

# Reading THE NATION

16 OCT – 22 OCT 2023

With the Indian summer well and truly over, readers up and down the country have been turning to our publishers for top Autumnal tips for their homes. Whether it's great gadgets, household hacks or energy efficiency, engagement with Home & Garden content has increased by +13% week on week, to levels not seen since the early summer.

Elsewhere, last week also saw a cross-category battle of the Divas, with Madonna, Britney and Taylor all topping the Music & Audio and Movies engagement charts.



Request Activation

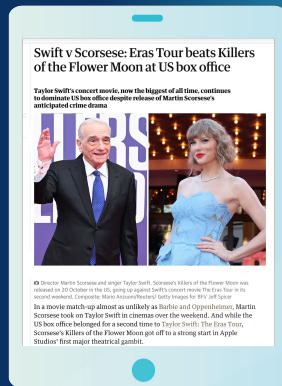


[ozoneproject.com](https://ozoneproject.com)



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**+27%**

**Music & Audio**  
9.4m weekly page views

**12.6M**

**Movies**  
Page views +18% WoW

**27.1M**

**Style & Fashion**  
Page views +3% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	9.4m	+27%	2.5m	+16%	3.8	+10%
Movies	12.6m	+18%	2.3m	+2%	5.4	+16%
Style & Fashion	27.1m	+13%	4.7m	+15%	5.7	-2%
Home & Garden	9.5m	+13%	2.8m	+9%	3.3	+3%
Fine Art	7.4m	+12%	2.2m	+9%	3.4	+3%
Tech & Computing	25.4m	+9%	5.6m	+7%	4.5	+3%
Food & Drink	18.7m	+7%	4.9m	+9%	3.8	-2%
Family & Relationships	56.7m	+6%	8.1m	+2%	7.0	+4%
Shopping	7.8m	+6%	2.6m	+6%	3.0	0%
Video Gaming	0.9m	+6%	0.3m	+22%	2.8	-13%

### OZONE OVERVIEW

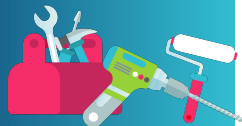
Four months ago, it was uncertain whether she would be able to begin her Celebration tour, but last week Madonna triumphantly returned to London's O2 for four nights of musical brilliance. News and reviews of the long-awaited tour – combined with recollections of Justin Timberlake's two-word (It's Over) break up with Britney Spears – boosted **Music & Audio** page views by +27%, to its highest level in six weeks.

Music and passion continue to be fashion for Swifties everywhere, with Taylor Swift: The Eras Tour going head to head with Martin Scorsese's epic tale of brutality, Killers of the Flower Moon. These titans and a flurry of Halloween and children's films saw **Movies** page views increase by +18%. And, on the smaller screen, **Fine Art** waltzed its way to a sparkly +12% increase in interest as week five of Strictly continues to entertain.

A change back to expected October weather brought with it lots of reader interest in topics relating to the changing season. Across **Style & Fashion**, we saw higher engagement with both **Men and Women's Fashion** – up +39% and +11% respectively. Meanwhile in **Home & Garden** we saw page views increase by +13% week on week, as consumers look to prepare their homes for the winter season.

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With last month's unusually warm weather hitting early Autumn retail sales, a return to more seasonal temperatures has seen readers turn their attention to their home interiors to ensure they are ready and equipped for the colder months ahead.

