



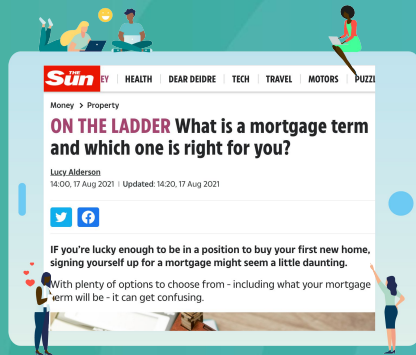
THE
OZONE
PROJECT

READING THE NATION WITH OZONE

Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



REQUEST ACTIVATION 



7.5m
Personal
Finance PVs

State pension rises combined with speculation about the pension triple lock drove Personal Finance **page views up by +38% this week**, and reader interest in longer-term mortgages helped drive unique users to their highest number since the end of June's stamp-duty holiday

+32%
Careers PV
growth

In a 'back to work' post summer swing, our careers content page views jumped +32% week on week. Be it remote working, apprenticeships, contracts or job searching, this content was consumed by **1.9m readers - up +33% week on week - and 2021's second highest level**

5.6m
Unique users
for Travel

With summer sun continuously threatened with a COVID cloud, it's no surprise that UK holiday makers have their eyes on the latest red, amber and green lists. Location based content accounted for the vast majority of page views that **increased +31% on last week**

Top 3 content topics by weekly growth



Personal Finance
7.5m page views
+38% WoW



Careers
5.5m page views
+32% WoW



Travel
22.4m page views
+31% WoW

Source: The Ozone Project 2021

Top 10 content topics

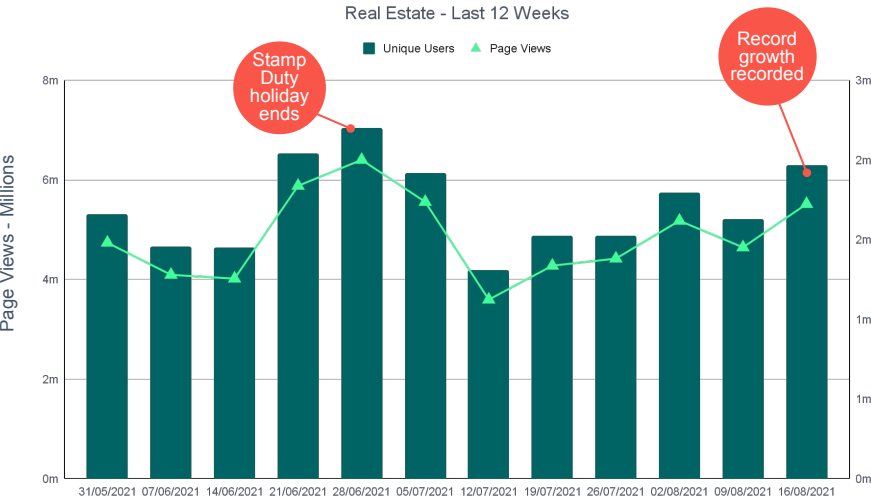
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Personal Finance	7.5m	38%	2.3m	39%
Careers	5.5m	32%	1.9m	33%
Travel	22.4m	31%	5.6m	26%
Real Estate	5.5m	19%	2.0m	21%
Family & Relationships	35.5m	18%	7.2m	17%
Television	33.4m	17%	6.7m	15%
Pop Culture	53.5m	12%	8.1m	17%
Style And Fashion	12.9m	8%	3.8m	14%
Video Gaming	0.6m	7%	0.2m	0%
Food & Drink	12.2m	6%	3.6m	7%

READING THE NATION

REAL ESTATE IN FOCUS

Last week's figures from the ONS highlighted average house prices across the UK have been rising at the fastest rate in almost 17 years - a staggering £31,000 increase over the past year

With some pointing to the stamp duty holiday as a key driver, others suggest this is purely demand-led. One thing we can be sure of is the huge reader interest in property-related content



Unique Users - Millions

+16% more uniques in past 3 months

The past 12 weeks - coinciding with the period when the Stamp Duty holiday ended - has seen on average **+16% more weekly readers of Property content** than the previous 12 weeks

5.5m page views this week

As the UK summer holiday period comes to a close, we have seen interest in Real Estate content steadily increase post a Stamp Duty holiday dip. This week's 5.5m page views is **up +19% week on week**

An August Bank Holiday bonanza?

Combining the upward trend for Property news with the upcoming **August bank holiday** (where Home & Garden content tends to peak) should prove a potent mix for those targeting homeowners

