

Reading THE NATION

4 MAR – 10 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.

Tax cuts teased by the UK Government at the end of February headlined the Chancellor's Spring Budget as a 2% cut to National Insurance was announced. As such, reader engagement with **Personal Finance** content across Ozone grew as consumers turned to trusted sources to work out what the budget meant to them.

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24%
PERSONAL
FINANCE
page views
growth

Reading THE NATION

LAST WEEK'S HOT CONTENT



Personal Finance

18.5m

+24%

Books & Literature

3.4m

+18%

Video Gaming

1.1m

+17%

Automotive

14.2m

+15%

Science

10.9m

+7%

Television

47.1m

+7%

Education

3.6m

+5%

Religion & Spirituality

3.3m

+3%

Business & Finance

41.0m

+3%

Shopping

8.2m

+3%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

National insurance
Explainer
National insurance: how much better off will the 2p cut leave workers?

Jeremy Hunt said his budget measure will benefit 27 million people - here's how it will work

The Best Mother's Day Beauty Gifts To Brighten Her Day

The ultimate skincare, make-up and fragrance gifts to treat your loved one to this year

By Renee Washington | Updated On 04 02 2024

Consider this your reminder that Mother's Day is just around the corner - Sunday 10th March, everyone! - and your cue to start hunting for that one standout gift that's sure to make her day. If the special someone you're celebrating on Mother's Day is into their beauty, look no further. We've rounded up the best beauty gifts in the business, the feel-good special editions, sets and cult classics that are sure to hit the mark.

When it comes to treating your mum, beauty gifts are the way to go. Mother's Day is the perfect excuse for all the mums out there to have a well-deserved self-care day. Here, everything Girza's beauty team are shopping for their mother figures this year. Keep scrolling to find gifts from some of our favourite brands like Charlotte Tilbury, The White Company and LookFantastic.

From luxe candles to iconic serums, here's what to shop this Mother's Day:

Celebrity Big Brother, ITV1 review: Look away now Middletons, Uncle Gary wants to show his 'devilish' side

Goldsmith jolled his niece would be watching 'from behind the sofa' in a launch episode that was really trash by royal appointment

Michael Hogan
4 March 2024 - 11:00pm

TOPICAL NEWS

Featuring a headline 2% cut to National Insurance, last Wednesday's Spring Budget grew reader engagement with **Personal Finance** content by almost a quarter. This was driven by 2.5x higher **Personal Taxes** page views as well as a +71% rise for the **Saving** topic.

The budget also boosted **Business & Finance**, with page views up +3%. Additional growth for the content came following Nationwide's surprise £2.9bn bid for Virgin Money, with 2.6x page views growth for the **Merger & Acquisitions** topic.

Also last week, the latest series of Celebrity Big Brother – the first since ITV revived the show – began to drive **Reality TV** page views, which increased by a quarter.

SEASONAL EVENTS

World Book Day, the annual worldwide celebration of books and reading created by UNESCO in 1995 to promote reading for pleasure among children and young people, took place last Thursday.

As the event was celebrated nationwide, reader engagement with **Books & Literature**, with page views for the content area up +18% week on week.

Finally, Mother's Day on Sunday gave British families the opportunity to spoil mum. While **Shopping** content page views grew marginally, up +3% overall week on week, there was significant growth for the **Flower Shopping** and **Gifting** topics, which grew by 2.5x and almost a third respectively.

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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	03
				New car registration day St David's Day	The BRIT Awards	
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**

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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)	12
	May Bank Holiday					
	13	14	15	16	17	18
	Mental Health Awareness Week	Cannes Film Festival starts				Premier League season ends
	19	20	21	22	23	24
	25	26	27	28	29	30
	31				FA Cup Final	
Spring Bank Holiday						

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