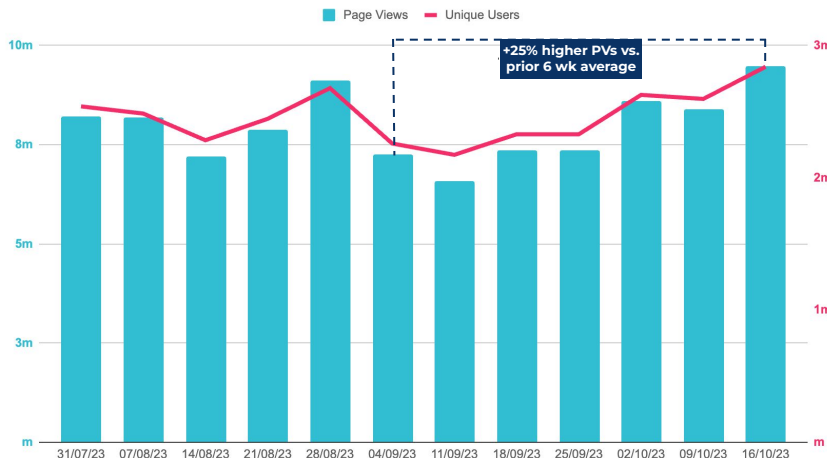
As the clocks change this weekend, we can expect readers to shift their attention to preparing their homes for the festive season.



Source: Ozone

## Seasonal shift boosts Home & Garden content

Engagement with Home & Garden content – last twelve weeks



### TAKE ACTION

As the cost of living impact has become more pronounced in the past few years, we've seen readers start researching for 'Black Friday' gadget bargains earlier in October; this means they are more informed for picking up the best deals during the key promotional season.

**9.5M**  
Home & Garden  
page views

Last week's 9.5m Home & Garden page views were the highest seen since the early threes of summer. With the weather changing, we saw last week's engagement increase +13% week on week, ending at a high +25% greater than the past six weeks.

**+98%**  
increase in Home  
Appliance PVs

Driving last week's category growth was engagement with Home Appliances content – up +98% week on week and accounting for 40% of all category page views. Content on best air fryers, washing machines and portable heaters proved to be highly topical this week.

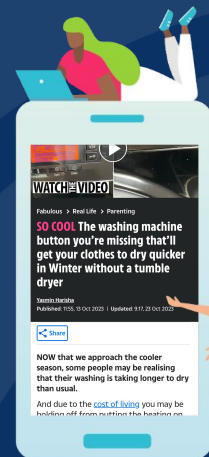
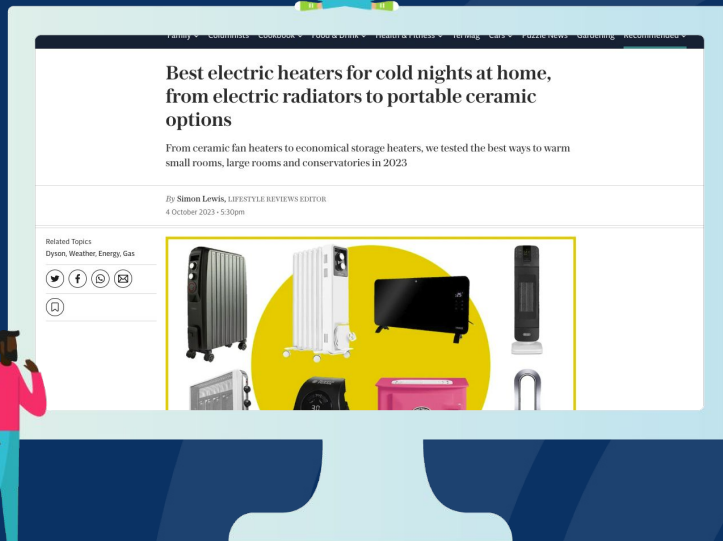
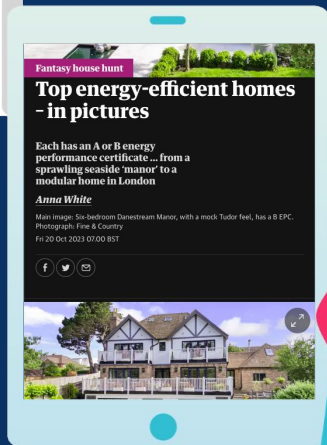
**3-fold**  
growth in Indoor  
Environmental

Nothing says changing seasons like readers flocking to content based on condensation, humidity and energy efficiency. This week we saw a 200% increase with engagement relating to Indoor Environmental Quality – 450k page views, an all-time high for this year.

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## Home & Garden coverage in our publishers



Get in touch

