

Reading THE NATION

13 NOV – 19 NOV 2023

Last week, the UK economy was back on the national agenda as inflation fell sharply to 4.6% – its lowest rate in two years.

As Brits nationwide sought out what it meant for their own finances as the cost of living remains high, across the Ozone platform we saw reader engagement with our premium publishers' **Personal Finance** content grow by almost a fifth.

This week, engagement with the content is set to grow by a quarter as the Government announces its Autumn Statement, which is expected to include eye-catching fiscal policies to drive reader interest.



Request Activation



ozoneproject.com



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+63%

Healthy Living
6.4m weekly page views

10.1M

Shopping
Page views 18% WoW

14.1M

Personal Finance
Page views +18% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Healthy Living	6.4m	+63%	1.9m	+62%	3.4	0%
Property	7.1m	+25%	2.2m	+21%	3.2	+3%
Video Gaming	0.9m	+24%	0.3m	+19%	3.1	+4%
Shopping	10.1m	+18%	3.0m	+9%	3.4	+8%
Personal Finance	14.7m	+18%	3.4m	+7%	4.3	+10%
Home & Garden	9.1m	+15%	2.8m	+11%	3.3	+3%
Style & Fashion	25.4m	+12%	4.4m	+9%	5.8	+3%
Religion & Spirituality	2.2m	+5%	0.6m	+13%	3.5	-7%
Family & Relationships	54.5m	+4%	8.1m	+3%	6.8	+1%
Food & Drink	18.2m	+4%	4.6m	+3%	3.9	+1%

OZONE OVERVIEW

Last week, heroic ultra-marathon running drove reader engagement with our **Healthy Living** content as category page views grew +63% week on week. Radio and television presenter **Vernon Kay**, who completed an epic 115-mile, four-day running challenge for Children in Need, raised more than £5m for the charity.

Also in the past seven days, interest in **Shopping** content across the Ozone platform continued to climb in the lead up to Black Friday. With most deals and discounts from brands and retailers already live, weekly page views for the category grew by almost a fifth. As highlighted last week, engagement with the **Sales & Promotions** topic is driving growth. It more than doubled last week and is two fifths higher annually.

Finally, our **Personal Finance** category grew +18% last week on the news that inflation has dropped to 4.6%. It's likely to remain a top-10 category this week with the Government's Autumn Statement due to be announced on Wednesday, which is expected to feature eye-catching, albeit restrained, tax cuts.

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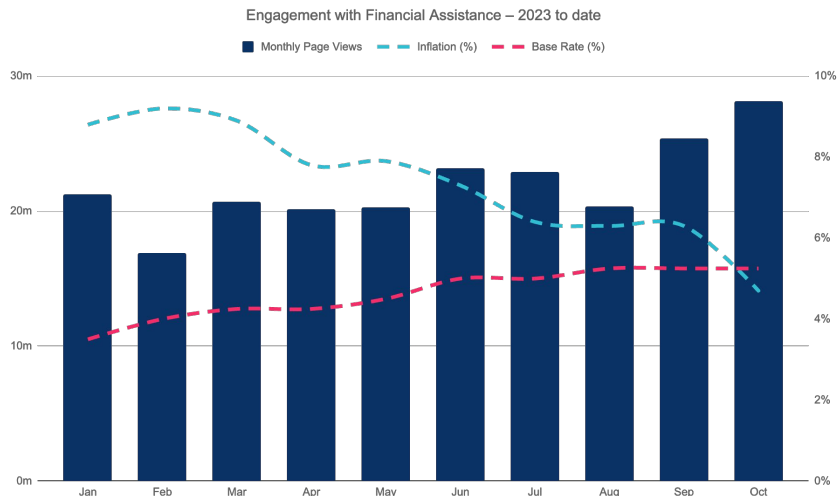
Since the cost of living crisis first hit towards the end of 2021, our nationwide audience of online readers have increasingly turned to trusted sources to help them navigate it.

From understanding the impact of global food and energy prices on their take home page to how fiscal controls by financial institutions can be used to control inflation, we see millions of savvy Brits during key economic moments.



Source: Ozone

Financial assistance grows at key economic moments



TAKE ACTION

The cost of living crisis has changed the way many Brits manage their personal finances and household budgets. With slower economic growth forecast in 2024, our readers will continue to turn to our publishers for trusted guidance. You can reach an audience of up to 30m **Personal Finance, Economy** and **Cost of Living** readers across our platform.

+29%
Higher Financial Assistance vs. 2023 average

Last week, reader engagement with the **Financial Assistance** topic within our **Personal Finance** category were +29% higher than the weekly average this year. With inflation dropping sharply to its lowest level in two years, interest in the implications grew.

+53%
Growth in page views as interest rates hit 5.0%

Key events driving engagement with the topic in the last six months include the 0.5% interest rate increase to 5% on June 22, which saw **Financial Assistance** page views grow by +53% that week. From June, monthly page views have been a fifth higher.

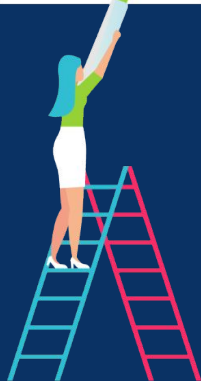
LOOKING AHEAD

Reader engagement with our **Personal Finance** content typically increases by a quarter in the week the Government announces sweeping changes to fiscal policies, such as the Spring and Autumn statements; a trend we expect to continue with this week's budget.

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The UK economy in our premium publishers



MARKET REPORT: FTSE 250 surges amid easing inflation hopes

By JOHN ASBORN
UPDATED: 09:40, 15 November 2023

The FTSE 250 enjoyed its best day since July amid growing hopes inflation will ease in the UK.

London's mid-cap index, which is more domestically focused and exposed to the British economy, surged 3.47 per cent, or 622.48 points, to 18,536.13.



UK inflation drops sharply to 4.6% as energy prices fall

Decline in annual rate in October eases fears that Bank of England will raise interest rates again this year

- Analysis: UK interest rate cuts are not coming any time soon
- Nils Pratley: Don't expect good news for energy bills
- Inflation: which goods and services have changed most in price?

State pensions set for boost to double the predicted UK inflation rate

Full rise would probably mean pensioners receive an uplift twice the rate of inflation

Falling inflation could give the Chancellor headroom with a lower growth rate

By **Clive Chapman, Clive Mears**

November 15, 2023 5:53 pm (Updated November 16, 2023 8:10 am)

Penioners could be set for an unprecedented



Get in touch

