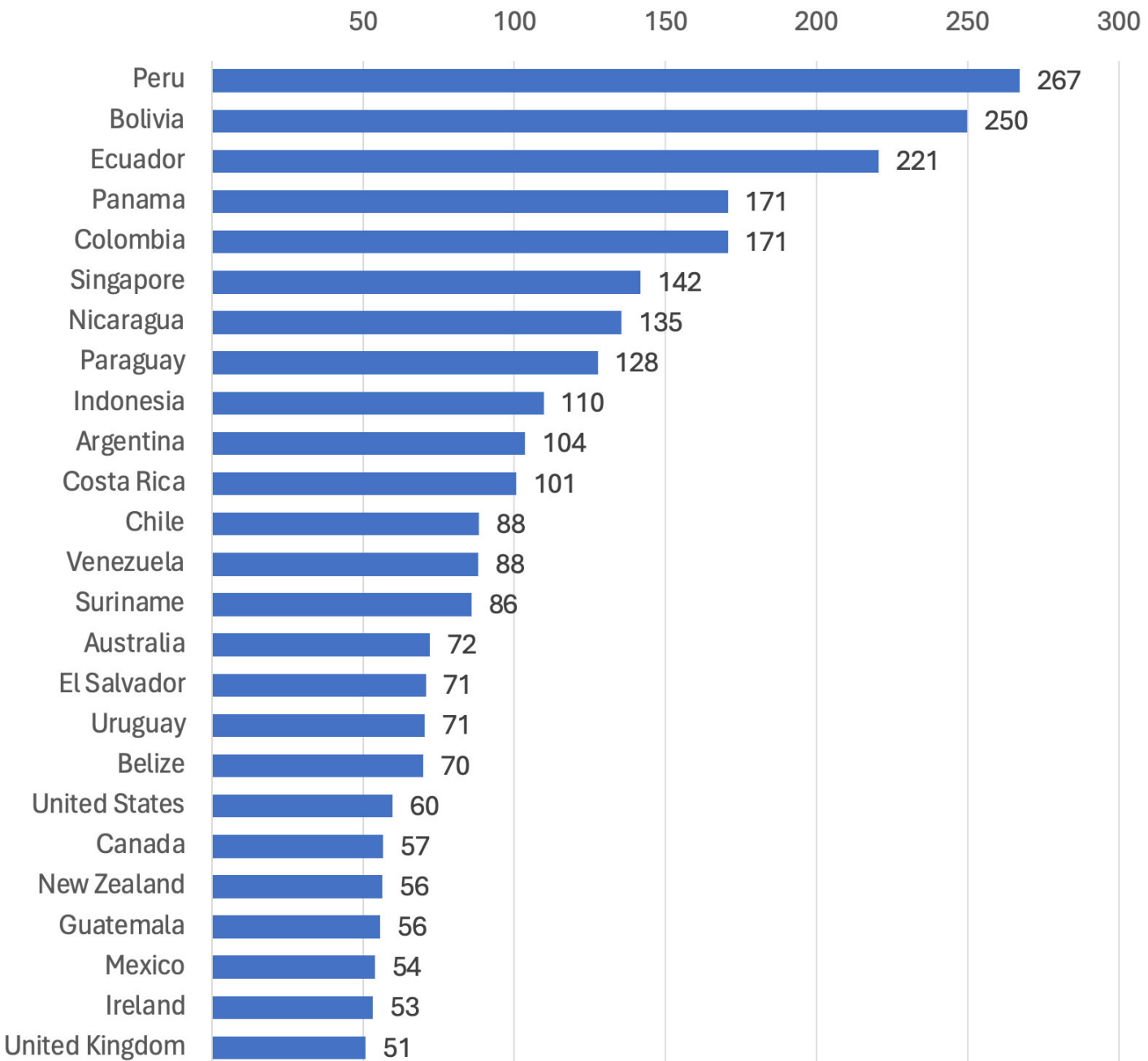
Number of stories published in 2023, by location tags



# Per capita usage within countries in 2023

*2023 readership per 1000 Internet users in a country across Mongabay's six main news sites. Includes countries with more than 10,000 visitors during the year.*

