

Reading THE NATION

3 OCT – 9 OCT 2022

The fourth quarter kicked off last week and with it began the race to the end of the year. With less than 12 weeks until Christmas and just 83 days to the new year, there's a huge amount of Events & Attractions to pack in between now and then. From half term and Halloween to Bonfire Night and Black Friday, the build up to this year's festive season of goodwill and football has well and truly begun.

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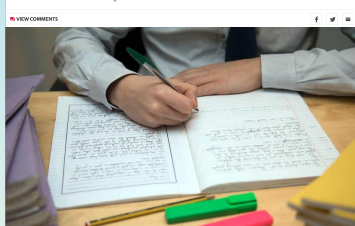


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Happy World Teachers' Day! Google marks the day with a doodle

The celebration is held each year on October 5 to celebrate teachers worldwide



15.8M

Food & Drink
Page views +18% WoW

14%

Education
2.3m weekly page views

28.5M

Events & Attractions
Page views +11% WoW



Source: Ozone 2022

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Food & Drink	15.8m	18%	4.2m	8%	3.7	10%
Education	2.3m	14%	0.8m	7%	2.8	6%
Healthy Living	3.7m	11%	1.3m	8%	2.9	3%
Automotive	8.0m	11%	2.3m	5%	3.6	6%
Events & Attractions	28.5m	11%	6.6m	8%	4.3	2%
Tech & Computing	19.9m	8%	4.8m	5%	4.1	3%
Hobbies & Interests	5.0m	7%	1.5m	0%	3.3	7%
Sport	42.1m	7%	6.0m	-2%	7.0	8%
Careers	6.6m	7%	2.0m	-5%	3.3	12%
Home & Garden	11.2m	6%	3.3m	1%	3.4	6%

OZONE OVERVIEW

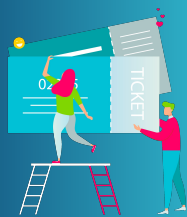
Like a freshly baked Paul Hollywood loaf, our **Food & Drink** content rose to the top of our charts last week, proving itself to be an engagement winner. With Bake Off at the halfway point, low-cost cooking on trend and Macmillan's Go Sober for October starting, weekly page views grew by +18% to 15.8m. Within the category, **Dining Out** page views grew by +28% as chefs from Manchester's burgeoning food scene and critics alike responded to comments made by Sara Arfaoui, the wife of Manchester City footballer Ilkay Gündoğan, about the city's cuisine (Arfaoui called it "horrible"; those in the know quite robustly disagreed).

Second in class last week with +14% growth, engagement with our **Education** content increased to 2.3m page views. Among the key drivers were the childcare reforms mooted by the UK Prime Minister at the Conservative Party conference and UNESCO's World Teachers' Day, which took place last Wednesday.

And with the first half term of the new school year coming up later this month, and 2023's UK bank holiday schedule officially released, 28.5m **Events & Attractions** page views were up +11% week on week.

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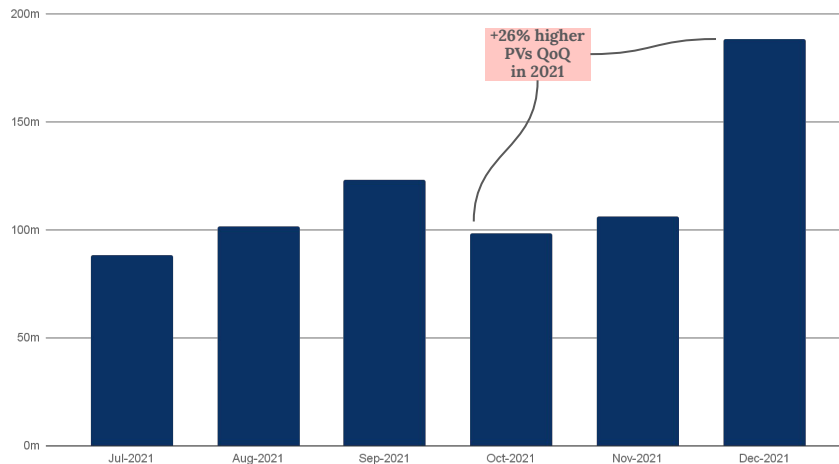
The start of a new quarter brings with it a renewed focus for millions of Brits as they organise their time and schedule fun things to do with friends and family. As such, the first week of October has seen engagement with our Events & Attractions content increase, as consumers seek out inspiration for ways to spend their time – from half term and Halloween later this month to next year's biggest events.



Source: Ozone 2022

New quarter, new focus on fun things to do

Engagement with Events & Attractions content - H2 2021



TAKE ACTION

Quarter four is here and with it comes growing engagement with our Events & Attractions content as consumers seek inspiration to plan out the busiest part of the year. Almost 400m category page views in Q4 2021 was a huge +26% higher than the prior period, so we are expecting similar significant growth again.

10x
Growth in Bank
Holidays PVs

With the dates of 2023's eight bank holidays officially confirmed, and the potential of an additional one for King Charles III's coronation, engagement with the **Bank Holidays** topic within our **Events & Attractions** content increased 10-fold to 3.6m page views.

+235%
Travelling with
Kids PVs growth

Parents planning family things to do during the upcoming October half term, which takes place later this month and coincides with Halloween, are turning to our travel content for inspiration. The **Travelling with Kids** topic more than tripled last week.

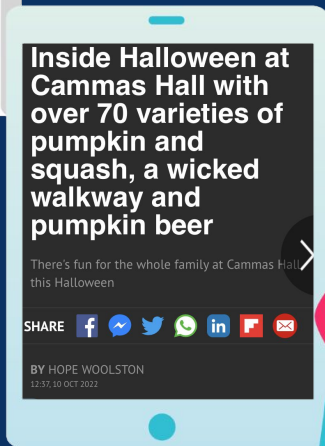
+77%
Concerts & Music
Events growth

Looking further ahead, Liverpool – named as host city for next year's Eurovision Song Contest – boosted the **Concerts & Music Events** topic. While hotels in the city had to suspend bookings due to massive demand, the content grew by +77% week on week.

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Events & Attractions in the headlines



Get in touch

