

# Reading THE NATION

1 APR – 7 APR 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, the ongoing Easter holidays continued to drive reader engagement with content areas across Ozone's Premium Web platform, as online consumers sought out ways to spend time off. There was seasonal growth for **Movies** and **Travel** content as a result.

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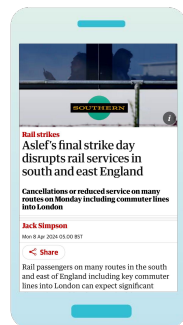
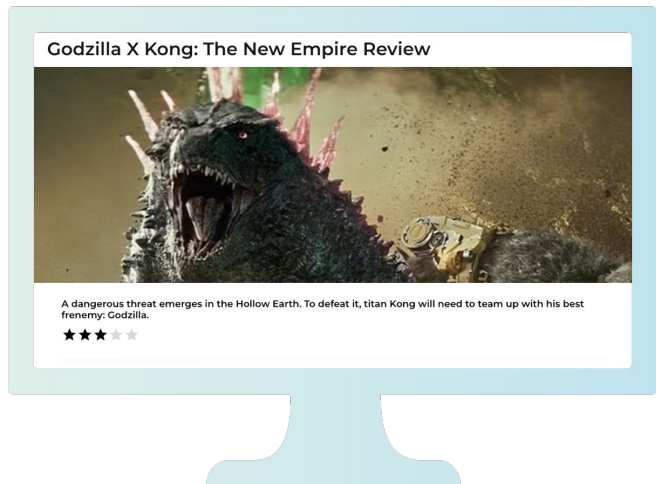
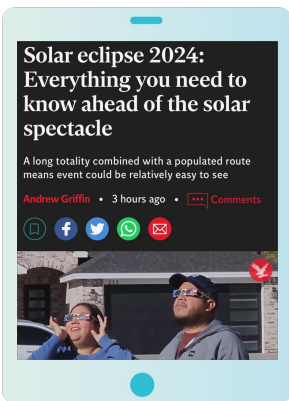
LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Movies	18.5m	+20%
Careers	10.0m	+17%
Books & Literature	4.8m	+17%
Travel	29.4m	+16%
Science	12.9m	+11%
Pets	3.6m	+5%
Home & Garden	2.6m	+5%
Video Gaming	0.8m	+4%
Family & Relationships	7.9m	+4%
Style & Fashion	23.5m	+3%

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Last week, the start of three days of rolling walkouts by train drivers from the Aslef union began, driving reader engagement with **Careers** content, but sadly not trains. This April is the 22nd month of national rail strikes, which have persistently blight rail travellers, commuters and businesses across the country. As a result, there was +85% page views growth for the **Unions** topic and five-fold growth for **Remote Working**.

There was double-digit page views growth for **Science** content as – first – Taiwan and New York were rocked by earthquakes, and – then – skygazers prepared for this week's total solar eclipse. The **Astrology** and **Geology** topics grew +32% and 11% respectively.

### SEASONAL EVENTS

The school Easter holidays continued last week and – as we expect at this time of year – we saw reader engagement for related content areas, including **Movies** and **Travel**, continue to blossom.

Timed for the holidays, the cinematic release of *Godzilla x Kong: The New Empire* grew **Movies** page views by +20%. Expect a further boost for the content next month when the Cannes Film Festival takes place.

Up +16% week on week, **Travel** was driven by interest in UK destinations, with the topic up +23%. For those travelling further afield, there was also growth of more than a fifth for the **Air Travel** topic.

# 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					

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



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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)
	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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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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