Usage per 1000 Internet users in a country, 2023

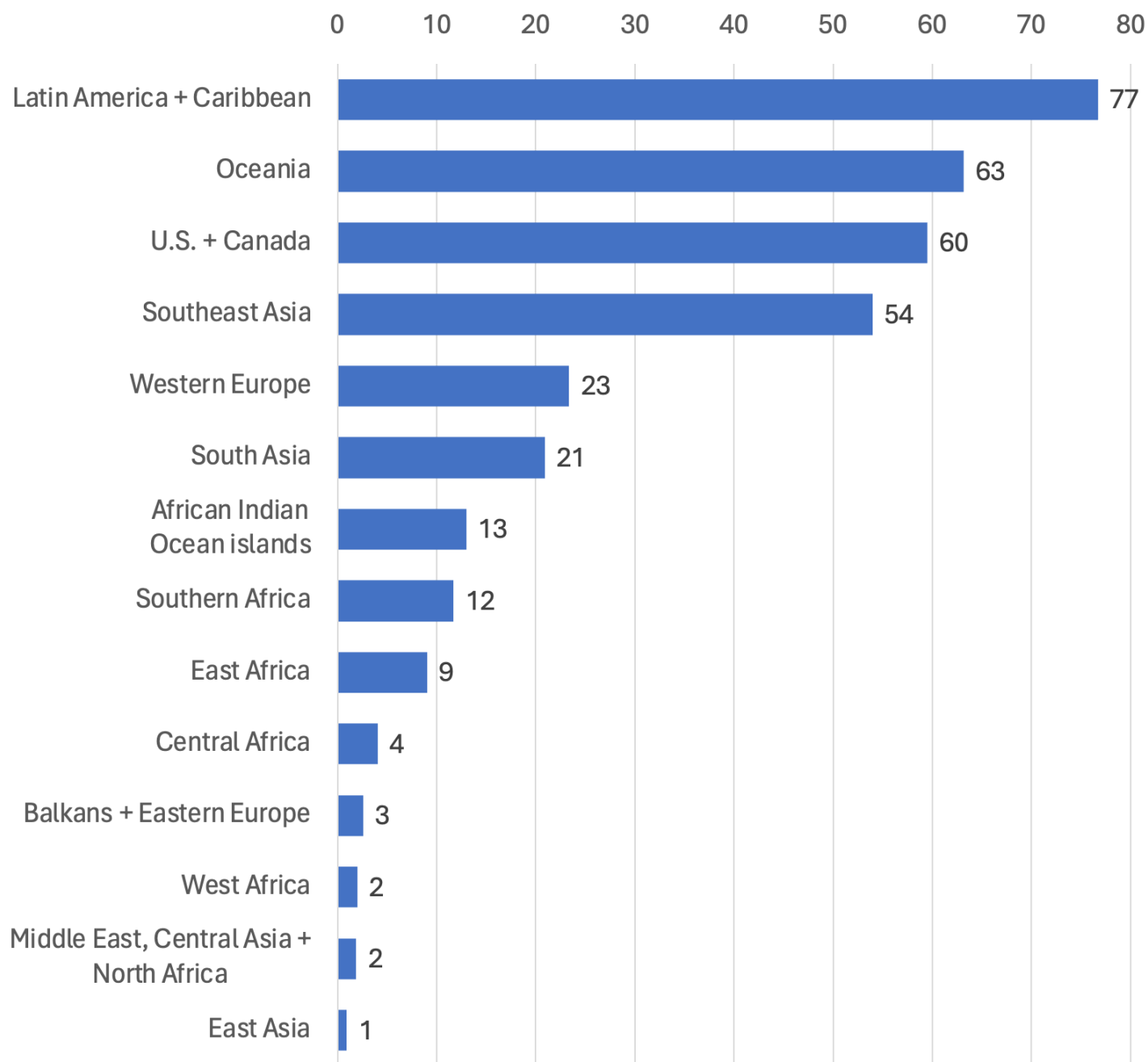




# Per capita usage within regions in 2023

*2023 readership per 1000 Internet users in a region across Mongabay's six main news sites. Includes regions with more than 10,000 visitors during the year.*

