

Reading THE NATION

19 FEB – 25 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.

With the spring equinox less than a month away, readers across the Premium Web last week indulged in seasonal new season's **Style & Fashion** editorial and **Ents** content. Elsewhere, victory for Scotland over England at the Six Nations boosted engagement with **Rugby**.

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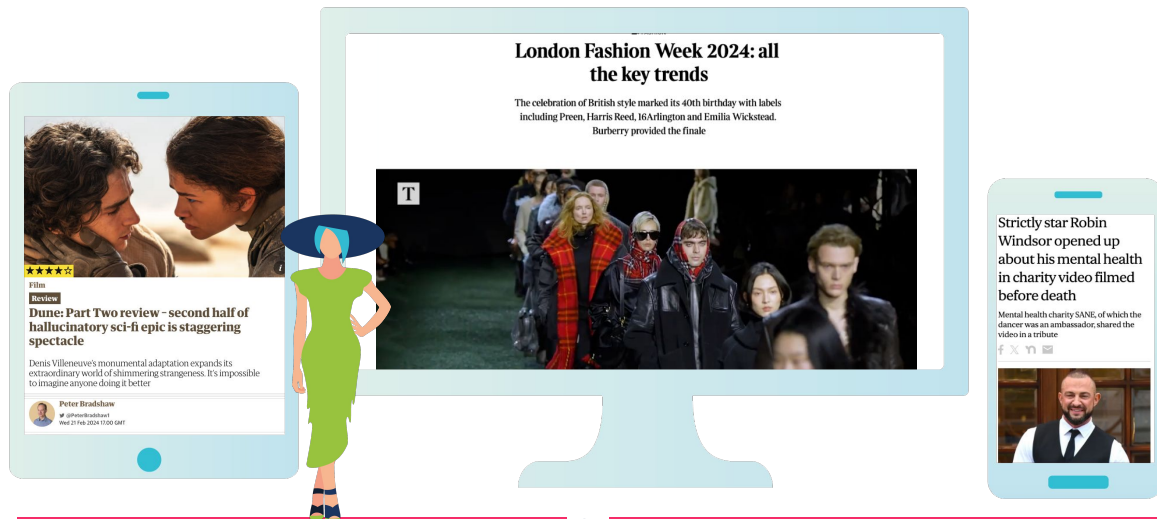
Reading THE NATION

LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Fine Art	9.2m	+91%
Pets	3.7m	+83%
Television	50.8m	+17%
Science	12.5m	+14%
Movies	16.5m	+11%
Shopping	8.8m	+11%
Video Gaming	1.1m	+9%
Style & Fashion	22.9m	+4%
Medical Health	53.5m	+3%
News & Politics	134.3m	+3%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Last week, reader engagement with **Fine Art** content grew +91% – with **Dance** topic page views up five-fold – as fans of Strictly Come Dancing mourned the untimely passing of pro dancer Robin Windsor.

There was further seven-day growth for a trio of ents areas too. Reveals for a slate of new BBC dramas and ITV's Celebrity Big Brother lineup, grew **Television** by +17%. Respectively, the **Drama TV** and **Reality TV** topics were up +65% and +14%. Elsewhere, interest in **Dune: Part 2** and the Screen Actors Guild Awards drove **Movies** page views to +11% growth. Finally, the release of hot new sci-fi shoot **Helldivers 2** and a preview of F1 2024 dialled up **Video Gaming** to +9% growth.

SEASONAL EVENTS

There's been expected reader engagement growth in the past seven days for **Style & Fashion**, as fashion weeks in the UK capital and Italy's second biggest city grew page views for the content by +4%.

The style world's four fashion majors in Paris, New York, London and Milan typically grow reader engagement with influential **Style & Fashion** editorial across the Premium Web.

Round three of the Six Nations took place last week and Scotland's win over England to reclaim the Calcutta Cup grew weekly **Rugby** page views by +12%. Annually, reader engagement is currently +61% higher.

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**

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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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