

# Reading THE NATION

12 FEB – 18 FEB 2024

Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

Last week, love for our premium publishers' Valentine's Day content, including **Flower Shopping**, **Gifting** and **Romantic Getaways**, drove page views growth. And with spring around the corner, sprucing up the homestead in preparation for a new season boosted **Home & Garden**.

Visit **Ozone Ad Manager** for more publisher first-party data insights

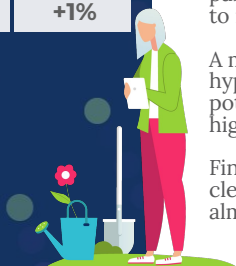


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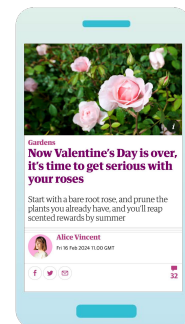
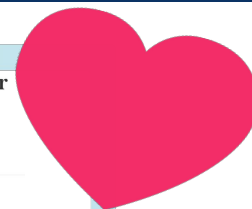
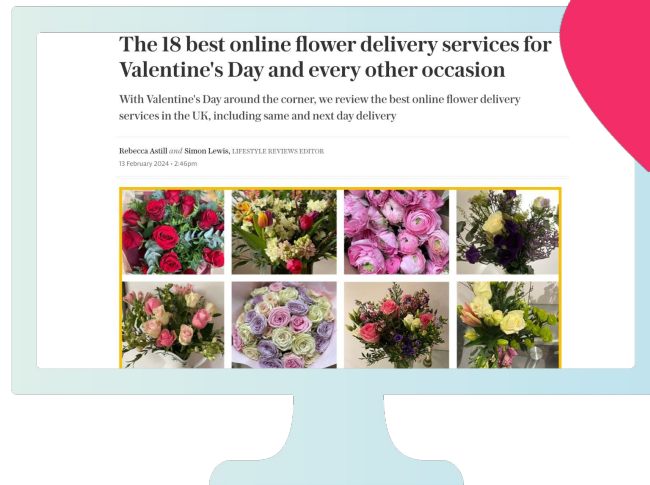
LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Music & Audio	20.9m	+33%
Home & Garden	10.0m	+24%
Video Gaming	1.0m	+11%
Books & Literature	2.9m	+9%
Shopping	7.9m	+4%
Hobbies & Interests	8.7m	+3%
Tech & Computing	23.5m	+2%
Television	43.5m	+2%
Healthy Living	6.2m	+1%
Fine Art	4.8m	+1%

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

For the third consecutive week, **Music & Audio** was our biggest growing area. While there was continuing interest in the Taylor and Travis Super Bowl show, the passing of radio broadcaster Steve Wright contributed to reader engagement growth of a third last week.

A modest +2% growth for **Television** was boosted by hype around the rumoured return of Gavin & Stacey. A potential festive special for the telly favourite drove 25x higher **Christmas TV** page views last week.

Finally, Sunset Boulevard and star Nicole Scherzinger cleaned up at WhatsOnStage Awards to drive growth of almost a fifth for the **Theatre** topic from **Fine Art**.

### SEASONAL EVENTS

Last week's hump day Valentine's Day rose reader engagement with related content. Within **Shopping**, **Flower Shopping** bloomed with +52% growth, while **Gifting** grew by +13%. From **Travel**, page views for the **Romantic Getaways** topic more than doubled.

With a month to go until March 20th's spring equinox, reader engagement with **Home & Garden** is rising as British consumers look to spruce up their homes, inside and out. The content category was up by almost a quarter overall last week, key topics driving growth included **Home Improvement** (+50%), **Home Appliances** (+32%) **Interior Decorating** (+25%). Notably, **Outdoor Decorating** also more than doubled.

# Reading THE NATION

COMING UP IN MARCH



**+25%**  
higher page  
views vs. the  
2023 average

Typically, **Personal Finance** page views will grow by a quarter on the Budget and ISA season

**+19%**  
growth for Bars &  
Restaurants in  
March 2023

Mother's Day celebrations last March grew **Bars & Restaurants** page views by almost fifth

**3.5x**  
higher Horse  
Racing page  
views on avg.

March's Cheltenham Festival will drive **Horse Racing** interest with topic page views 3.5x higher

**3.8x**  
avg. growth for  
Bank Holidays  
page views (3yrs)

On average, engagement with **Bank Holiday** content grows by 3.8x in March the Easter lead up

Source: Ozone 2024



## MARCH 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01 New car registration day St David's Day	02 The BRIT Awards	03
04		05 Spring Budget	06 World Book Day	07 International Womens Day	08 Comic Relief Cheltenham Festival Gold Cup	09 Mother's Day The Oscars Ramadan begins
11	12 Cheltenham Festival begins	13	14	15	16	17 St Patrick's Day
18	19	20 Spring Equinox	21	22	23	24 Palm Sunday
25	26	27	28 Good Friday Bank Holiday	29	30	31 Easter Sunday British Summer Time (clocks go forward)

For more, see **Planning ahead for 2024 with Reading the Nation**

# Reading THE NATION

COMING UP IN APRIL



**2.5x**  
higher Horse  
Racing page  
views vs. avg.

Horse Racing page views in April are 2.5x higher than the monthly avg. on Grand National interest

**+29%**  
growth for Items  
for Children on  
average in April

On average, the post-Easter return to school will grow **Items for Children** page views by +29%

**4.7x**  
higher Running  
page views in  
April 2023

Running page views grew more than four-fold in April 2023 on London Marathon interest

Source: Ozone 2024



## APRIL 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01 April Fool's Day Bank Holiday Easter Monday	02	03	04	05 ISA contributions deadline	06 Start of the tax year	07
08	09	10	11	12 Coachella Weekend 1	13 The Grand National	14
15 Back to school	16	17	18	19 Coachella Weekend 2	20 The Scottish Grand National	21 London Marathon
22 International Earth Day Passover begins	23 St George's Day	24	25	26	27	28
29	30					

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COMING UP IN MAY



**+38%**  
growth for Music  
& Audio on  
average in May

Typically, **Music & Audio** page views will grow by +38% in May on Eurovision interest

**+33%**  
higher Football  
page views on  
avg. in May

The end of the season and cup finals drive **Football** engagement to avg. May growth of a third

**+28%**  
avg. growth for  
Bank Holidays  
page views (3yrs)

On average, **Bank Holiday** page views increase by +28% in May on the Spring Bank Holiday

Source: Ozone 2024



## MAY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
					Star Wars Day	
	06	07	08	09	10	11
	The Met Gala					Eurovision final (50th anniversary)
	May Bank Holiday					
	13	14	15	16	17	18
	Mental Health Awareness Week	Cannes Film Festival starts				Premier League season ends
	20	21	22	23	24	25
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix		FA Cup Final
	27	28	29	30	31	
Spring Bank Holiday						

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