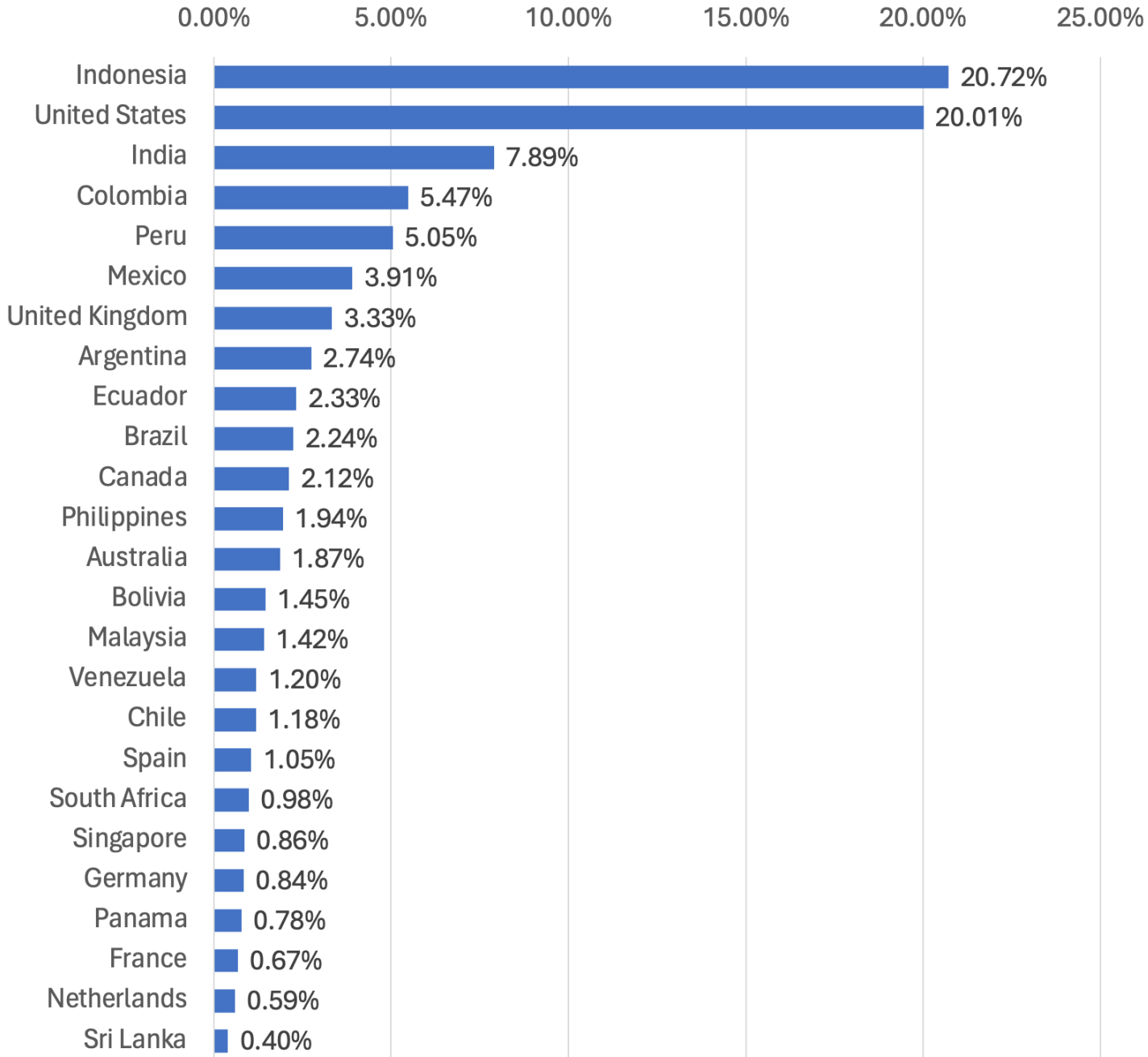
Usage per 1000 Internet users in a region, 2023



# Share of usage within countries in 2023

*Share of usage by country in terms of total time spent on stories across Mongabay's six main news sites in 2023.*

