

Reading THE NATION

28 AUG – 3 SEP 2023

The seven days to Sunday, 3 September drew the month of August to a close, so this week's Reading the Nation takes a closer look at the key categories showing the most growth last month.

As well as categories where seasonal growth is expected – such as **Events & Attractions**, boosted by those seeking things to do over the bank holiday weekend, and **Automotive** in the lead up to September's new car registration plate launch – there was topical growth for **Business & Finance** as retailer Wilko fell into administration.



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Reading THE NATION

28 AUG – 3 SEP 2023



+45%

BOOKS & LITERATURE
4.0m weekly page views

14.7M

SCIENCE
Page views +21% WoW

14.6M

AUTOMOTIVE
Page views +11% WoW

NEW PL4T3



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	4.0m	+45%	1.0m	+40%	4.0	+3%
Property	6.6m	+25%	2.1m	+21%	3.1	+4%
Science	14.7m	+21%	3.7m	+11%	3.9	+9%
Personal Finance	12.0m	+21%	3.0m	+15%	4.0	+5%
Pets	4.4m	+20%	1.6m	+24%	2.8	-3%
Home & Garden	9.1m	+16%	2.7m	+9%	3.4	+6%
Automotive	14.6m	+11%	3.1m	+6%	4.8	+4%
Fine Art	3.7m	+8%	1.3m	+6%	2.8	+2%
Video Gaming	0.8m	+7%	0.3m	+7%	3.1	-1%
Education	6.2m	+5%	1.8m	+3%	3.4	+3.4%

OZONE OVERVIEW

Our **Books & Literature** category topped the best sellers list for engagement growth last week as the release of 'The Last Devil to Die', the fourth book in the popular Thursday Murder Club series by author, comedian and television personality Richard Osman, grew page views by **+45%**.

Elsewhere, topical interest in the **Pollution** and **Environment** topics within our **Science** category drove engagement growth, with weekly page views increasing **+21%**. The expansion of London's Ultra Low Emission Zone (ULEZ) to incorporate all boroughs across the UK capital and Government changes to rules on waterway pollution in bid to boost home building were notable developments driving growth.

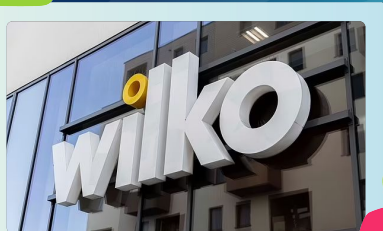
Finally, the launch of the new 73-plate car registration on 1 September boosted engagement with our **Automotive** category and weekly page views grew by **+11%** to **14.6m**.

Reading THE NATION

1 AUG – 31 AUG 2023

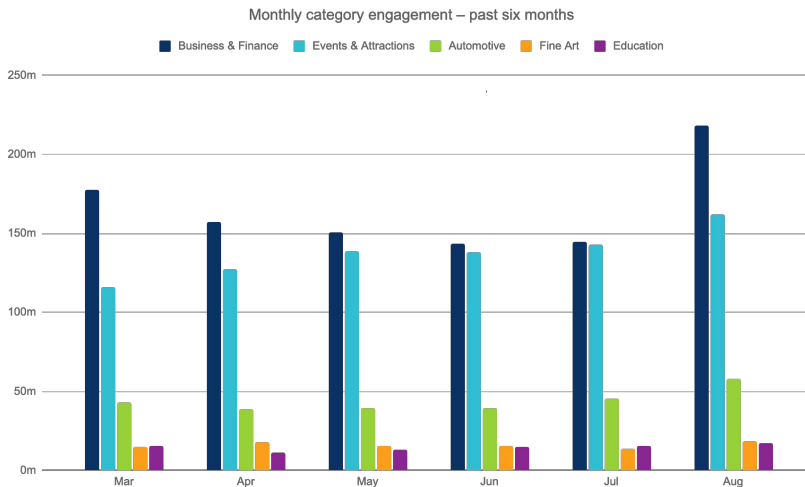
August drew to a close last week so our latest focus is on the categories and topics performing strongly for reader interest in the past month.

A combination of seasonality and topical news drove monthly engagement growth to boost **Automotive**, **Business & Finance**, **Education**, **Events & Attractions** and **Fine Art** to page view highs for 2023.



Source: Ozone

August grows on autos, education and things to do



TAKE ACTION

Monthly page views and unique user data is now available in **Ozone Ad Manager**, making it even easier to highlight when audience engagement grows across the year. **Register here** to analyse more than 1.2k categories, build bespoke audience segments or request a deal activation.

+51%
engagement growth for **Business & Finance** last month

Business & Finance, our top performing category by engagement growth last month, grew by **+51%** vs. July. Almost 218m monthly page views was the highest of 2023. Reader interest was largely driven by troubled high street retailer Wilko's fall into administration.

180M
combined page views – **Fine Art** and **Events & Attractions**

Festivals, family activities and bank holiday events drove engagement with our **Fine Art** (**+36%**) and **Events & Attractions** (**+13%**) categories in August. Notably, Edinburgh Fringe, Reading and Leeds, All Points East and the Notting Hill Carnival all drove interest.

+28%
engagement growth for **Automotive** last month

The build up to September's new car registrations fueled **Automotive** growth, with page views up **+28%** in August. Readers researching **Auto Type**, including budget, luxury and electric cars, and **Buying & Selling** drove topic page views for both by more than **+20%**.

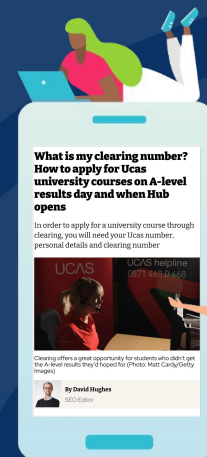
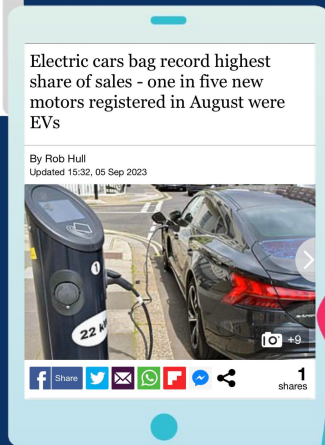
16.9M
page views for **Education** in August 2023

Our final star performer was our **Education** with **+10%** growth, as millions of A-level and GCSE students received their exam results. Unsurprisingly, there was significant growth for the **Educational Assessment** (5.7x) and **College Life** (2.5x) topics within the category.

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Key August categories in our publishers



Get in touch 