

# Reading THE NATION

17 APR – 23 APR 2023

A record number of runners gave it their all on Sunday as the London Marathon returned to its traditional April scheduling.

With huge interest in the iconic annual feat of fitness endurance, engagement with related content categories and topics increased, including **Healthy Living** which raced to a record weekly high.



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## SpaceX Starship: Everything to know about the biggest rocket launch ever

Elon Musk's SpaceX is about to take its most daring leap yet with a round-the-world test flight of its mammoth Starship



**+98%**

**Healthy Living**  
9.4m weekly page views

**13.9M**

**Science**  
Page views +35% WoW

**+11%**

**Religion & Spirituality**  
48.3m weekly page views



# TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Healthy Living	9.4m	+98%	2.6m	+69%	3.6	+17%
Video Gaming	0.5m	+62%	0.2m	+71%	2.6	-5%
Pets	5.4m	+52%	1.8m	+52%	3.0	0%
Science	13.9m	+35%	3.4m	+17%	4.0	+15%
Education	2.5m	+32%	0.8m	+20%	3.1	+10%
Medical Health	58.8m	+24%	8.4m	+19%	7.0	+4%
Religion & Spirituality	3.0m	+20%	0.8m	+2%	3.7	+18%
Business & Finance	37.8m	+15%	6.9m	+9%	5.5	+5%
News & Politics	117.9m	+14%	11.2m	+7%	10.5	+6%
Movies	8.9m	+13%	2.4m	+8%	3.7	+5%

### OZONE OVERVIEW

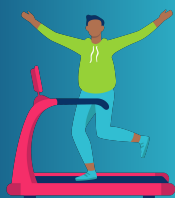
Returning to its April scheduling for the first time in three years, the London Marathon took place on Sunday to boost engagement with our **Healthy Living** category, last week's top performing content area. Weekly page views almost doubled week on week, with an eightfold increase in **Running** page views driving growth.

Space and the final frontier got a little closer last week (before it all came crashing back down to Earth) as Elon Musk's SpaceX test launched its massive Starship rocket, the largest and most powerful one ever built. Interest in the test launch boosted engagement with our **Science** category, with 13.9m page views up +35% week on week. The **Space/Astronomy** topic increased more than fivefold.

Finally, Muslims across Britain marked the end of Ramadan at the weekend to celebrate Eid al-Fitr with prayers and family gatherings. Engagement with our **Religion & Spirituality** category increased by +20% week on week as friends and family wished each other Eid Mubarak.

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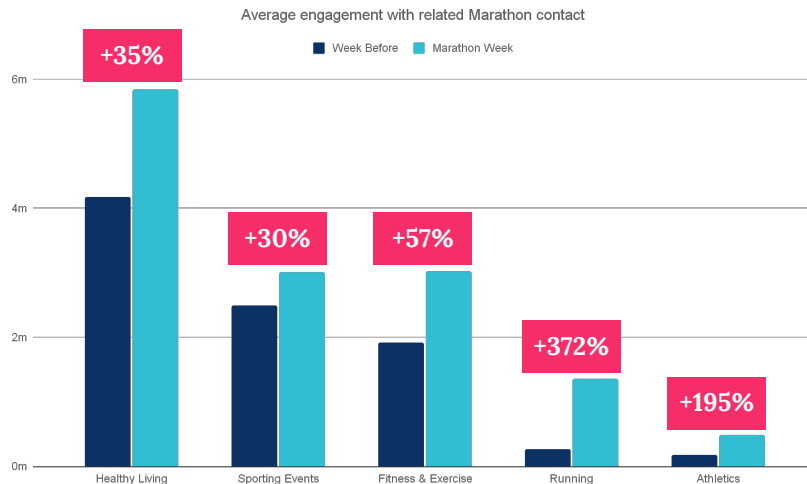


The iconic London Marathon is a globally renowned sporting occasion that's as well contested as it is watched. Featuring the elites from the running world and those taking part to raise money for charity, interest in the race grows engagement with related topics across a variety of content categories as readers enjoy the action.



Source: Ozone

## Marathon effort inspires healthy living



### TAKE ACTION

The London Marathon is a truly unique sporting occasion. It's contested by tens of thousands of participants, watched by a huge number of spectators while millions more watch it live on TV. It also has the ability to grow audience engagement with a number of content categories and topics across Ozone publishers.

**+35%**  
Avg. weekly growth in Healthy Living PVs

Added interest in the marathon, with climate group planning a co-ordinated protest, boosted **Healthy Living** page views by **+98%** last week. On average, the marathon grows weekly engagement with the category by **more than a third**.

**+195%**  
Avg. weekly growth in Athletics PVs

Interest in the elite marathon race grows engagement with the **Athletics** topic in our **Sport** category. Typically, weekly page views for the topic almost triple to increase by **+195%** on average. Growth for the topic is only bigger during the Olympics.

**+245%**  
Avg. weekly growth in Healthy Food PVs

With race day looming for the more than 48k participants the week before the marathon, there's a notable increase in engagement with the **Healthy Food** topic from our **Food & Drink** category. On average, page views for the topic are almost **3.5 times higher**.

# The London Marathon paces into the headlines

