

# Reading THE NATION

3 JUL – 9 JUL 2023

Last week, a packed summer schedule of supreme sporting action drove engagement with our **Sport** category to a record weekly high.

Page views for the category over the past seven days were a huge +66% higher than the 2023 weekly average as interest in our **Tennis**, **Cricket**, **Formula 1** and **Cycling** content exploded.

And there's more sporting action to come with the FIFA Women's World Cup and the Rugby World Cup in France so expect further growth throughout the coming months.



Request Activation

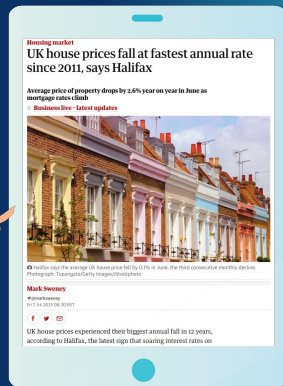


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**+43%** Property  
8.3m weekly page views

**33.8M** Travel  
Page views +28% WoW

**97.3M** Sport  
Page views +8% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Property	8.3m	+43%	2.7m	+41%	3.1	+2%
Healthy Living	7.6m	+37%	2.3m	+28%	3.3	+7%
Home & Garden	11.6m	+28%	3.3m	+21%	3.5	+7%
Travel	33.8m	+28%	7.1m	+16%	4.7	+10%
Movies	10.6m	+22%	2.7m	+13%	3.9	+8%
Education	4.6m	+21%	1.6m	+22%	2.8	-1%
Books & Literature	3.2m	+10%	0.9m	+27%	3.3	-13%
Sport	97.3m	+8%	8.8m	+10%	11.1	-1%
Medical Health	63.7m	+8%	9.2m	+7%	6.9	+1%
Automotive	10.5m	+7%	2.9m	+9%	3.7	-1%

### OZONE OVERVIEW

It's been a tricky start to the summer for UK borrowers as high inflation and rising mortgage costs continue to challenge the housing market. News that house prices have fallen at the fastest annual rate since 2011 drove record weekly engagement with our **Property** content last week. More than 40% of category page views were for the **Buying & Selling** topic, which increased by almost three-quarters week on week.

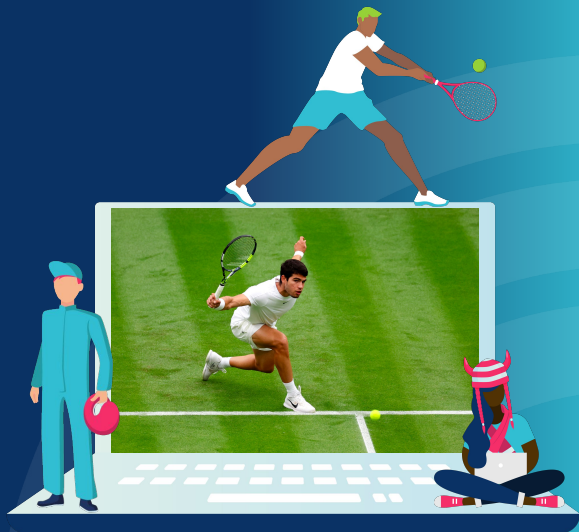
With the summer holiday season about to take flight, engagement with our **Travel** content reached a record high. Almost 34m weekly page views rose by +28% and was driven by growth for the **Travel Type** and **Travel Locations** topics, with short-haul destinations and staycations notable areas of reader interest.

Finally, it was another big week for **Sport** with Wimbledon, the Ashes, the British Grand Prix and the Tour de France all key engagement drivers. There's more on these sports in this week's focus section...

