

# The Unz Review • An Alternative Media Selection

*A Collection of Interesting, Important, and Controversial Perspectives Largely Excluded from the American Mainstream Media*

## Very Encouraging Website Traffic

RON UNZ • AUGUST 17, 2023 • 900 WORDS • [LEAVE A COMMENT](#)

It's been nearly a year since I last updated the SimilarWeb traffic metrics for our own webzine and eighty-odd others, so I spent a couple of hours doing that. Here's the chart, showing the totals for July, ranked by total Pageviews. Most of the other websites listed are alternative outlets, but I also included a few mainstream ones for comparison purposes.

Publication	Pageviews	Total Visits	Total Hours	Bounce%	Time/V	Pgs/V
<a href="#">ZeroHedge</a>	99,029,000	30,100,000	2,600,306	45.02	5:11	3.29
<a href="#">The Epoch Times</a>	56,952,000	25,200,000	2,303,000	58.22	5:29	2.26
<a href="#">National Review</a>	18,711,000	8,100,000	486,000	58.12	3:36	2.31
<a href="#">Daily Caller</a>	17,933,000	7,900,000	337,944	58.28	2:34	2.27
<a href="#">Infowars</a>	14,460,000	6,000,000	340,000	47.32	3:24	2.41
<a href="#">Daily Stormer</a>	11,235,000	2,100,000	284,083	24.81	8:07	5.35
<a href="#">Jacobin Magazine</a>	9,936,000	4,800,000	258,667	58.40	3:14	2.07
<a href="#">Reason Magazine</a>	8,778,000	3,800,000	168,889	64.74	2:40	2.31
<a href="#">The Unz Review</a>	<b>8,505,000</b>	<b>2,700,000</b>	<b>204,750</b>	<b>40.81</b>	<b>4:33</b>	<b>3.15</b>
<a href="#">LewRockwell</a>	7,904,000	1,900,000	282,889	39.72	8:56	4.16
<a href="#">Unherd</a>	7,242,000	3,400,000	122,778	62.63	2:10	2.13
<a href="#">Alternet</a>	6,980,000	2,000,000	133,333	46.89	4:00	3.49
<a href="#">Foreign Policy</a>	6,574,000	3,800,000	90,778	71.35	1:26	1.73
<a href="#">Moon of Alabama</a>	6,330,000	3,000,000	104,167	56.90	2:05	2.11
<a href="#">Conservative Treehouse</a>	5,712,000	2,800,000	175,000	53.52	3:45	2.04
<a href="#">Prager U</a>	5,475,000	2,500,000	115,972	62.58	2:47	2.19
<a href="#">Lifesite News</a>	5,208,000	2,400,000	104,667	59.50	2:37	2.17
<a href="#">The Daily Sceptic</a>	4,807,000	1,900,000	78,639	52.75	2:29	2.53
<a href="#">New Republic</a>	4,698,000	2,900,000	64,444	70.11	1:20	1.62
<a href="#">VoxDay</a>	4,416,000	2,300,000	142,472	56.46	3:43	1.92
<a href="#">Marginal Revolution</a>	4,326,000	2,100,000	118,417	56.86	3:23	2.06
<a href="#">The Intercept</a>	4,077,000	2,700,000	56,250	75.44	1:15	1.51
<a href="#">American Renaissance</a>	4,008,628	789,100	73,649	38.76	5:36	5.08
<a href="#">Mother Jones</a>	3,542,000	2,200,000	52,556	69.18	1:26	1.61
<a href="#">The Nation</a>	3,325,000	1,900,000	41,167	70.27	1:18	1.75
<a href="#">Tablet Magazine</a>	3,152,000	1,600,000	56,889	68.85	2:08	1.97
<a href="#">Asia Times</a>	3,056,000	1,600,000	43,111	65.35	1:37	1.91
<a href="#">American Greatness</a>	2,955,000	1,500,000	58,750	65.69	2:21	1.97
<a href="#">Childrens Health Defense</a>	2,592,000	1,200,000	39,333	63.69	1:58	2.16

