

# Reading THE NATION

26 FEB – 3 MAR 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.

While what's expected in this week's Spring Budget was a big topic of interest last week, a sensational six-prize haul by Raye at the 2024 BRIT Awards is set to send the musician's star power stratospheric.

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

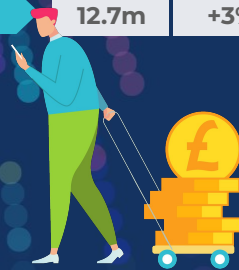


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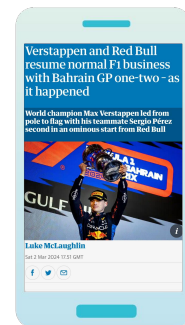
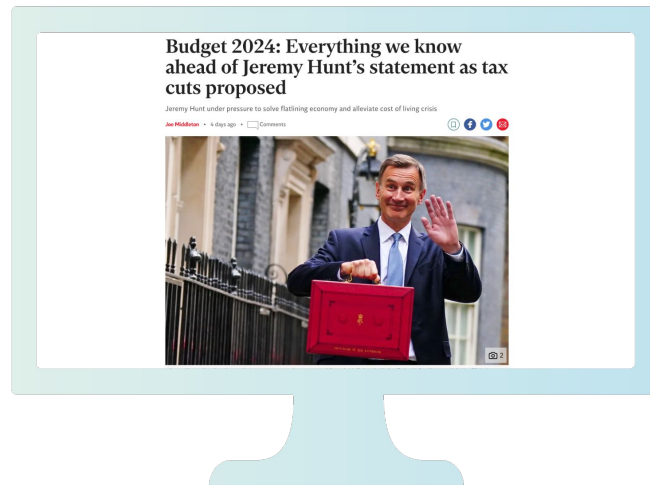
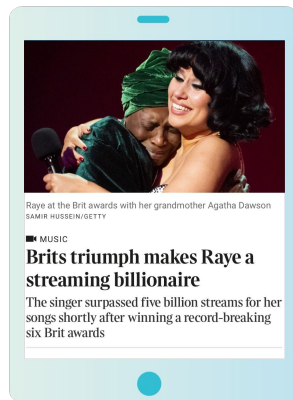
LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Personal Finance	14.9m	+19%
Education	3.4m	+19%
Sport	68.1m	+13%
Food & Drink	20.1m	+11%
Careers	7.8m	+11%
Pop Culture	76.5m	+10%
Hobbies & Interests	9.6m	+9%
Events & Attractions	31.8m	+6%
Style & Fashion	23.9m	+4%
Music & Audio	12.7m	+3%

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Spring Budget speculation last week drove reader engagement with **Personal Finance** and **Careers** content, up +19% and +11% respectively. Notably, page views for the **Personal Taxes** and **Pensions** topics grew by around a half with expected tax cuts likely to be funded by a raid on pensions by the Chancellor.

Elsewhere, while the passing of celebrated television chef Dave Myers – one half of the Hairy Bikers – drove **Food & Drink** to growth of more than a tenth.

And a record six wins for musician Raye at the 2024 BRIT Awards – plus the release of Olly Alexander's UK Eurovision entry 'Dizzy' – drove **Music & Audio** growth.

### SEASONAL EVENTS

It was all go, go, oh no for the 2024 Formula 1 season last week as reigning world champion Max Verstappen eased to victory at the Bahrain Grand Prix. While it wasn't such an easy week for Red Bull Racing team principal Christian Horner, **Auto Racing** page views were 3.5x higher week on week.

Paris Fashion Week – the last of the four fashion majors that top-end the annual style calendar – put our influential **Style & Fashion** editorial back in the spotlight last week. While engagement grew modestly, there was greater growth for the **Designer Clothes** (+72%), **Fashion Events** (+23%) and **Luxury Goods** (+22%) and **Fashion Trends** (+17%) topics.

# 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	02
				New car registration day St David's Day	The BRIT Awards	03
04		05	06	07	08	09
		Spring Budget	World Book Day	International Womens Day		Mother's Day The Oscars Ramadan begins
11	12	13	14	15	16	17
	Cheltenham Festival begins		Comic Relief Cheltenham Festival Gold Cup			St Patrick's Day
18	19	20	21	22	23	24
						Palm Sunday
25	26	27	28	29	30	31
		Spring Equinox		Good Friday Bank Holiday		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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# Reading THE NATION

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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