Share of time spent by users' country of access in 2023



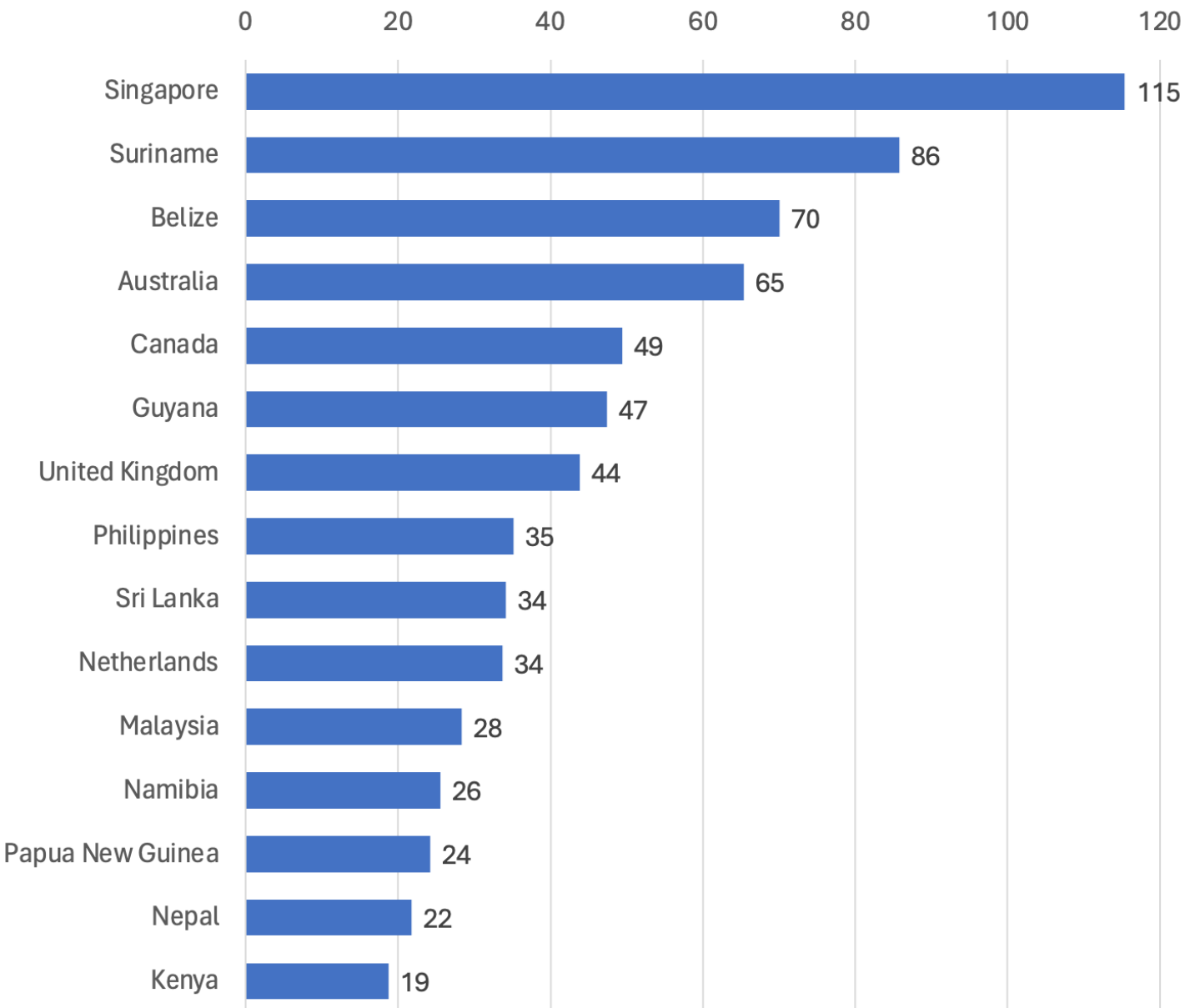
**NEWS.MONGABAY.COM**

*news.mongabay.com is Mongabay's Global English site*

# Readership within countries in 2023

*Readership of articles on news.mongabay.com as determined by traffic relative to the number of Internet users in a country. Limited to countries with a minimum of 15,000 user sessions in 2023.*

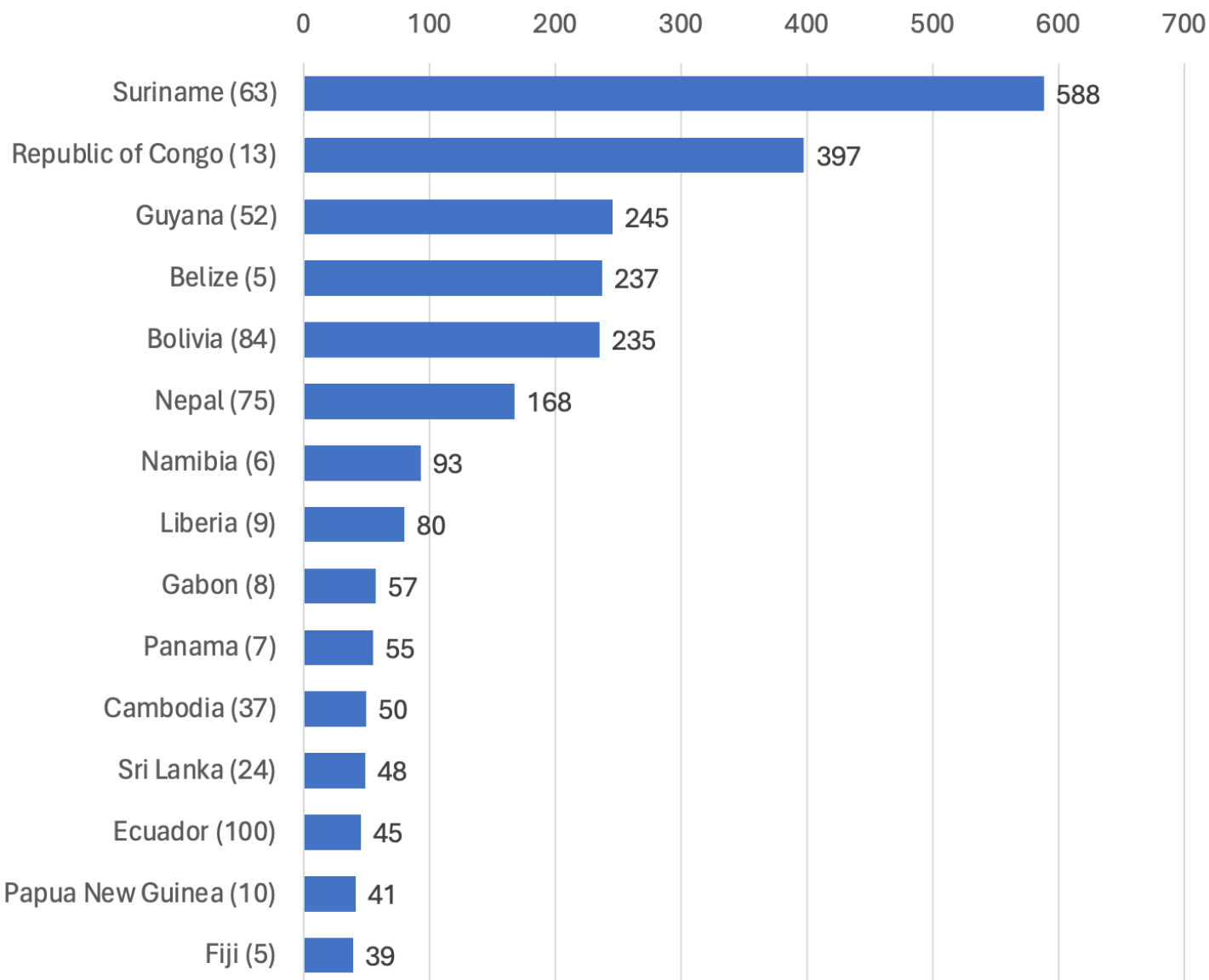
Readership per 1000 Internet users, 2023