<a href="#"><u>The American Conservative</u></a>	2,398,000	1,100,000	29,333	65.86	1:36	2.18
<a href="#"><u>Counter-Currents</u></a>	2,295,536	541,400	50,982	49.19	5:39	4.24
<a href="#"><u>Global Research</u></a>	2,250,440	886,000	42,823	57.77	2:54	2.54
<a href="#"><u>CounterPunch</u></a>	2,168,000	800,000	52,444	58.70	3:56	2.71
<a href="#"><u>World Socialist Website</u></a>	2,041,000	1,300,000	29,972	73.55	1:23	1.57
<a href="#"><u>VoltaireNet</u></a>	1,985,038	784,600	17,654	60.41	1:21	2.53
<a href="#"><u>City Journal</u></a>	1,920,000	1,200,000	28,333	74.61	1:25	1.60
<a href="#"><u>SPLC</u></a>	1,888,600	994,000	23,746	72.14	1:26	1.90
<a href="#"><u>Rense.com</u></a>	1,620,136	826,600	50,974	68.28	3:42	1.96
<a href="#"><u>Signs of the Times</u></a>	1,615,999	744,700	34,546	54.50	2:47	2.17
<a href="#"><u>The Brownstone Institute</u></a>	1,536,860	668,200	49,187	47.72	4:25	2.30
<a href="#"><u>Naked Capitalism</u></a>	1,466,520	606,000	42,420	43.18	4:12	2.42
<a href="#"><u>Takimag</u></a>	1,350,193	477,100	27,698	40.96	3:29	2.83
<a href="#"><u>Current Affairs</u></a>	1,325,467	523,900	32,307	63.89	3:42	2.53
<a href="#"><u>Antiwar.com</u></a>	1,303,868	559,600	26,892	59.84	2:53	2.33
<a href="#"><u>The Right Stuff</u></a>	1,292,976	350,400	30,855	35.44	5:17	3.69
<a href="#"><u>Strategic Culture</u></a>	1,210,320	504,300	19,051	57.57	2:16	2.40
<a href="#"><u>VDare</u></a>	1,197,342	350,100	17,797	46.69	3:03	3.42
<a href="#"><u>The Cradle</u></a>	1,112,714	424,700	20,645	67.82	2:55	2.62
<a href="#"><u>Harpers</u></a>	1,031,295	523,500	18,759	70.52	2:09	1.97
<a href="#"><u>The Grayzone</u></a>	964,816	513,200	13,115	59.28	1:32	1.88
<a href="#"><u>StormFront</u></a>	948,495	170,900	14,954	43.85	5:15	5.55
<a href="#"><u>Consortium News</u></a>	853,578	431,100	11,137	65.26	1:33	1.98
<a href="#"><u>The Duran</u></a>	796,240	296,000	19,404	48.35	3:56	2.69
<a href="#"><u>Quillette</u></a>	639,360	444,000	21,830	53.33	2:57	1.44
<a href="#"><u>Occidental Observer</u></a>	635,253	218,300	13,947	52.12	3:50	2.91
<a href="#"><u>Commentary Magazine</u></a>	633,150	281,400	9,849	65.62	2:06	2.25
<a href="#"><u>Nation of Islam</u></a>	622,635	154,500	13,519	43.57	5:15	4.03
<a href="#"><u>The Baffler</u></a>	527,828	269,300	8,677	63.41	1:56	1.96
<a href="#"><u>Information Clearinghouse</u></a>	481,200	200,500	10,359	56.24	3:06	2.40
<a href="#"><u>Off Guardian</u></a>	402,720	167,800	5,220	50.94	1:52	2.40
<a href="#"><u>In These Times</u></a>	379,620	222,000	7,832	72.51	2:07	1.71
<a href="#"><u>Renegade Tribune</u></a>	365,660	155,600	9,250	60.17	3:34	2.35
<a href="#"><u>Chronicles</u></a>	362,490	168,600	6,650	51.51	2:42	2.15
<a href="#"><u>Mintpress News</u></a>	361,190	190,100	5,439	68.78	1:43	1.90
<a href="#"><u>CounterCurrents.org</u></a>	354,956	181,100	3,672	76.62	1:13	1.96
<a href="#"><u>MondoWeiss</u></a>	341,979	141,900	3,548	65.88	1:30	2.41
<a href="#"><u>Paul Craig Roberts</u></a>	336,810	163,500	5,677	56.97	2:05	2.06
<a href="#"><u>Swiss Propaganda</u></a>	262,122	110,600	4,363	60.81	2:22	2.37

<a href="#"><u>Culture Wars</u></a>	255,606	67,800	7,759	34.67	6:52	3.77
<a href="#"><u>TruthDig</u></a>	239,922	148,100	4,854	71.39	1:58	1.62
<a href="#"><u>Vineyard of the Saker</u></a>	174,326	86,300	2,325	58.80	1:37	2.02
<a href="#"><u>Red Ice</u></a>	172,406	69,800	2,986	44.52	2:34	2.47
<a href="#"><u>WhoWhatWhy</u></a>	144,150	96,100	3,043	68.41	1:54	1.50
<a href="#"><u>National Justice</u></a>	131,175	47,700	3,286	49.55	4:08	2.75
<a href="#"><u>Veterans Today</u></a>	106,196	55,600	1,838	62.28	1:59	1.91
<a href="#"><u>Occidental Dissent</u></a>	105,711	50,100	1,058	63.18	1:16	2.11
<a href="#"><u>Op Ed News</u></a>	101,752	32,200	966	53.19	1:48	3.16
<a href="#"><u>Tom Woods</u></a>	76,109	40,700	882	62.88	1:18	1.87
<a href="#"><u>TomDispatch</u></a>	72,504	47,700	729	66.76	0:55	1.52
<a href="#"><u>IHR</u></a>	70,140	33,400	4,537	36.97	8:09	2.10
<a href="#"><u>Dissident Voice</u></a>	46,980	26,100	631	56.32	1:27	1.80
<a href="#"><u>Russia Insider</u></a>	28,951	22,100	982	63.15	2:40	1.31
<a href="#"><u>Anti-Empire</u></a>	10,488	13,800	280	57.93	1:13	0.76

Overall, the results were quite encouraging, even surprisingly so, especially after I considered the shifts since [the September 2022 totals](#).

