

Reading THE NATION

29 MAY – 4 JUN 2023

Last week's school half term put **Travel** on the agenda for families nationwide. With many Brits making a break for it, even the busy roads, train strikes and malfunctioning electronic passport gates couldn't stop them enjoying a well-deserved break.

Travel is booming again in 2023 and our premium publishers continue to inspire holiday choices and provide essential travel information to our audience.



Request Activation

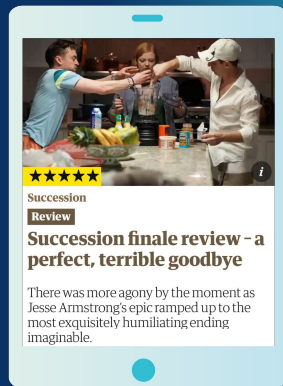


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+35%

Television
70.2m weekly page views

77.0M

Sport
Page views +14% WoW

+13%

Pop Culture
98.6m weekly page views



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Careers	8.9m	+50%	2.9m	+39%	3.1	+7%
Television	70.2m	+35%	10.4m	+20%	6.8	+12%
Shopping	7.7m	+32%	2.6m	+35%	3.0	-2%
Education	3.1m	+28%	1.1m	+30%	2.7	-2%
Travel	28.8m	+26%	6.8m	+21%	4.2	+5%
Sport	77.0m	+14%	8.4m	+9%	9.2	+4%
Property	6.4m	+14%	2.2m	+10%	3.0	+3%
Pop Culture	98.6m	+13%	11.5m	+6%	8.5	+6%
Healthy Living	5.9m	+12%	2.0m	+9%	3.0	+3%
Automotive	9.0m	+9%	2.6m	+5%	3.5	+4%

OZONE OVERVIEW

Last week's sunny, summery weather put a pep in the nation's step as engagement with three of our top 10 content categories hit all time seven-day page view highs.

Starting with **Television**, interest in the finales of *Succession* and *Ted Lasso*, which wrapped up their respective four and three series runs on Sky Atlantic and Apple TV, boosted engagement with the **Drama TV** and **Comedy TV** topics. Elsewhere, the imminent arrival of series 10 of *Love Island*, which drops tonight on ITV2, drove +46% **Reality TV** growth. Expect topic engagement to be +50% higher than normal during the summer series.

Next up **Sport** and treble chasers Manchester City did the double by beating their bitter rivals Man United 2-1 to win the FA Cup. **Football** page views grew +17% week on week and will likely grow again with the Europa Conference and Champions league finals this week. The Epsom Derby drove **Horse Racing** growth, with weekly page views up +140%.

Finally, **Pop Culture** almost breached the 100m weekly page views mark driven by huge engagement with the **Celebrity Scandal** topic, up +71% week on week, with Philip Schofield breaking his silence over his *This Morning* exit.

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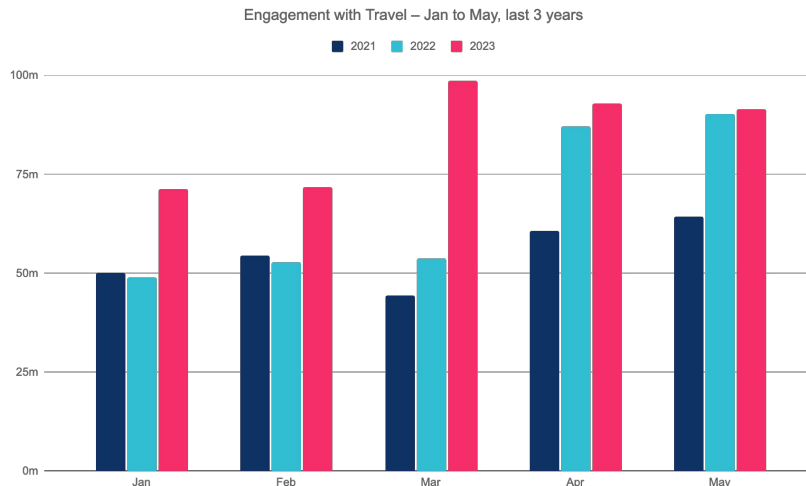


Travel is back and booming in 2023 and, whatever the obstacle, holiday hungry Brits have a do or die approach to getting away from it all.

From inspirational editorial into the dreamiest destinations, to package holiday options to suit couples, families or those travelling solo, our premium publishers are a brilliant starting point for consumers on their booking journey.



Travel's back and booming as Brits getaway



TAKE ACTION

Engagement with our Travel content is on the up in 2023 and we're entering a huge period of summer growth. Reach 35m **Travel** readers each month contextually or in the other content areas they're interested in, such as **Family** (i124), **Business** (i123), **Style** (i122), **Attractions** (i118) and **Television** (i117).

+26%

Higher Travel page views in the Y2D vs. Jan-May 2022

This year, there has been a far clearer return to expected pre-pandemic **Travel** behaviour. Total page views in 2023 to date (Sunday, 4 June) are **+26% higher** than the same period a year ago. Q1 in particular saw engagement up by more than +50% year on year.

259M

Combined page views in the Y2D for our biggest topics

Annually, the content topics showing the most growth in the year to date include **Family Holidays/Travelling with Kids** (+96%), **Travel Accessories** (+48%), **Hotels** (+47%), **Europe**, including UK holidays, (+26%) and **Long Haul** (+18%) with **Africa** and **Asia** key drivers.

LOOKING AHEAD

With engagement so much higher already this year, we're expecting further growth to come in the lead up to summer. Last year, page views in June, July and August accounted for **more than a third** of annual Travel engagement as summer holiday season kicks off.

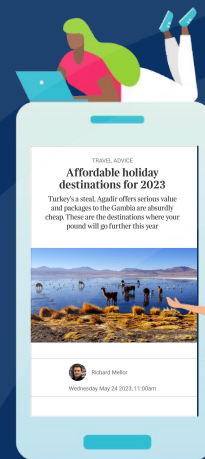
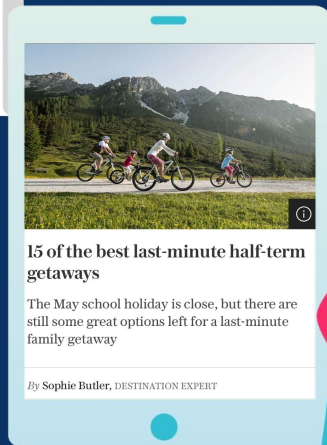
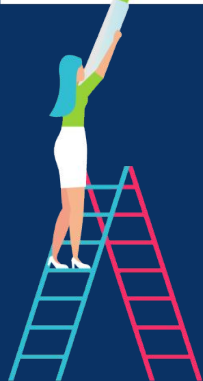


Source: Ozone

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Travel editorial in our premium publishers



Get in touch