# Readership about geographies in 2023

*Readership of articles by location tag on news.mongabay.com in 2023 as determined by traffic relative to the number of Internet users in a country. Limited to countries with a minimum of five published stories. Stories can have more than one location tag.*

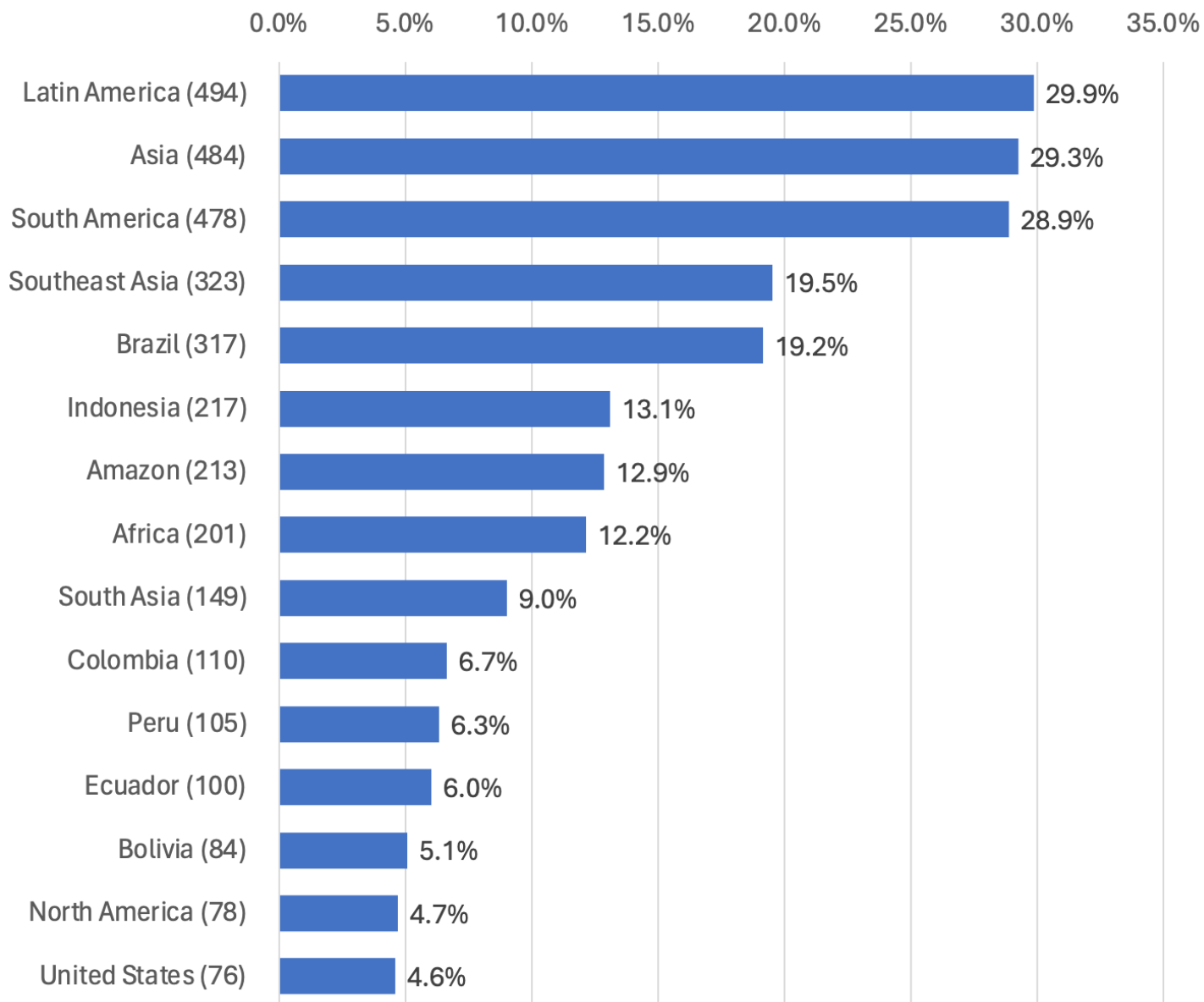
## Readership of stories about a country per 1000 Internet users in that country, 2023



