

# Reading THE NATION

8 AUG – 14 AUG 2022

While the UK's most recent heatwave has got the nation all hot and bothered to drive interest in our Weather, Pets and Home & Garden content, a recent upward shift in reader behaviour with our Automotive content indicates growing interest in the September 1st launch of the new '22 car registration plates.

Our latest Reading the Nation takes a look at how our reliable, trusted car content can help to fuel consumer research when making big ticket purchases.

Request Activation

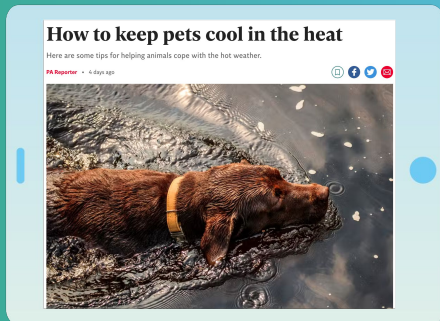


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+84%

**PETS**  
4.4m Weekly Page Views

+45%

**HOME & GARDEN**  
12.0m Weekly Page Views

21.4M

**STYLE & FASHION**  
3.5m Weekly Page Views



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	4.4m	84%	1.6m	80%	2.7	2%
Home & Garden	12.0m	45%	3.4m	27%	3.6	14%
Books & Literature	3.5m	41%	0.8m	24%	4.1	13%
Hobbies & Interests	6.2m	31%	2.0m	32%	3.1	-1%
Careers	7.0m	25%	2.3m	20%	3.1	4%
Music & Audio	13.9m	25%	2.6m	43%	5.3	-13%
Movies	5.9m	22%	1.8m	22%	3.2	0%
Automotive	12.1m	22%	3.3m	14%	3.7	7%
Property	7.0m	20%	2.3m	17%	3.0	3%
Style & Fashion	21.4m	19%	4.8m	7%	4.5	11%

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

### THIS WEEK'S OVERVIEW

Last week, engagement with our **Weather** content more than doubled as the UK entered another nationwide heatwave. In good fashion, the animal-loving Brits took to ensuring the health of their furry friends as we saw an 84% growth in engagement with our **Pets** content. With a hosepipe ban across the majority of the UK (Cornwall had its first in 26 years!), combined with back-garden holidaymakers, **Home & Garden** engagement saw an increase of 45%.

With festival season in full swing and Birmingham, Glasgow, Leeds, Liverpool, Manchester, Newcastle and Sheffield all in the mix to host next year's UK Eurovision, our **Music & Audio** category grew by a quarter.

And finally, Love Island Season 8 winner Ekin-Su made the headlines for some time after the show's finale. **Style & Fashion** content saw a 19% growth in page views following news of Ekin-Su's million pound Oh Polly! fashion deal and her upcoming show with co-winner Davide Sanclimenti. Fellow contestant Tasha Ghouri also signed a first-of-its-kind brand partnership with sustainable clothes seller eBay UK.

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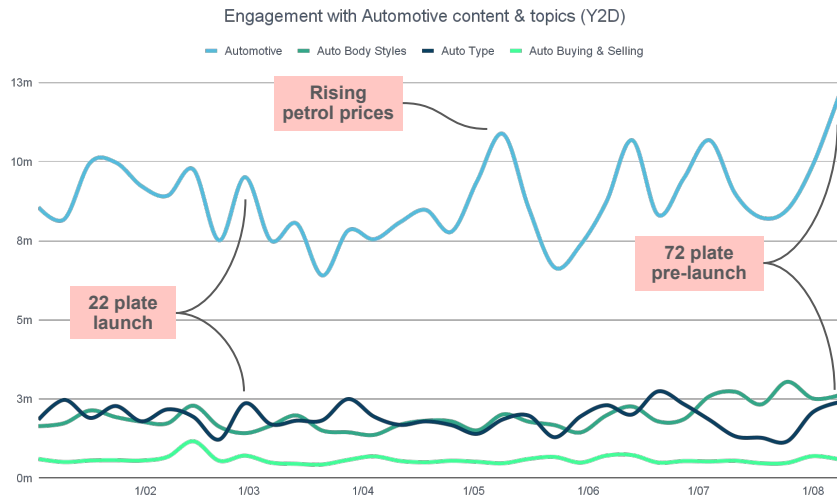
September 1st sees the launch of the new '72 car registration plates, as a clutch of new vehicles start arriving in showrooms across the country. With consumers potentially gearing up for a new car purchase, some older models are expected to become less desirable, driving prices down.

In the last week, engagement with our Automotive content increased by +22% to 12.1m page views, a weekly high for the year, as consumers turn to our reliable, trusted car experts for reviews and buying tips.



Source: The Ozone Project 2022

## AUTOS GEARS UP FOR NEW PLATE LAUNCH



### TAKE ACTION

Autos interest increases in the build up to new car registration launches in the spring and autumn. We saw this with the 22 plate launch in March and are seeing growing engagement in the build up to the 72 plate launch in early September. Our Automotive content includes news brands and specialist car titles, such as Car Mag and Parkers.

**22.0m**  
Autos page views  
in the last 2 weeks

In the build up to September's new registration launch, **Automotive** engagement is growing with 22.0m total page views in the first two weeks of August +31% higher than the two weeks before, suggesting a switch in focus from road travel and holiday traffic to car buying research.

**+34%**  
Growth in Buying & Selling RA

In August so far, **Buying & Selling** reader attention (RA) is already +34% higher than July, as consumers in-market now increase engagement. Within the topic, content about **Second-hand cars** has the highest reader attention. 4.5 average views per user up by almost 50% vs. July.

**+128%**  
Growth in EV PVs  
in the last 2 weeks

With one in five new cars sold electric and fuel prices hitting a record high, interest in **Electric Vehicle** content has grown. In the last two week, EV topic PVs more than doubled by 128% compared to the two weeks prior, driving 84% growth in **Auto Types** content in the same period.

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## CAR NEWS AND REVIEWS IN THE HEADLINES

