

Reading THE NATION

25 MAR – 31 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, as Brits up and down the country celebrated the first long weekend of the year, we saw topical news meet seasonal expectations as Pets At Home announced it would stop selling bunnies during Easter weekend to prevent impulse purchases. This increase in **Pets** engagement, was also accompanied with seasonal growth for **Travel, Religion & Spirituality** and **Events & Attractions** content.

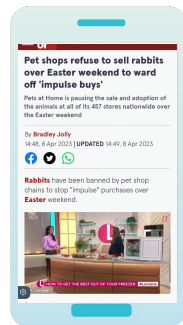
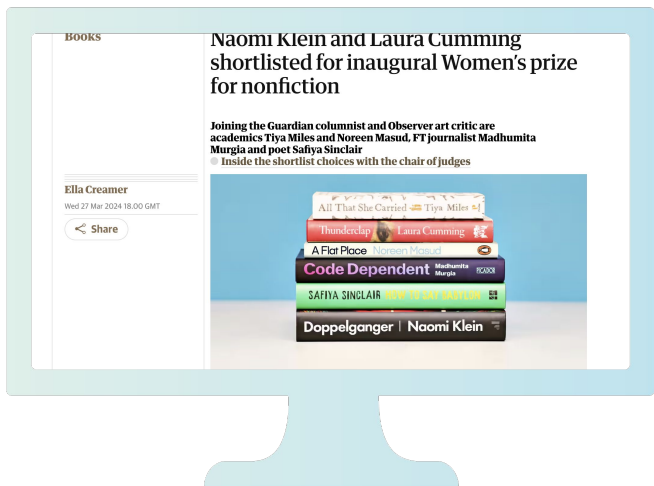
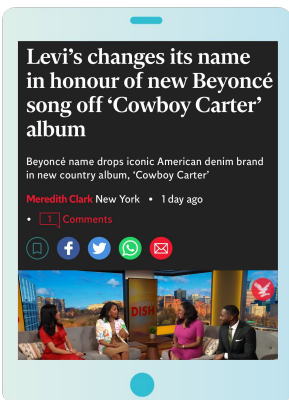
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Reading THE NATION

LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Pets	3.4m	+42%
Books & Literature	4.1m	+39%
Music & Audio	12.2m	+32%
Religion & Spirituality	3.6m	+21%
Travel	25.4m	+13%
Property	8.7m	+12%
Healthy Living	5.3m	+10%
Events & Attractions	33.8m	+8%
Tech & Computing	23.2m	+5%
Food & Drink	18.2m	+5%



TOPICAL NEWS

The **Pets** category saw the greatest increases in engagement this week as retail giant Pets At Home announced it would ban rabbit sales over the Easter Weekend to prevent impulse purchases – increasing **Pet Supplies** page views by almost 5x. Similarly, the news that Germany was considering (and then not) banning sausage dogs, was a key driver in **Veterinary Medicine** engagement soaring by +357%.

In the **Books & Literature** category, we saw growth in page views driven by the announcement of the shortlist for the inaugural Women's Prize for Non-Fiction prize – engagement with **Literary Awards** rose almost seven-fold.

Music & Audio growth was fuelled by the release of Beyoncé's 'Cowboy Carter' album, as well as growing pressure on Eurovision artists over Israel's participation in this year's event.

SEASONAL EVENTS

As Christians all over celebrated Holy Week, it's not surprising to see the **Religion & Spirituality** category increase by +21% week on week – the second significant increase in a row.

As predicted, the Great Easter Getaway saw millions of readers turn to our publishers for all the latest **Travel** advice and warnings – up +13% week on week to the highest peak since the turn of the year. The allure of the staycation continues with **Seaside Resorts** content engagement increasing by +74%, while increased family time over the holidays saw the **Travelling with Kids** topic grow by +50%.

Finally, **Events & Attractions** saw an +8% growth which was largely driven by readers looking for top tips for what to do across the long Bank Holiday weekend – page views for this combined with Easter-related content more than doubled.

Source: Ozone 2024



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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					

For more, see **Planning ahead for 2024 with Reading the Nation**

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)	12
	May Bank Holiday			16	17	18
	13	14	15			Premier League season ends
	Mental Health Awareness Week	Cannes Film Festival starts		23	24	25
	20	21	22		FA Cup Final	26
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix	31	
	27	28	29	30		
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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