# Coverage of geographies in 2023

*Stories with location tags published in 2023 on news.mongabay.com. Stories can have more than one location tag. Note: Stories are not always tagged with regional tags.*

## Share of stories with a specified location tag, 2023

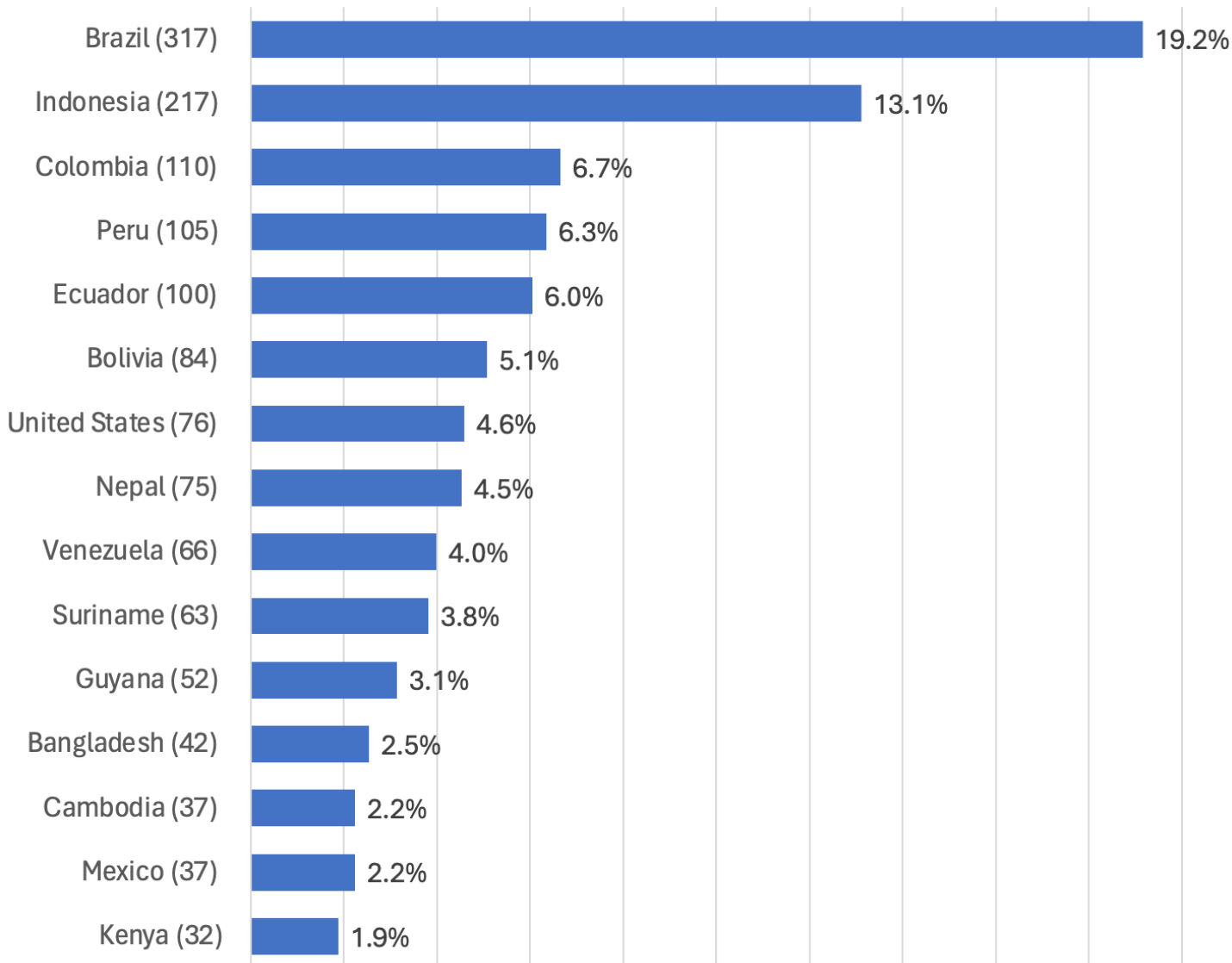