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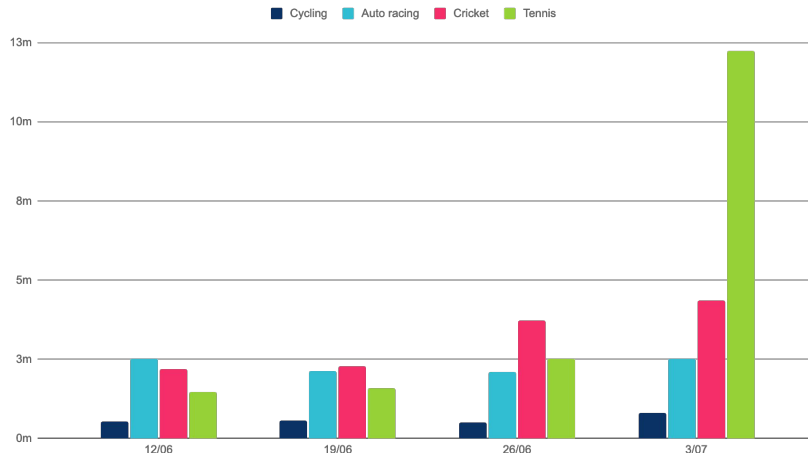
A veritable smorgasbord of summer sporting delights drove our **Sport** category to record engagement last week. With Wimbledon, The Ashes, the British Grand Prix and the Tour de France to pick from, our **Sport** audience was really spoilt for choice.



Source: Ozone

## Smorgasbord of Sport drives page views high

Engagement with Sport topics – last 4 weeks



### TAKE ACTION

Reach our huge Sport audience of 36.3m highly engaged online readers as they follow the sporting action they love across another fabulous summer of sport. Right now, they are indexing highly with other summer categories of interest, including content about **Family, Events and Travel**.

**4.8x**

Higher Tennis page views last week vs. seven days prior

Wimbledon began last week to drive huge engagement with our **Tennis** content. More than 12m page views for the topic were +384% higher than the prior seven-day period. Typically, we see 8x engagement growth during Wimbledon vs. the two weeks before.

**5.4x**

Higher Cricket PVs in the past 4 weeks vs. prior 4 weeks

England thrilled the Barmy Army by winning the third test match against Australia at Headingley last weekend to keep their Ashes dreams alive. In the past four weeks as the series has unfolded, 12.5m **Cricket** page views are 5.4x higher than the prior period.

**+67%**

Higher Formula 1 page views last week vs. 2023 average

This weekend's British Grand Prix drove engagement growth with our **Formula 1** content. While weekly page views remained flat compared to the same race a year ago, they were +67% higher than the 2023 average as two British drivers finished on the podium.

**+55%**

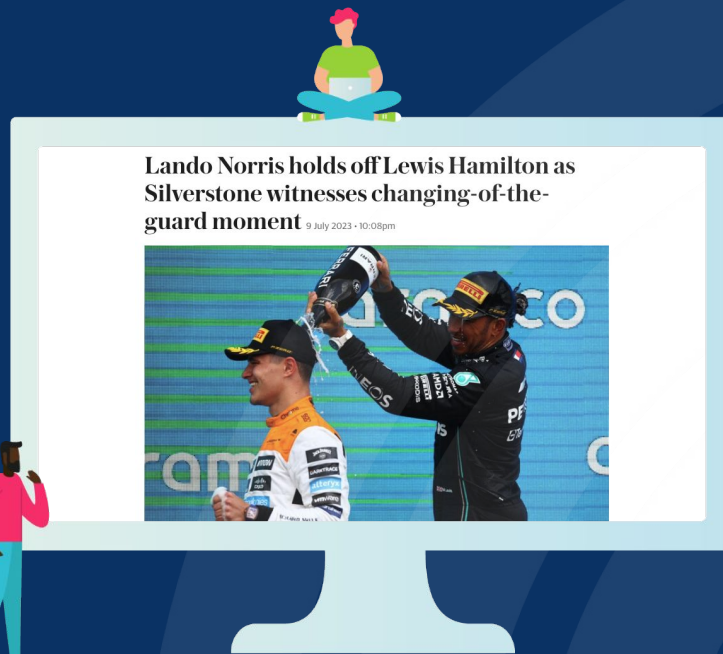
Growth in Cycling page views in the past 7 days

The Tour de France may have ended in agony for joint record stage winner Mark Cavendish, but interest in the annual cycling grand tour remains high. Last week, **Cycling** page views grew by +55%, while topic engagement is expected to double across July.

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## Smorgasbord of Sport in our publishers



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