

Reading THE NATION

2 JAN – 8 JAN 2023

Slated for release officially this week, Prince Harry's autobiography 'Spare' spared no blushes for members of the Royal family as some of the more salacious details from his tell all book were revealed in an early leak. Our Books & Literature content saw engagement more than double. Elsewhere, there was expected seasonal engagement growth at the start of the year for categories including Personal Finance, Careers, Education, Travel and Automotive.

Request Activation

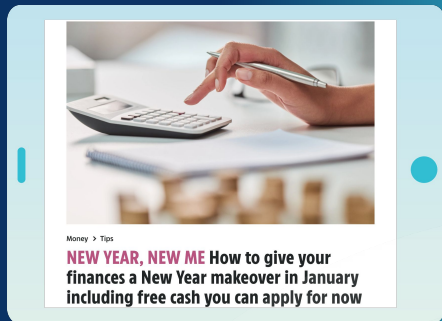


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2x

Books & Literature
5.7m weekly page views

12.0M

Personal Finance
Page views +30% WoW

+22%

Education
2.8m weekly page views



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	5.7m	+102%	1.5m	+76%	3.8	+15%
Careers	8.7m	+47%	2.9m	+40%	3.1	+5%
Personal Finance	12.0m	+30%	3.5m	+27%	3.4	+2%
Education	2.8m	+22%	1.1m	+24%	2.5	-2%
Medical Health	50.8m	+15%	8.5m	+8%	6.0	+7%
Sport	51.0m	+15%	7.6m	+11%	6.7	+3%
Pop Culture	75.3m	+13%	10.1m	+7%	7.5	+6%
Travel	18.9m	+11%	5.4m	+8%	3.5	+3%
Automotive	9.2m	+9%	2.8m	+8%	3.3	+1%
Family & Relationships	32.9m	+8%	7.4m	+8%	4.5	0%

OZONE OVERVIEW

January's first week saw expected seasonal interest and other newsworthy events drive growth for our top 10.

Starting with the newsworthy, **Books & Literature** page views **more than doubled** as the official release of Prince Harry's autobiography 'Spare' – due out this week – was scuppered by early leaks. Interest in the book – dubbed “the publishing event of the year” – also drove engagement with related content. Our **Pop Culture** category, which grew by +13%, was driven by +37% growth in page views for the **Celebrity Families** topic.

Elsewhere, and back to those categories where growth is expected at the start of the year, +30% **Personal Finance** growth was driven by interest in the **Consumer Banking** and **Financial Assistance** topics, as consumers looked to switch banks and financial products or seek support for the year ahead. **Education** page views grew by +22% on the start of the new school term and this week's application deadline for primary schools (the **Primary Education** topics more than doubled). Up +47%, **Careers** growth was driven by a more than tripling in weekly **Job Search** page views. Finally, a focus on bigger ticket purchasing saw engagement with our **Travel** and **Automotive** content categories increase by +11% and +9% respectively.

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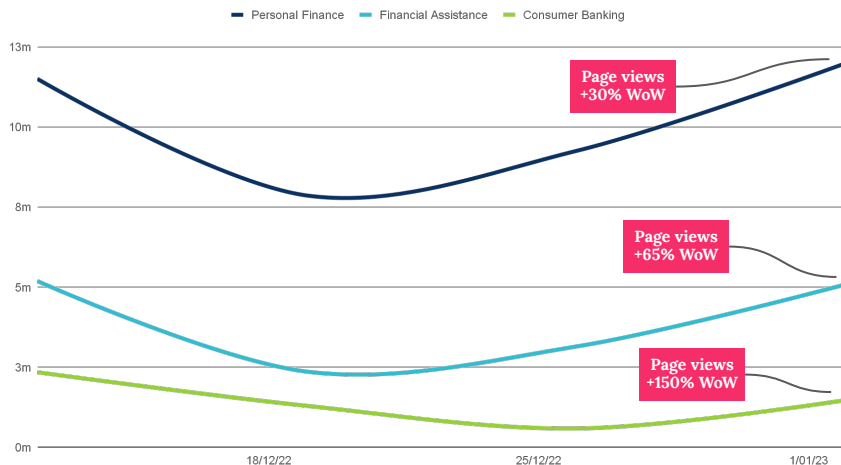


Starting the new year with a focus on individual or household budgets is something of an annual tradition for millions of Brits. Our publishers respond with content that's designed to provide consumers with something of an MOT to their money matters. And growing engagement with our Personal Finance content has boosted our Consumer Banking and Credit Card audience segments by +64% and +217% respectively, so now's the time to reach in-market readers.



New year, new focus on Personal Finance

Engagement with Personal Finance and related topics in the last four weeks



TAKE ACTION

Already one of our most important content areas, cost of living has made Personal Finance even more essential. And growth is set to continue with ISA season interest high. In the build up to last year's April ISA deadline, total page views grew by an average of 19% each month.

12M+
Personal Finance page views last week

As we have seen with previous January's, the new year begins with a renewed focus on **Personal Finance**. More than 12m page views for the content in the first week of January 2023 grew by +30% week on week and +22% year on year

65%
Financial Assistance page views growth

With cost of living one of last year's biggest issues, almost 40% of all **Personal Finance** engagement in 2022 was for the **Financial Assistance** topic. Last week, more than 5m page views for the topic was +62% week on week and +65% year on year.

2.5x
Engagement for Consumer Banking

Consumer Banking is also a big topic of interest at the start of the year, as Brits review the banks and financial products they use. Switching, either to save or with incentives and rewards on offer, led to **2.5x higher** engagement with the topic.



Personal Finance in the headlines

