

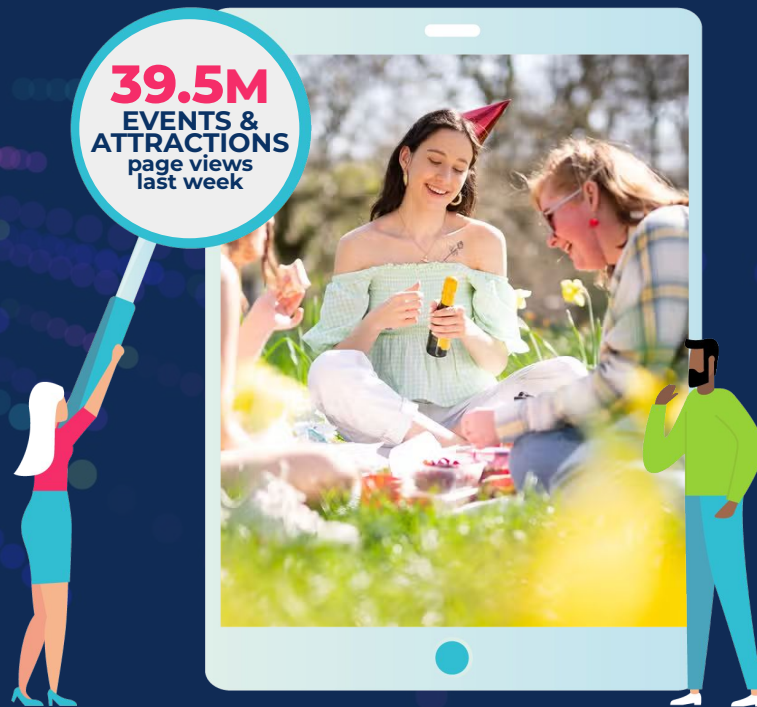
Reading THE NATION

11 MAR – 17 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.

Last week's royal photography blunder captured the nation's attention as the "where's Kate" saga continued. There was also expected pre-Easter page views growth for multiple content areas across the Premium Web as Brits turned to our publishers to plan out the upcoming long bank holiday weekend.

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



Reading THE NATION

LAST WEEK'S HOT CONTENT

Hobbies & Interests

15.7m

+84%

Fine Art

5.2m

+29%

Property

7.0m

+27%

Events & Attractions

39.5m

+23%

Tech & Computing

27.5m

+20%

Pets

3.8m

+18%

Food & Drink

18.1m

+18%

Travel

24.9m

+16%

Healthy Living

5.3m

+15%

Automotive

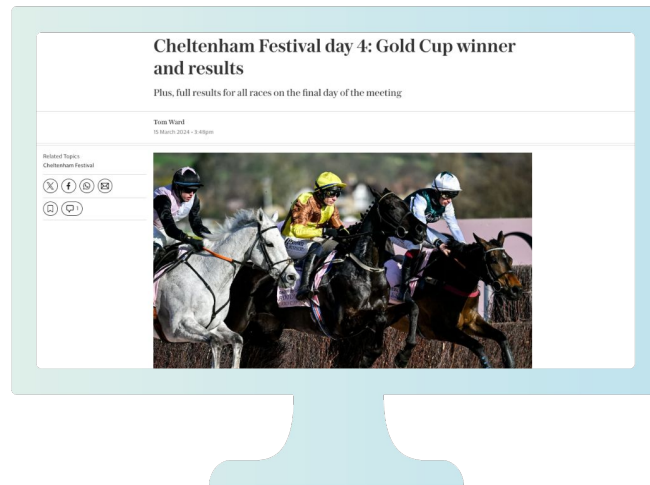
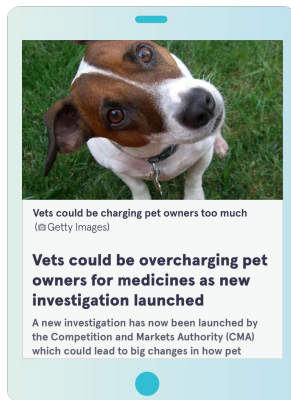
16.2m

+14%

Source: Ozone 2024



PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Photo-editing, of all things, became a hot topic last week after a Mother's Day photograph of the Princess of Wales and her children made global headlines. As a result, **Photography** topic page views grew 10-fold, driving **Hobbies & Interests** content to an overall increase of +84%.

Elsewhere, pet owners celebrated news the Competition and Markets Authority will investigate the pet health care industry due to concerns about costs. **Pets** content increased by almost a fifth driven by 3.5x growth for the **Veterinary Medicine** topic.

The Cheltenham Festival took place last week to grow reader engagement with **Horse Racing**. Page views for the sport grew significantly, up 5x last week. There will be further growth for the topic in April when the Grand National and Scottish Grand National take place.

SEASONAL EVENTS

Ryan Gosling might not have won at the Oscars, but his 'Ken-ergy' stole the show. **Movies** page views grew +6% on reader interest in Tinseltown's biggest celebration.

While the Oscars wrapped up awards season for cinema, the release of the 2024 shortlist for the Olivier Awards, UK theatre's biggest prize-giving night, drove **Fine Art** to +29% growth. The Oliver's take place in London on Sunday, 14 April.

Finally, there was expected pre-Easter reader engagement with a trio of content areas. Page views for **Events & Attractions**, **Food & Drink** and **Travel** all grew +23%, +18% and +16% respectively, as Brits planned ahead for the holiday. Notably, within the categories, page views for the **Bank Holidays** topics more than doubled. **Theme Parks** increased by a third and **Europe/UK** locations grew by almost a fifth.

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	09 Mother's Day The Oscars Ramadan begins
11	12 Cheltenham Festival begins	13	14 Comic Relief Cheltenham Festival Gold Cup	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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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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Reading THE NATION

COMING UP IN JUNE



+52%

Football page views growth in June 2023

Football page views grew +52% in June last year as Man City won the Champions League final

c.30%

Higher Football page views on Euros interest

Expect **Football** engagement to be c.30% higher in June 2024 as the Euros kicks off mid-month

+27%

Giftng page views growth in June 2023

Planning the perfect Father's Day present grew **Giftng** page views by more than a quarter last year

3.5x

avg. growth for Festivals page views (3yrs)

Expect **Festivals** page views to increase 3.5x on Glasto and the start of summer festival season

Source: Ozone 2024



JUNE 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					The Derby UEFA Champions League final	
03	04	05	06	07	08	09
		World Environment Day	80th Anniversary of D-Day landings		Parklife festival begins	
10	11	12	13	14	15	16
			US Open Golf starts	UEFA Euros 2024 begins	24 Hours of Le Mans	Eid ul-Adha begins Father's Day
17	18	19	20	21	22	23
	Royal Ascot begins		Summer Solstice Isle of Wight Festival begins		Windrush Day	
24	25	26	27	28	29	30
		Glastonbury Festival begins		Tour de France begins in Florence Pride in London		Glastonbury Festival ends

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