

Reading THE NATION

20 FEB – 26 FEB 2023

Weekly page views for our **Shopping** content hit a record high last week as pancake potty Brits flipped out about Shrove Tuesday.

As with previous Pancake Days, readers turned to our publishers in the search for the perfect recipe and ingredients to grow engagement with the **Grocery Shopping** topic, which more than doubled.



Request Activation



ozoneproject.com



Reading THE NATION

20 FEB – 26 FEB 2023



Stormzy's #Merky Books launches literature festival to 'inspire young creatives'

The grime star said he was 'proud' to offer the two-day event headlined by Wretch 32, John Agard and Malorie Blackman



+44%

Books & Literature
3.5m weekly page views

+37%

Education
3.6m weekly page views

3.9M

Fine Art
PVs +14% WoW



Source: Ozone

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	3.5m	+44%	1.1m	+57%	3.3	-8%
Education	3.6m	+37%	1.3m	+28%	2.7	+7%
Science	11.8m	+37%	3.7m	+29%	3.2	+6%
Religion & Spirituality	1.1m	+34%	0.4m	+39%	3.0	-4%
Shopping	12.7m	+20%	3.7m	+17%	3.4	+3%
Fine Art	3.9m	+14%	1.5m	+13%	2.6	+1%
Hobbies & Interests	6.1m	+11%	2.0m	+15%	3.0	-3%
Sport	53.6m	+10%	8.6m	+11%	6.2	-1%
Tech & Computing	24.5m	+8%	6.5m	+9%	3.8	-1%
Automotive	8.5m	+5%	2.5m	+5%	3.4	0%

OZONE OVERVIEW

Last week, our **Books & Literature** content reached the top of our best-sellers list for engagement growth, with 3.5m page views increasing by +44%. News that the celebrated works of author Roald Dahl were to be changed to make them more suitable for modern readers drove interest, as did the launch of the #Merky Books book festival, a celebration of young creative talent by UK musician Stormzy.

With a +7% growth in Reader Attention – the average number of page views per unique user – our **Education** content was another star performer. Typically, breaks in the school year, such as half term and the school holidays, show similar growth. In 2022, 31% of all **Education** page views occurred from July to September, with the school summer holidays, exams results and back-to-school all key drivers.

Elsewhere, the return of London Theatre Week, which promotes discounted West End and Off-West End theatre tickets, and news that hip-hop musical Hamilton is set to tour the UK increased engagement with our **Fine Art** content. The categories overall weekly growth was driven by a +36% rise in **Theatre** topic page views.



Reading THE NATION

20 FEB – 26 FEB 2023



Our **Shopping** content enjoyed its highest ever seven day engagement figure last week, with interest in **Grocery Shopping** for Pancake Day a big page views driver.

More growth for the category – a key indicator of consumers informing their spending choices – is to be expected in the lead up to Mother's Day on Sunday, 19 March and Easter in early April.

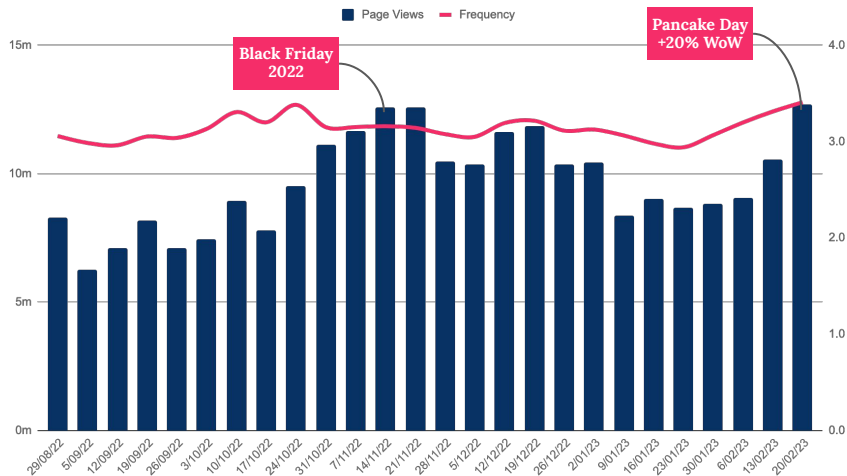


Source: Ozone



Shopping hits weekly high as Brits go pancake potty

Engagement with Shopping content – last six months



TAKE ACTION

More than 13m readers research gifts in the lead up to Mother's Day, using our publishers as inspiration. Typically, topics such as Gifting, Perfume and Women's Jewellery see significant growth in the two weeks before the annual celebration of all things mum.

41.0M
Shopping page views in February 2023

Two seasonal events – Valentine's Day and Pancake Day – have grown **Shopping** content page views recently. Across February, more than 40m monthly page views increased by +13%, despite January's high winter sales interest. Engagement also grew +75% annually.

2.9x
Higher Grocery Shopping page views WoW

The year's biggest day for flipping – Shrove Tuesday – almost tripled page views for our **Grocery Shopping** topic. Engagement was 2.9x higher than the week before, as Brits went pancake potty and UK grocers were hit by a shortage of fresh fruit and veggies.

+17%
Higher PVs from Mother's Day to Easter in 2022

In the coming weeks, two additional seasonal events – Mother's Day and Easter – will drive readers to related **Shopping** content across our publishers. Last year, in the four weeks between the two, category page views increase by +17% vs. the four weeks before.

Seasonal shopping events in the headlines



Best luxury Easter eggs for a special chocolate treat this year

The Easter Bunny has taken it to the next level