# Coverage of countries in 2023

*Stories with country tags published in 2023 on news.mongabay.com.  
Stories can have more than one location tag.*

## Share of stories with a specified country tag, 2023

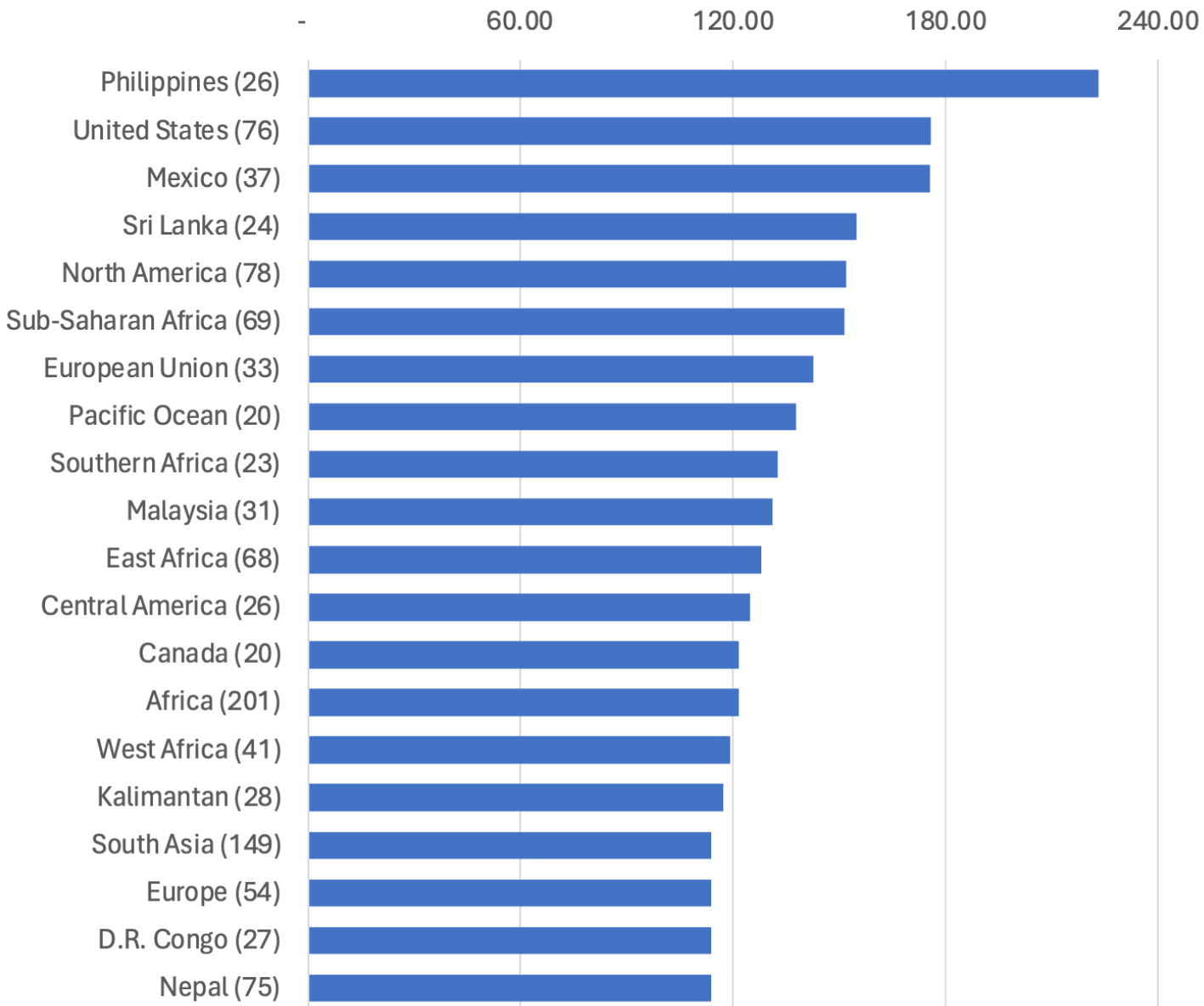
0.0% 2.0% 4.0% 6.0% 8.0% 10.0% 12.0% 14.0% 16.0% 18.0% 20.0%



