

Reading THE NATION

30 OCT – 5 NOV 2023

Last week, two of the year's biggest evenings – Halloween and Bonfire Night – fired up reader interest in the editorial produced by our premium publishers about them.

In the seven days to the 5th of November, more than 41m page views for our **Events & Attractions** category, which features a plethora of related content topics, were **+35% higher** than the 2023 average.

As the golden quarter continues, more growth for the category is on the way with December – driven by festive celebrations and NYE – expected to be the biggest month of the year.



Request Activation

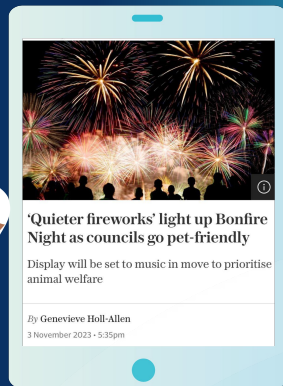


ozoneproject.com



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+34% Video Gaming
9.4m weekly page views

41.4M Events & Attractions
Page views +21% WoW

7.6M Shopping
Page views +5% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	1.1m	+34%	0.3m	+26%	3.1	+7%
Events & Attractions	41.4m	+21%	8.3m	+17%	5.0	+4%
Pets	3.5m	+17%	1.2m	+12%	2.9	+5%
Music & Audio	9.1m	+12%	2.5m	+13%	3.7	-1%
Food & Drink	18.2m	+11%	4.7m	+9%	3.9	+2%
Books & Literature	3.9m	+11%	1.0m	+7%	4.0	+4%
Medical Health	56.2m	+10%	8.1m	+1%	7.0	+9%
Movies	13.7m	+9%	2.5m	+3%	5.4	+6%
Healthy Living	4.5m	+8%	1.4m	+12%	3.2	-3%
Shopping	7.6m	+5%	2.5m	+4%	3.1	+1%

OZONE OVERVIEW

The release of several new games in the lead up to Christmas put our **Video Gaming** category at the top of the scoreboard for engagement growth last week. Interest in Call of Duty Modern Warfare 3, RoboCop: Rogue City, Alan Wake 2 and Super Mario Bros. Wonder drove weekly page views to growth of more than a third.

Two of the year's biggest nights drove our **Events & Attractions** category to engagement growth of more than a fifth last week. More than 41m page views was one of 2023's highest (the Coronation and the Women's World Cup final are the others). With 2.4x higher page views vs. the week before, the **Party Supplies & Decorations** was a key driver of interest. There was related growth for our **Pets** category, up +17% week on week, as dog and cat owners sought out tips for looking after their four-legged friends on Bonfire Night.

Finally, as we enter month two of the golden quarter, engagement with our **Shopping** category continues to rise. With interest in November's mega sales – Single's Day, Black Friday and Cyber Monday – beginning to grow, page views for the **Sales & Promotions** topic within the category were 3.1x higher week on week.

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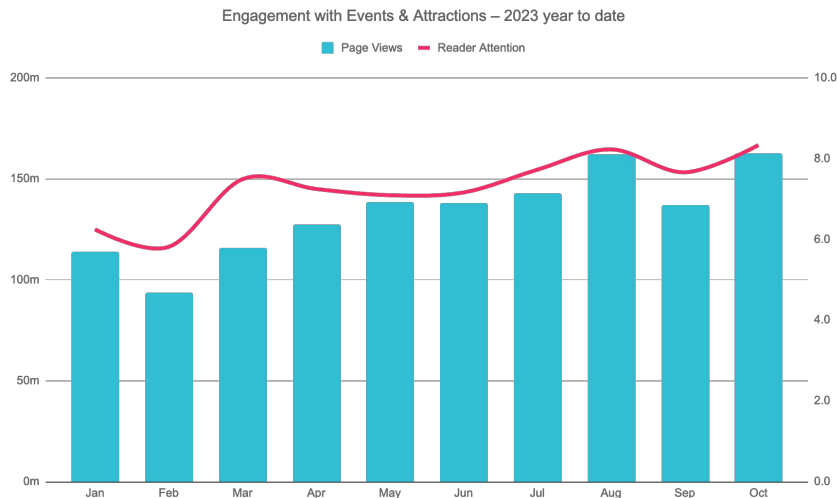
This year has been huge for events of great significance with a once-in-a-lifetime Coronation, a home-soil Eurovision and unrivalled sporting spectacles. From the must attend to the small scale, our premium publishers help guide activity planning among our readers to ensure FOMO is never a thing.

In the past few weeks, interest in our **Events & Attractions** category has shot up – and more growth is on the way in the lead up to the end of the year.



Source: Ozone

Autumn's biggest nights fire up Events & Attractions



TAKE ACTION

Our **35m-strong audience** of events fans will continue to research the perfect celebrations to attend as the golden quarter continues – and our premium publisher editorial will be there to help. Expect even more category growth as **203m+ Events & Attractions** page views in December last year was two-thirds higher than the 2022 average.

162.6M
Events & Attractions page views in October

Last month, **Events & Attractions** page views hit a high for the year on increased interest in half term, Halloween and Bonfire Night. More than 162m page views grew by +19% month on month and were more than a fifth higher than the 2023 monthly average.

+20%
Category growth annually in the year to date

Engagement with **Events & Attractions**, our eight biggest category this year, has grown annually. More than 130bn page views in the year to date are up +20% vs. the same period in 2022. The Coronation, Eurovision and sporting tournaments have all driven interest.

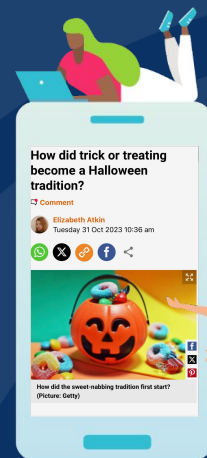
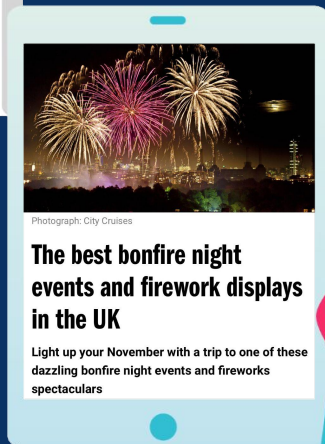
TOPIC TRENDS

October saw engagement with the **Conferences (5.4x)**, **Party Supplies (4.2x)**, **Religious Events (+85%)**, **National Holidays (+76%)** and **Sporting Events (+71%)** topics grow on political party conferences, Halloween, Diwali and Christmas planning, half term and the Rugby World Cup.

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Autumn's hot tickets in our premium publishers



Get in touch