

Reading THE NATION

26 DEC '22 – 2 JAN '23

The final week of the year between Boxing Day and New Year's Day – also known as Twixmas for those wishing to give it a cute name – sees a significant and swift shift in the nation's reading habits. From the fun and festivities at Christmas to a laser-like planning for the year ahead, including living more healthily, it doesn't take Brits long to change their direction of focus.

Request Activation

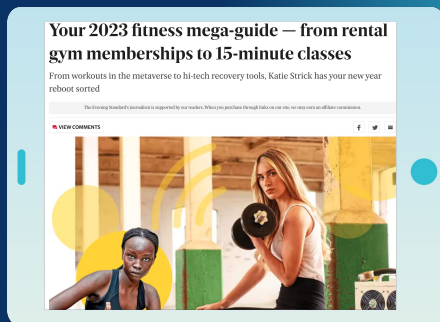


ozoneproject.com



Reading THE NATION

26 DEC '22 – 2 JAN '23



+2x Healthy Living
5.3m weekly page views

+34% Property
5.5m weekly page views

16.9M Travel
Page views +21% WoW



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

| | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|-------------------------|------------|------------|--------------|------------|------------------|------------|
| Healthy Living | 5.3m | +110% | 1.9m | +87% | 2.7 | +13% |
| Science | 9.2m | +50% | 3.1m | +38% | 2.9 | +8% |
| Pets | 2.7m | +39% | 1.1m | +29% | 2.5 | +8% |
| Religion & Spirituality | 3.2m | +35% | 1.1m | +33% | 2.8 | +1% |
| Property | 5.5m | +34% | 1.9m | +28% | 2.8 | +5% |
| Home & Garden | 8.7m | +32% | 3.0m | +27% | 2.9 | +5% |
| Style & Fashion | 19.4m | +24% | 4.8m | +10% | 4.0 | +13% |
| Food & Drink | 16.7m | +22% | 4.8m | +13% | 3.5 | +7% |
| Travel | 16.9m | +21% | 4.9m | +12% | 3.4 | +8% |
| Personal Finance | 9.3m | +18% | 2.7m | +9% | 3.4 | +8% |

OZONE OVERVIEW

With Christmas Day done, and only left overs and New Year's Eve to get through, it's no surprise that the nation's focus switched to healthier lifestyles in the seven days to Sunday 2 January. As such, the last week of 2022 saw huge growth for our **Healthy Living** content, with engagement more than 2x higher than the week before. Among the topics driving interest were **Wellness** (+4x higher) and **Fitness & Exercise** (c.3x higher). In January 2022, 23.7m Healthy Living page views was the highest monthly figure of the year.

After spending an extended period of time at home during the festive period, household improvements or a bigger move come into focus for many Brits. Page views for our **Property** and **Home & Garden** content both increased by more than +30% last week, with **Property Buying & Selling** (+97%), **Interior Decorating** (+73%) and **Gardening** (+59%) among the key drivers of engagement.

With weekly page views growing by more than a fifth, a return to pre-pandemic **Travel** interest saw engagement with the content grow. As well as +23% growth for the **Locations** topic, as readers seek inspiration for where to go in the year ahead, there was notable growth for content about **Skiing**, **Cruises** and **Budget Travel**.

Reading THE NATION

A YEAR IN REVIEW 2022

Coming soon, your guide to what captured the attention of our 43 millions readers in the UK over the past year.

From content about healthier living in January or help with what to buy for mum in March to connecting with Love Island audiences beyond TV in the summer or activating Christmas campaigns in Q4, **Reading the Nation, A Year in Review 2022** looks back at the moments that made the last 12 months to help you plan for the year ahead.

PLAN FOR THE YEAR AHEAD WITH OUR 2022 REVIEW