# Readership about geographies in 2023

*Stories with location tags published in 2023 on news.mongabay.com.  
Median views are relative to the median performance of all articles.  
Excludes locations with less than 20 articles published last year.*

## Highest median readership (Index) by location tag, 2023

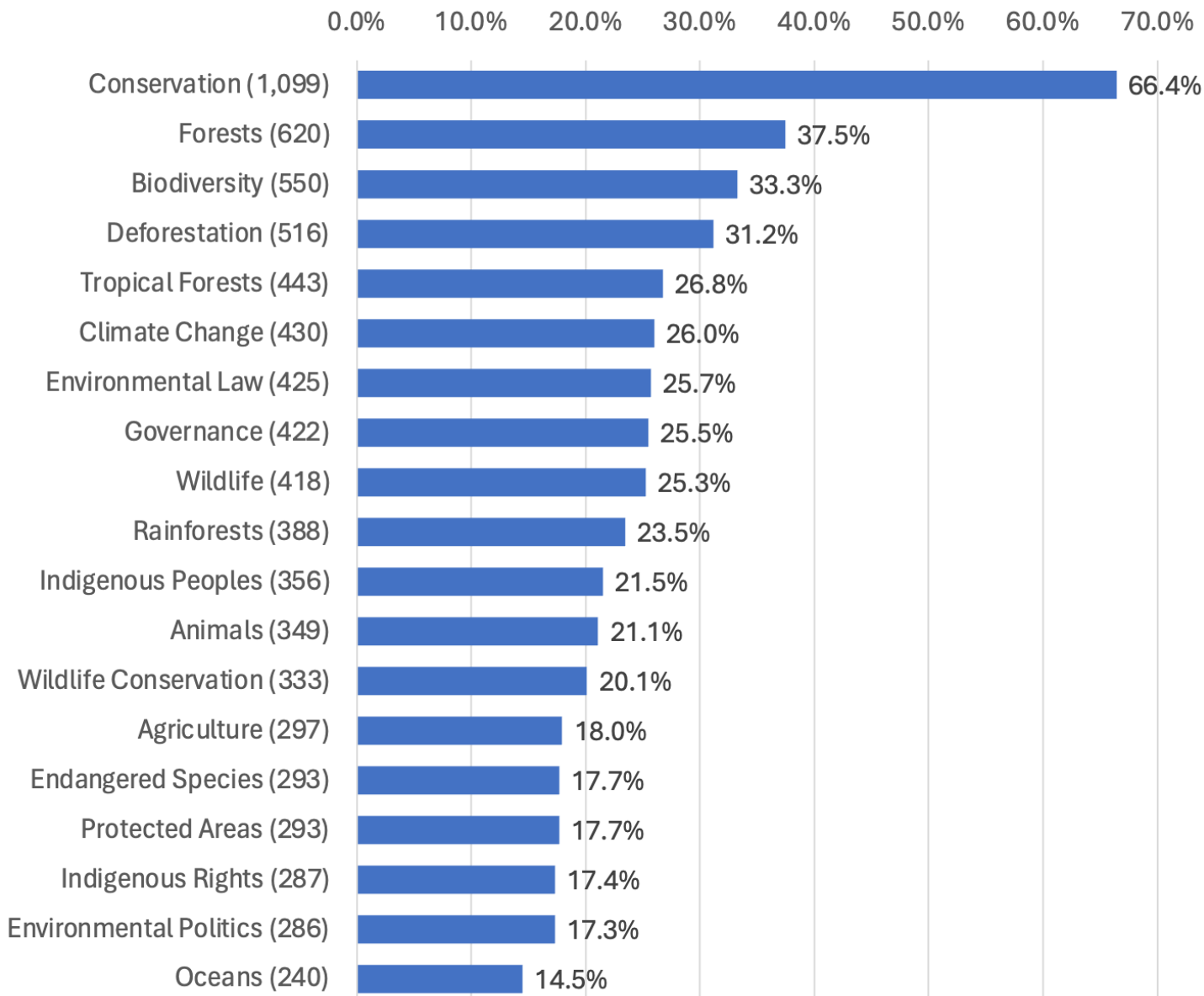




# Coverage of topics in 2023

*Stories with topic tags published in 2023 on news.mongabay.com.  
Stories can have more than one topic tag.*

## Share of stories with a specified topic tag, 2023



# Readership by topic in 2023

*Stories with topic tags published in 2023 on news.mongabay.com. Median views are relative to the median performance of all articles. Excludes topics with less than 20 articles published last year. Stories can have more than one topic tag.*

## Highest median readership (Index) by topic tag, 2023

