

Reading THE NATION

29 MAY – 4 JUN 2023

Last week, the Met Office issued its first heat alert of 2023 as a plume of hot air from southern Europe made its way to the UK to push temperatures into the 30s.

With millions of Brits sizzling in the sunshine – proving all too much for a number of soldiers during rehearsal for King's Trooping the Colour – we saw engagement with our **Weather** content and related topics rise.



Request Activation

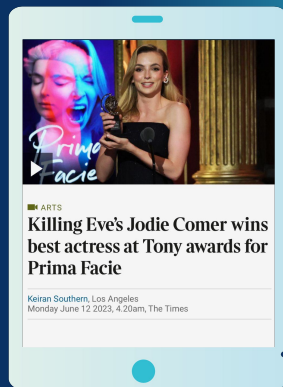


ozoneproject.com



Reading THE NATION

5 JUN – 11 JUN 2023



+61%

Pets
5.0m weekly page views

+26%

Fine Art
3.8m weekly page views

82.7M

Sport
Page views +7% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	5.0m	+61%	1.7m	+53%	2.9	+5%
Fine Art	3.8m	+26%	1.4m	+26%	2.7	0%
Video Gaming	0.7m	+23%	0.3m	+34%	2.7	-8%
Science	13.5m	+15%	3.8m	+8%	3.6	+6%
Home & Garden	10.6m	+13%	2.9m	+6%	3.6	+7%
Music & Audio	9.8m	+11%	2.9m	+10%	3.4	+1%
Healthy Living	6.5m	+10%	2.1m	+6%	3.2	+4%
Property	7.0m	+9%	2.3m	+8%	3.0	+1%
News & Politics	134.1m	+8%	12.1m	-4%	11.1	+12%
Sport	82.7m	+7%	8.1m	-3%	10.2	+10%

OZONE OVERVIEW

The first really hot weather spell of 2023 drove engagement with related content across our premium publishers, including the **Pets** category, which bounded to the top of our weekly page views growth charts. With pet owners and animal lovers concerned about their furry friends in hotter temperatures, category engagement grew by +61% week on week. The **Animal Welfare** topic, which saw page views double, was a particular driver of reader interest.

Elsewhere, success for Britain's Jodie Comer at the Tony Awards – where the Killing Eve star picked up the best leading actress in a play prize for her one-woman Broadway show Prima Facie – boosted our **Fine Art** category. Comer also made headlines when poor air quality in New York, caused by Canadian wildfires, forced her to end a performance early.

Finally, **Sport** made it three weeks out of three for record engagement – 82.7m page views is the highest we've ever seen across Ozone – as West Ham dramatically won the Europa Conference League cup final and Manchester City wrapped up the treble with a hard fought victory over Inter Milan. As well as growth for **Football**, **Golf** topic page views also increased by 3.5x as the PGA Tour and LIV Golf announced a surprise merger.

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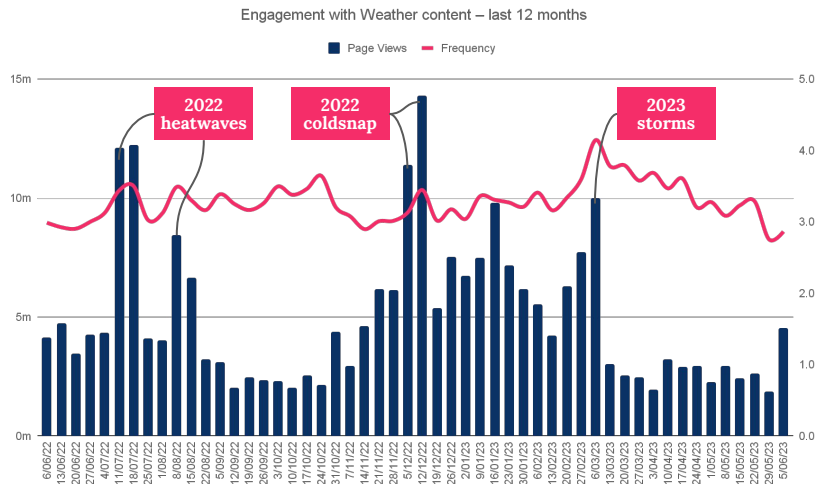
Sizzling Brits enjoyed the hottest day of the year at the weekend, which saw engagement with our **Weather** content rise.

As we've seen previously, extreme weather events drive interest in related content, such as advices about keeping cool in the heat, BBQ recipes for al fresco dining or places to visit with family and friends to enjoy the sunshine outdoors.



Source: Ozone

Rising temperatures heat up engagement



TAKE ACTION

Engagement with our **Weather** and related content grows around heatwaves and cold snaps. Reach scaled online audiences in context across our premium publisher environments as millions of highly engaged online readers prepare to both prepare for and enjoy seasonal weather conditions.

+144%
Average Weather page views growth in heatwave weeks

Typically, heatwaves more than triple engagement with our **Weather** content in the weeks they occur. Editorial about extreme weather is often published close to the events, meaning brands can reactively align campaign delivery and messaging around them.

2.3x
Higher Parks page views in the past seven days

Last week, from our **Events & Attractions** category there was related hot weather growth for the **Parks** topic – which more than doubled, growing by +133% – as millions of Brits got outside to enjoy the weekend's finer weather with their family and friends.

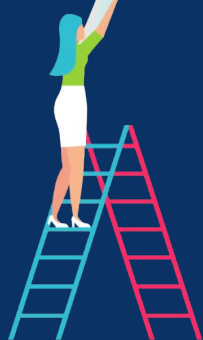
LOOKING AHEAD

UK heatwaves in July have seen 2.3x higher average monthly **Weather** page views and related growth for other content including: **Outdoor Activities** (+82%); **Home Appliances** (+52%); **BBQs & Grilling** (+46%); **Seaside Resorts** (+35%) and **Pets** (+15%).

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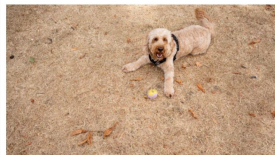
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Hotter temperatures in our premium publishers



When is it too hot to walk your dog? How to keep your pet safe in the heat and signs of heatstroke in dogs

If you think a dog has heatstroke, contact a vet immediately while also trying to cool it down



Heavy panting can be a sign of heatstroke in dogs (Photo: Richard Baker/In Pictures via Getty Images)



Fabulous > Food

CHEAP GRILLS How to beat the cost of grilling crisis and make the perfect family BBQ for just £1 a head



Met Office on how long heatwave will last after hottest day of year

Very warm weather is expected to continue over the coming weeks after the hottest day of the year was recorded this weekend

Martha McHardy • 19 hours ago

Comments



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Get in touch

