

Reading THE NATION

3 APR – 9 APR 2023

Easter week, and the first two bank holidays of the year, came with a couple of gloriously sunny days which can only mean one thing for vitamin D deprived Brits – get outside, spring clean and get the house and garden in order.

Reader interest in every area connected with sprucing up the home increased and we expect to see similar engagement during the May bank holidays.



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+55%

Religion & Spirituality
1.9m weekly page views

35.9m

Style & Fashion
Page views +20% WoW

+34%

Home & Garden
10.7m weekly page views



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	1.9m	55%	0.6m	66%	3.2	-6.9%
Hobbies & Interests	9.0m	38%	2.3m	36%	4.0	1.3%
Property	7.8m	35%	2.3m	33%	3.4	1.7%
Home & Garden	10.7m	34%	2.8m	25%	3.8	7.0%
Style & Fashion	35.9m	20%	5.3m	8%	6.7	10.6%
Movies	7.4m	19%	2.2m	20%	3.4	-0.4%
Events & Attractions	26.3m	17%	5.7m	11%	4.6	5.4%
Travel	24.4m	15%	5.4m	12%	4.5	3.0%
Science	12.0m	14%	3.3m	11%	3.7	2.6%
Tech & Computing	25.3m	9%	5.4m	9%	4.7	0.3%

OZONE OVERVIEW

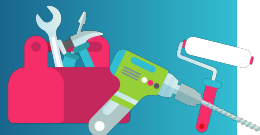
In the rare event of Easter, Ramadan and Passover happening on the same weekend – this only happens three times a century – it's not surprising that **Religion & Spirituality** took the top spot this week and saw growth in engagement more than double to +55%.

This is also traditionally a weekend where we see the Royals gather in force in their Sunday best for Easter service. With both the Queen Consort and Kate Middleton a vision in blue, and young Prince Louis looking dapper in his first tie, interest in **Style & Fashion** content rocketed to 35.9m. But it wasn't all about the Royals' fashion sense, Brits are clearly looking ahead to the summer as engagement in **Women's Swimwear** increased by +45% and **Men's Swimwear** page views increased seven-fold.

The rise in temperature meant we finally got the opportunity to cut the lawn and do some DIY which was reflected by interest in **Homes & Garden** content increasing by +34%, with outdoor decorating coming high on the agenda, showing a huge +140% increase in engagement.

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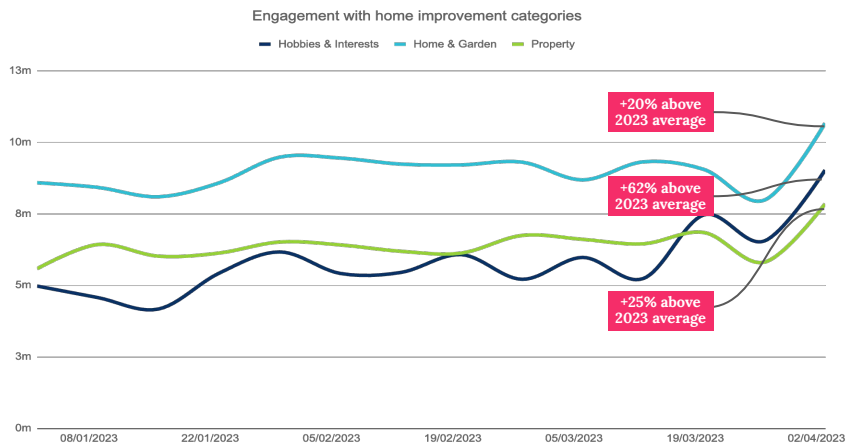


Thanks to a largely sunny Easter long weekend, the first public holidays of 2023 certainly felt like Spring had well and truly sprung.

In between the traditional gathering of family and friends, many Brits up and down the country used the extra days off to research top tips on how to spruce up their homes and gardens, while others started exploring opportunities with holiday rentals.



Homeowners spring into sprucing-up action



TAKE ACTION

A keen focus on home and garden upkeep is not unusual around the time of the UK's bank holidays. We've certainly seen this at Easter and would expect this trend to continue into May when the Coronation means a triple helping of Mondays off, with two consecutive four-day weeks at the start of the month.

+38%
weekly growth in Hobbies & Interest content PVs

Thrifty Brits were looking to get hands on with their home improvements as cost-cutting hacks and bargain buys drove interest in the **Hobbies & Interests** category. In particular, **Arts & Crafts** page views grew by +65% week on week, while **DIY** content views doubled.

+118%
growth in Gardening PVs

The sunny weather inspired many into the garden, with **Gardening** page views almost doubling, while **Outdoor Decorating** increased by +140%. Yet there was still plenty to be focused on indoors, as seen by a +31% growth in **Interior Decorating** page views.

+149%
increase in Vacation Property engagement

With **Homes & Garden** page views growing +34% and **Property** by +35%, reader interest also piqued in **Vacation Property** content. A +149% increase in topic views was driven by interest in renting out readers' own properties, or finding a holiday home of their own.



Home & Garden makeovers in the headlines

