

Reading THE NATION

20 NOV – 26 NOV 2023

Last week, cash conscious Brits weighed up the pros and cons of two events that can affect the health of their finances.

First up on Wednesday, the UK Chancellor Jeremy Hunt announced the Government's autumn statement. Featuring a raft of fiscal policy changes that could leave Brits better off, reader engagement with related content, such as Careers and Personal Finance, grew.

Then, later that week, Black Friday offered shopping savvy consumers the chance to cash in on brand and retailer offers to bag themselves, or their loved ones, a deal on an early Christmas present.



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+62%

Careers
9.8m weekly page views

21.1M

Personal Finance
Page views +43% WoW

11.7M

Shopping
Page views +16% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Careers	9.8m	+62%	2.7m	+39%	3.6	+17%
Personal Finance	21.1m	+43%	4.3m	+27%	4.9	+13%
Pets	2.8m	+37%	1.0m	+30%	2.9	+5%
Fine Art	6.5m	+27%	2.1m	+24%	3.1	+2%
Shopping	11.7m	+16%	3.3m	+9%	3.6	+6%
Books & Literature	4.0m	+15%	1.1m	+29%	3.7	-11%
Automotive	13.1m	+11%	2.7m	+13%	4.8	-1%
Business & Finance	53.0m	+7%	7.8m	+4%	6.8	+3%
Education	3.1m	+7%	1.0m	-4%	3.1	+11%
Science	9.9m	+5%	2.6m	-1%	3.8	+6%

OZONE OVERVIEW

Last week, the Government's autumn statement provided a big boost in reader engagement for the top two categories in our seven-day top 10 of the most popular content areas across the Ozone platform.

As millions of finance-focused Brits got to grips with the raft of fiscal policy changes announced by the Chancellor Jeremy Hunt, weekly page views for our **Careers** and **Personal Finance** categories grew. With eye-catching policy changes to the national living wage, National Insurance and the state pension, the two saw growth of two thirds and more than two fifths respectively week on week.

Elsewhere, and as expected, the biggest shopping event of the year – Black Friday – drove weekly page views growth for our **Shopping** category, which grew by a sixth compared to the week before.

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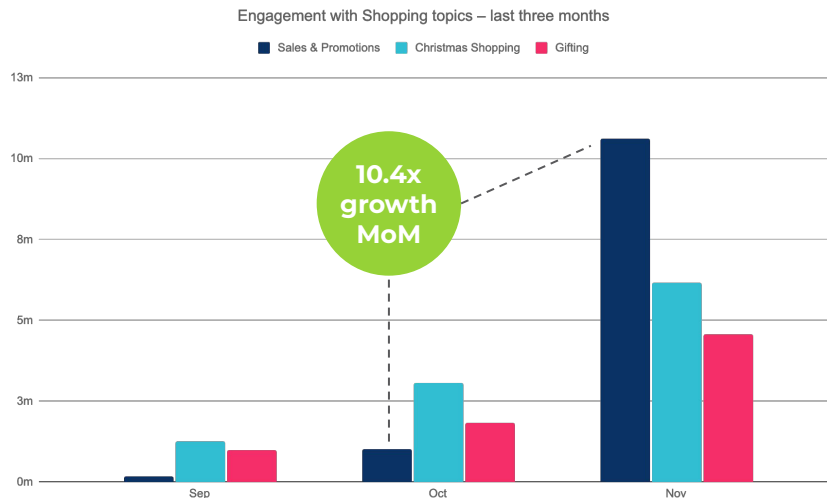
Black Friday is the biggest single mega-sales shopping event of the year. Every November, it drives massive engagement with the **Sales & Promotions**, **Christmas Shopping** and **Gifting** content topics from our **Shopping** category.

With retailers and brands increasingly setting the best of their deals and discounts live from early November and throughout the month, our premium publishers ramp up editorial about the very best offers available to help guide the purchasing decisions of savvy shopping Brits.



Source: Ozone

Savvy shopping Brits still show love for mega sales



TAKE ACTION

Our December deadline to set campaigns live over the Christmas and New Year period may be approaching, but it's never too late to activate with Ozone. Reach more than 35m **Christmas Shoppers** using a combination of our custom and seasonal audience segments.

10-fold
Increase in Sales & Promotions page views

While the cost of living still remains high, mega sales offer savvy shopping Brits a wide range of deals and discounts, which our publishers will editorialise. In November, **Sales & Promotions** page views were 10x higher month on month and up +20% annually.

34%
Overall growth in Shopping page views last month

Overall reader engagement with **Shopping** category content grew by more than a third in November. As well as **Sales & Promotions** growth, the **Christmas Shopping** and **Gifting** topics both more than doubled and **Grocery Shopping** increased by almost two thirds.

LOOKING AHEAD

We expect to see further engagement growth for our **Christmas Shopping** and **Gifting** content topics as we get closer to the big day. Last year, the two festive favourites saw monthly page views double in December, with the two weeks before the 25th key for last-minute shoppers.

Mega-sales events in our premium publishers

