



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





Top 3 content topics by weekly growth



Careers
5.2m page views
+34% WoW



Personal Finance
7.0m page views
+29% WoW



Books & Literature
2.5m page views
+19% WoW

Source: The Ozone Project 2021

+34%
Careers page views growth

The impact of Government plans to fund social care with an increase to National Insurance for millions of employees nationwide and the continued return to offices by workers across the country grew engagement with our careers category, **with page views up +34% week on week to 5.2m**

7.0m
Personal Finance PVs

Concerns about rising inflation due to the supply chain issues associated with Brexit and the pandemic drove engagement with our personal finance category. Of last week's **7.0m page views**, up +29% week on week, over a third were for financial assistance-related content

+19%
Books & Literature PVs growth

A widely reported interview with Wolf Hall author and double Booker prize winner Dame Hillary Mantel grew weekly books & literature page views by +19%, with similar engagement spikes with the category expected in the build up to and during October's Cheltenham Literature Festival

Top 10 content topics

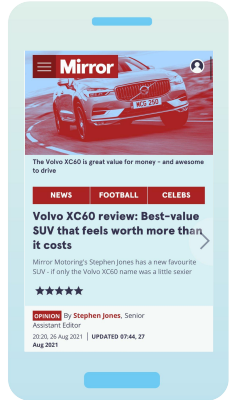
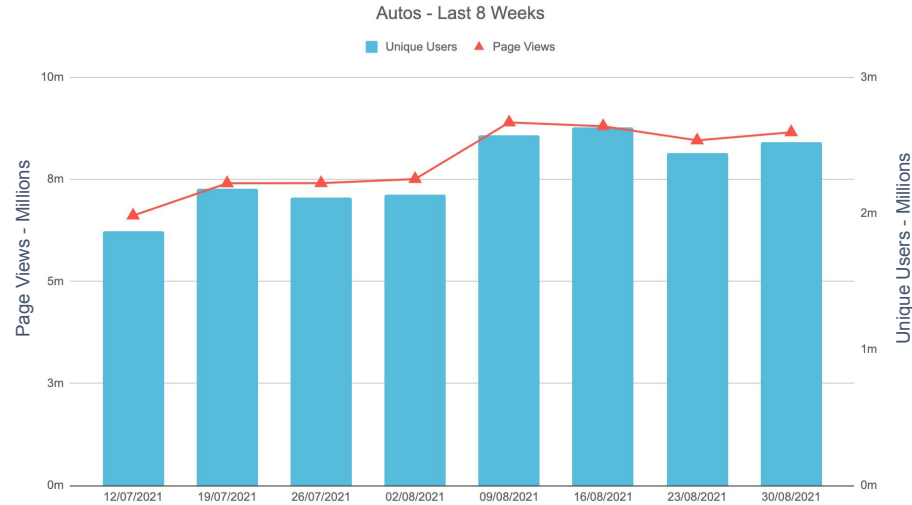
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Careers	5.2m	34%	1.7m	32%
Personal Finance	7.0m	29%	2.2m	21%
Books & Literature	2.5m	19%	719k	26%
Religion & Spirituality	988k	15%	285k	17%
Family & Relationships	35.0m	10%	7.1m	5%
Real Estate	5.2m	9%	1.9m	11%
Style & Fashion	14.2m	7%	3.9m	7%
Shopping	7.9m	6%	2.1m	15%
Food & Drink	12.7m	5%	3.7m	6%
Education	2.7m	4%	996k	3%

READING THE NATION

September's busy schedule of new car launches - including a swathe of new electric vehicles from leading automotive brands - has grown audience engagement with our autos category

In the last 4 weeks, we have seen our average weekly autos audience grow by +22% compared to the prior 4-week period, as consumers check out the latest models available via our trusted car content

NEW CAR LAUNCHES REV UP AUTOS



8.7m
Avg weekly autos page views

Interest in September's new car launches and the launch of E10 fuel has grown over the last 4 weeks, with **8.7m average weekly autos page views** in that period +20% higher than the prior 4 week period

2.6m
Unique users w/c 16th August

The week commencing Monday 16th August - a fortnight prior to last week's new car launches - saw our biggest autos audience of the year, with **2.6m autos readers** the highest of 2021 so far

+46%
Higher than spring launches

In the 4 weeks prior to September 1st, average weekly autos page views were **+46% higher** than the same period in the build up to the spring new car model launched on March 1st

