

# Reading THE NATION

18 MAR – 24 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, Brits nationwide were shocked and saddened as Catherine, Princess of Wales personally announced her cancer fight. After weeks of speculation about the Princess' wellbeing, the bravery of her deeply moving statement was hailed. As such, reader engagement with related content, including **Medical Health**, increased.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Medical Health

74.9m

+56%

Careers

9.8m

+52%

Video Gaming

1.0m

+21%

Fine Art

6.2m

+20%

Religion & Spirituality

3.0m

+16%

Education

4.0m

+14%

Personal Finance

16.7m

+14%

Property

7.7m

+10%

Business & Finance

45.2m

+8%

Family & Relationships

57.1m


+7%

Source: Ozone 2024

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

**Doctors found my cancer during abdominal surgery - just like Kate Middleton: Woman, 38, reveals how she too received the shock diagnosis and warns 'it can happen to anyone'**


By Rebecca Whittaker For Mailonline  
10:37, 25 Mar 2024, updated 14:21, 25 Mar 2024



+9  
View gallery


**21 Easter activities for kids — from artist workshops to Paddington live**

Unleash their inner Frida Kahlo, Steven Spielberg or Ariana Grande over the spring holiday



**6 free open iftars available to all during Ramadan 2024**

Faima Bakar  
Published Mar 23, 2024, 3:30am



Here are some of the places you can break fast together (Picture: ramadantentproject.com)

**Is it best to keep a Junior ISA secret until your child turns 18?**

By Tara Jeffries  
Updated 09:50, 21 Mar 2024



28 comments

- Parents can stash up to £9,000 a year in a Junior Isa for a child
- The annual allowance can be split between a cash and a shares Isa each year
- But should they tell their child about the money or keep it under wraps?

### TOPICAL NEWS

The Princess of Wales' shock cancer announcement last Friday saw reader engagement with **Medical Health** grow by more than half as our premium publishers followed the breaking news story. As we saw with King Charles' cancer revelation earlier this year, there was significant engagement growth for the **Cancer** and **Oncology** topics, up 6x and 8x respectively.

Also last week, the publication of a report by The Parliamentary and Health Service Ombudsman into state pension inequality for women drove **Careers** page views to +52% growth, driven by growth of three-quarters for the **Retirement** topic.

Elsewhere, the unveiling of a new artwork by Banksy and the furor over Nike's "playful update" to the flag of St. George on England's new football kit drove **Fine Art** to growth of a fifth.

### SEASONAL EVENTS

The midpoint of the holy month of Ramadan and the incoming Easter bank holiday weekend drove expected seasonal growth with **Religion & Spirituality** and **Family & Relationships** content, with page views for the two categories growing by +16% and +7% respectively last week.

With only weeks to go until the tax year ends, ISA season has continued to drive reader engagement with **Personal Finance** content. Driven by +28% growth in **Consumer Banking** page views, the category rose +14% last week.

Finally, the school holidays, which may have just begun or are about to, drove growth with **Education**, with page views up +14% week on week. With national offer day for the 2024 reception intake coming up, **Primary Education** grew +82%.

# 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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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
	20	21	22	23	24	25
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix	FA Cup Final	26
	27	28	29	30	31	
Spring Bank Holiday						

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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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