



## Canadian Society of Military Medals & Insignia

**CSMMI WEBSITE ANNUAL REPORT - 2023 - 2024**  
**June 16, 2023 to June 15 2024**

Report Date  
 June 19, 2024

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The CSMMI.com website is one part of the communications toolbox of the CSMMI that includes the quarterly Journal magazine, the CSMMI Facebook site, direct emails (eblasts), and traditional mail service. The website provides a range of features including: frequent updates of notices and Society news, up-coming events, information of the annual 2-day show and Annual General Meeting, schedule of monthly shows, and archived materials related to the Society.

The table below provides a summary of activity on the website for the past year and also lists the activity over the previous 4 years. The number of visitors to the website averaged 45 visitors per day in 2023-24 up from 41 per day compared to the previous year. The total annual visits are up 108.6% reversing the downward numbers experienced in 2022-23. There is upward movement by visitors from USA and Canada.

VISITOR ACTIVITY	June 16, 2023 to June 15, 2024	Historic Activity - June to June				
		2023-2022	2022-2023	2021 - 2022	2020 - 2021	2019 - 2020
Visitors	<b>2023-2022</b>					
Year 365 Days	<b>16276</b>	14991	17,398	18,599	18,672	
Average per Day	<b>45</b>	41	48	51	51	
Total since inception (April 25, 2015)	<b>161,011</b>					
% change over prev. yr.	<b>108.6%</b>	86.2%	93.5%	99.6%	81.3%%	

**Total Countries where visitors came from 122**

Top Countries Where Visitors are From		Current Year	Movement	Previous years	
Rank	Country	2023-24		2022-23	2021-22
1	United States	5050	▲	4638	5062
2	Canada	4367	▲	3779	2661
3	Unknown	1515	▲	1448	2149
4	China	1479	▲	678	782
5	Russian Federation	535	▼	751	1301
6	United Kingdom	336	▼	409	622
7	Germany	223	▼	224	676
8	India	205	▲	153	134
9	Japan	192	▲		
10	Poland	189	▲	123	
11	Australia	161	▲	117	84
12	France	160	▼	245	345
13	Seychelles	125	▲		
14	Ukraine	120	▼	226	500
15	Netherlands	119	▼	222	500
16	Sweden	109	▼	177	203
17	Iran	81	▲	62	
18	Romania	75	▼	108	198
19	Belgium	70	▲		
20	Brazil	57	▼	76	113