

Reading THE NATION

13 JUN – 19 JUN 2022

Feeling hot, hot, hot! The UK basked in the year's highest temperatures so far, which saw the Met Office issuing level three heat warnings in London, south-east and east England, while Royal Ascot broke conventions and took the unprecedented step of relaxing its dress code.

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

Request Activation

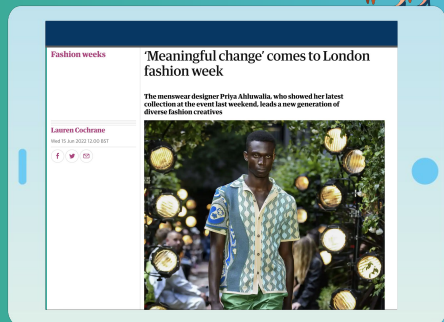


ozoneproject.com



Reading THE NATION

13 JUN – 19 JUN 2022



3.5M

PETS
Page Views +35% WoW

13.0M

HOME & GARDEN
Page Views +34% WoW

23.3M

STYLE & FASHION
Page Views +26% WoW



Source: The Ozone Project 2022

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	3.5m	35%	1.3m	30%	2.6	4%
Home & Garden	13.0m	34%	3.9m	26%	3.3	7%
Style & Fashion	23.3m	26%	5.5m	14%	4.3	10%
Science	10.6m	24%	3.4m	19%	3.1	4%
Automotive	10.7m	22%	3.3m	21%	3.2	1%
Religion	1.1m	22%	0.4m	31%	2.7	-7%
Education	2.6m	19%	1.0m	18%	2.5	1%
Healthy Living	4.0m	16%	1.6m	17%	2.5	-1%
Fine Art	3.0m	16%	1.2m	16%	2.5	0%
Family & Relationships	32.7m	13%	7.4m	9%	4.5	4%

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

THIS WEEK'S OVERVIEW

The soaring temperatures of the past week has had a huge impact on many of our content categories as our readers looked for advice on how to keep themselves and their furry friends cool (**Pet** page views up +35%), while naturally the desire for outdoor living under the sun, increased **Home & Garden** page views by +34%

As Brits looked for cool clothing options, we saw a +26% growth in **Style & Fashion** page views to a record 23.2m – a figure also impacted by June's London Fashion Week, Milan's Men's Fashion Week (**Fashion Events** page views up 5x), and Love Island's first ever pre-loved sustainable fashion party with eBay.

As the price of fuel continued to rise, so did engagement with our **Automotive** content, with its 10.7m page views the second highest level of the year. Yet it was not all doom and gloom as the overall category's +22% growth was also mirrored in more positive categories, like **Electric Vehicles** which amassing nearly 900k page views.

Reading THE NATION

13 JUN – 19 JUN 2022



It was time to blow up the paddling pool and pop open the sunroof as the first heatwave of 2022 arrived with a bang this week. Up and down the country, we were looking for ways to cool down as the thermometer topped out.

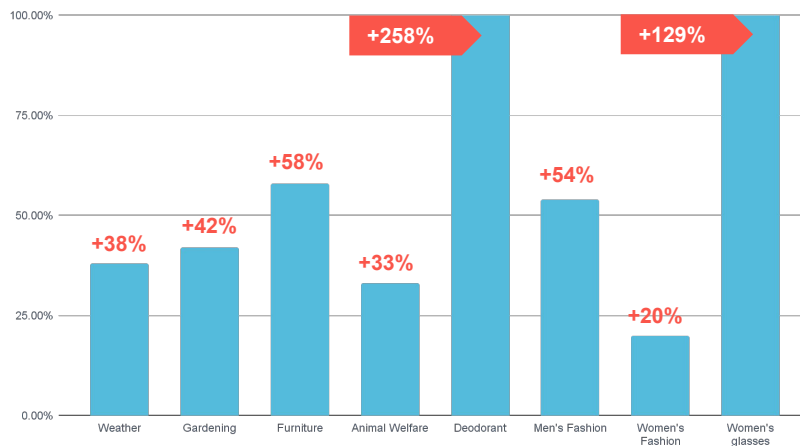
And with this week promising more sunshine and soaring temperatures, here's to living the British summertime dream... Did somebody say Pimms?



Source: The Ozone Project 2022

ENGAGEMENT SOARS WITH THE TEMPERATURE

Weather-related content – category increase versus prior four week average



TAKE ACTION

The positive impact of sunny weather on related content consumption creates the ideal opportunity for topical – even tropical – targeting.

While bad weather can also generate lots of attention from readers, summery conditions tend to transcend past the headlines into other non-news related content categories.

4.7m
page views for
Weather

The long-awaited summer heatwave has led to this year's highest **Weather** content page views since Storms Dennis, Eunice and Franklin hit the UK's shores in February 2022. Consumption levels are up **+38%** versus the prior four week average.

6.7m
Gardening
page views

Spending more time outside soaking up Vitamin D saw readers seeking advice on the best garden furniture – driving the **Furniture** category up +42% vs the four week average – with heatwave-related garden care driving **Gardening** page views to an all-time high of 6.7m.

258%
Deodorant page
view growth

Keeping oneself cool – and looking cool – is a summertime essential, leading to significant increases in page views across **Fashion**, **Sunglasses** and even **Deodorant** content! But we also care about our furry friends too, with heatwave **Animal Welfare** content up +33%.

SUMMER'S FIRST HEATWAVE IN THE HEADLINES