Our Pageview totals had increased by about 50% in the last year, with hours spent on the website rising by 60%. Meanwhile, some of the largest websites had actually suffered considerable declines, with *ZeroHedge* losing one-third of its traffic while *InfoWars* and *The Daily Stormer* both declined almost 40%, hardly surprising given the massive campaign of suppression against them. But the traffic to many other websites dropped as well, and as a consequence, we rose from the 17th spot on this particular list to the 9th, vying with *Reason Magazine* in total Pageviews and easily exceeding it in hours spent.

Some of the other comparisons were equally remarkable. Last year we had less than one-quarter the traffic of *National Review* and less than one-third that of *The Daily Caller*; but the combination of their declines and our rise has now given us nearly half their monthly traffic in each case. I'd certainly never expected we'd reach such a large fraction of the readership at either of those two large mainstream conservative publications.

Similarly, I was quite surprised to see that we'd pulled far ahead of such an influential establishmentarian outlet as *Foreign Policy*, while also getting far more Pageviews than the combined total for *The New Republic* and *The Nation*, two of America's oldest publications, whose histories stretch back more than a century. And We're now getting roughly four times the traffic of either *The American Conservative* or *CounterPunch*, while accumulating seven times the hours spent at the former.

Some of my remarks from last year are still just as relevant today and worth repeating:

Moreover, we have achieved this success despite the severe handicap of **being banned by Facebook and having all our pages deranked by Google**, with those twin gatekeepers of the global Internet thus doing whatever they can to prevent readers from finding our material.

But for me, the sweetest results came when I noticed our performance relative to that of a publication closely associated with a different Tech titan, a webzine launched almost simultaneously with our own but possessing vastly greater financial and professional resources.

Co-founded by renowned investigative journalist Glenn Greenwald and backed by a pledge of enormous financial support by multi-billionaire Pierre Omidyar, the *Intercept* seemed likely to transform global journalism, but such was not the case.

The inputs were certainly enormous. According to the **Form 990 filings**, during the years 2013 to 2020, the publication absorbed almost \$160 million, and with annual expenses recently running nearly \$30 million per year, the aggregate total is now probably north of \$200 million, an astonishing amount of money for a webzine.

Yet by the time of Greenwald's angry resignation in October 2020, I was shocked to discover that the readership of the *Intercept* **was only 50% greater than ours**. That advantage had dropped **to just 8% by January of this year**, and today our traffic is more than 20% greater. Our own publication has always been run on a shoe-string, and it's heartening to see that offering controversial, interesting content may achieve results better than that produced by an all-star team of journalists backed by an ocean of funding.

- **Glenn Greenwald Escapes His \$100 Million Webzine**

Ron Unz • *The Unz Review* • November 1, 2020 • 2,700 Words

The only difference from last year is the rise in our readership combined with the continuing decline in that of the *Intercept* means that our monthly traffic is now more than twice theirs; meanwhile their \$30 million in ongoing annual expenditures has boosted their total sunk costs to well over \$200 million, an absolutely astonishing figure for a publication that these days apparently attracts far fewer readers than some one-man blogsites.

These recent readership numbers are so strong that although SimilarWeb is the leading source of web traffic metrics, I'm not sure I really believe that they're correct. It's also very possible that July was an unusually strong month, unlikely to be repeated.

Indeed, our numbers would have been substantially boosted by my recent trilogy of lengthy World War II pieces, the first of which attracted more early readership than almost anything

else previously published on this website while doing better than any article I'd published in the last decade.

- [Why Everything You Know About World War II Is Wrong](#)  
Ron Unz and Mike Whitney • *The Unz Review* • June 12, 2023 • 12,600 Words
- [More Falsehoods of World War II](#)  
Ron Unz • *The Unz Review* • June 19, 2023 • 7,500 Words
- [Hitler, Churchill, the Holocaust, and the War in Ukraine](#)  
Ron Unz and Mike Whitney • *The Unz Review* • July 17, 2023 • 9,700 Words

Finally, I've also done several recent podcast interviews in the last couple of weeks, all of which seemed to go well.

*Michael Rectenwald Podcast* • [American Pravda](#) • July 31, 2023 • 1hr 44m

*Patrick Casey* • [Hidden History of Affirmative Action](#) • August 10, 2023 • 1hr 55m

*Michael Farris Podcast* • [RFK Jr. on JFK Assassination](#) • August 1, 2023 • 1hr 6m

[VIDEO LINK](#)

### Related Reading:

- [Less Than \\$200 Million But Also More](#)
- [New EBooks, Podcast Solicitations, and Website Traffic](#)
- [Twelve Months After Being Purged by Facebook and Google](#)
- [Glenn Greenwald Escapes His \\$100 Million Webzine](#)
- [Record-Breaking Traffic Despite Our Purge from Google and Facebook](#)
- [Our Traffic Now Far Exceeding the Venerable New Republic](#)