

# Reading THE NATION

11 APR – 17 APR 2022

After two years of pandemic driven disruption and social distancing, Easter 2022 gave millions of Brits the chance to get back together with family and friends to celebrate in the April sunshine. And the engagement growth seen with relevant content is expected to grow again with May and June's Bank Holidays to come.

With a reach of over 99% of the UK's online population, Ozone's single-user view of content consumption provides unrivalled insights from the stories that matter.

Request Activation

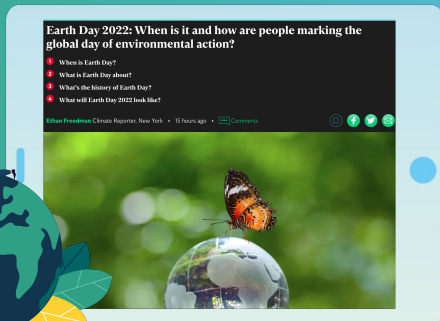


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**+65%**

**RELIGION**  
1.8m Weekly Page Views

**16.6M**

**FOOD & DRINK**  
Page Views +27% WoW



**10.3M**

**SCIENCE**  
Page Views +14% WoW



THE OZONE PROJECT

**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion	1.8m	65%	0.7m	62%	2.7	2%
Food & Drink	16.6m	27%	5.0m	21%	3.3	5%
Shopping	8.0m	25%	2.9m	22%	2.7	2%
Science	10.3m	14%	3.5m	15%	2.9	-1%
Special Occasions	28.3m	12%	7.4m	12%	3.8	0%
Home & Garden	12.8m	11%	4.0m	6%	3.2	4%
Automotive	8.1m	7%	2.6m	8%	3.1	0%
News & Politics	83.7m	7%	12.1m	7%	6.9	0%
Pop Culture	56.3m	1%	9.3m	3%	6.1	-2%
Travel	18.9m	1%	5.5m	4%	3.5	-4%

Reader Attention is a measure of total category page views divided by category unique users

### THIS WEEK'S OVERVIEW

Easter and the start of the second week of Ramadan drove weekly engagement and audience growth for our **Religion** category by **more than 60%**, as Brits nationwide sought out relevant content to help them mark these important occasions in the Christian and Islamic calendars.

Elsewhere, with the school holidays continuing and the four-day Bank Holiday weekend taking place, recent engagement growth for key content categories associated with them continues. From **Food & Drink (+27%)** and **Shopping (+25%)** to **Special Occasions (+12%)** and **Home & Garden (+11%)**, consumers turned to our inspirational publisher content to help them plan celebrations, things to do or jobs around the house.

And with Earth Day – which marks the birth of the modern environmental movement in the 1970s – coming up this Friday (22nd April), **10.3m Science Page Views** increased by **+14%** week on week.

Source: The Ozone Project 2022

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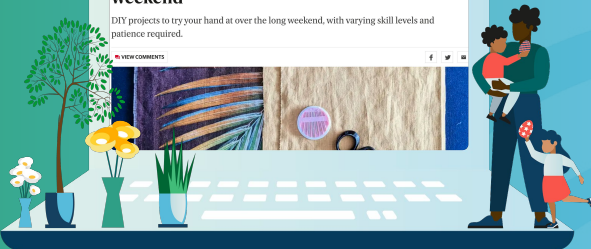
The school break, Easter bank holiday weekend and improving spring weather has provided millions of Brits with the perfect opportunity to celebrate a return to pre-pandemic normality.

In the run up to the long weekend, we've seen persistent growth with a number of key categories as consumers have sought inspiration for the best ways to spend their first Easter in three years with no Covid restrictions.

## Easter DIY ideas: eight tried-and-tested projects to do over the Bank Holiday weekend

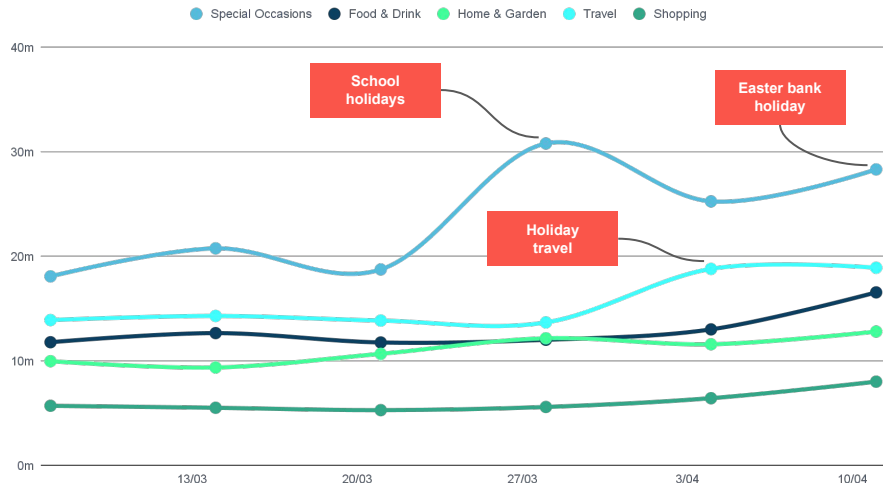
DIY projects to try your hand at over the long weekend, with varying skill levels and patience required.

VIEW COMMENTS



## EASTER PLANS EGG ON CATEGORY GROWTH

Engagement with Bank Holiday Relevant Categories



## TAKE ACTION

While we expect similar growth rates in the build up to the Early May bank holiday on Monday 2nd May, the Queen's Platinum Jubilee weekend, from 2nd to 5th June, promises to be a greater catalyst for accelerated growth, as Brits look forward to celebrating her Majesty's 70th year as monarch.

**234m**  
Total Combined  
Page Views

In the build up to and including the school break and Easter bank holiday weekend, **234m** total combined **Special Occasions, Travel, Food & Drink, Home & Garden** and **Shopping** Page Views were **+28%** higher than the previous 3-week period.

**+46%**  
Special Occasions  
PVs growth

Fuelling that growth over the three-weeks prior to Easter, consumers were reading more content related to planning things to do, places to visit and jobs around the house with **+46% Special Occasions, +22% Travel** and **+22% Home & Garden**.

**+25%**  
Category Page  
Views growth

In Easter week, as consumers look for gifting ideas and inspiration about what to eat over the long weekend, weekly engagement with our **Shopping** and **Food & Drink** categories increased by **more than a quarter** respectively.

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## EASTER PLANS EGG ON CATEGORY GROWTH

