

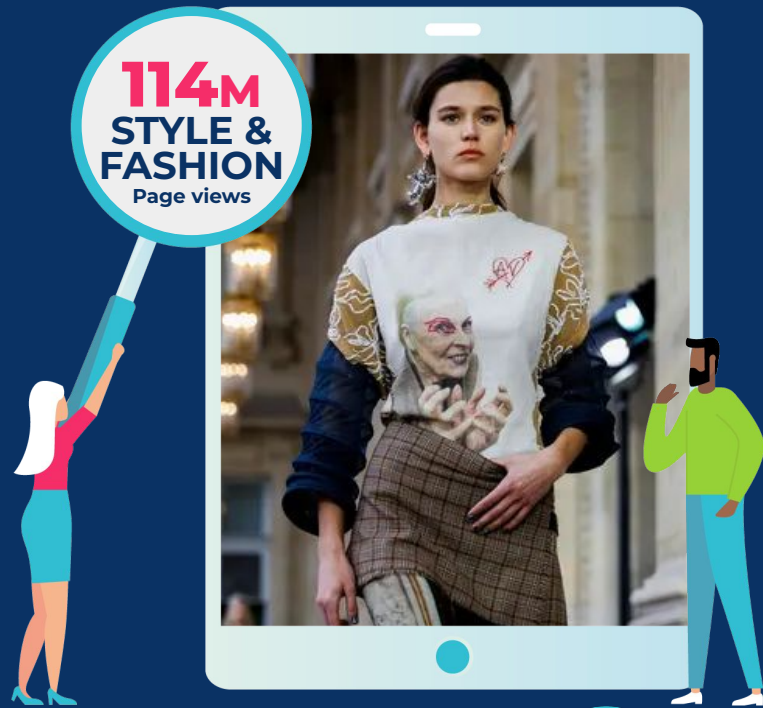
# Reading THE NATION

27 FEB – 5 MAR 2023

New York, Milan, London... February. The year's shortest month may be small on days, but it's big on fashion.

With all four major fashion weeks taking place throughout February, our **Style & Fashion** content sashayed to a record high of 114m page views.

With catwalk couture influencing high-street trends for the new season, fashion's our focus this week.



Request Activation



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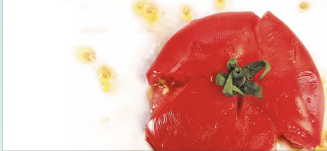
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## Desperate for a BLT? How to make 12 classic tomato recipes - without any tomatoes

In these days of food shortages, you might assume lasagne, pizza and meatballs are off the menu. But with some simple substitutions you can still enjoy many favourite meals



**+28%**

**Healthy Living**  
5.4m weekly page views

**17.7M**

**Food & Drink**  
Page views +21% WoW

**47.3M**

**Medical Health**  
Page views +13% WoW



Source: Ozone

## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Healthy Living	5.4m	28%	1.7m	9%	3.1	17%
Food & Drink	17.7m	21%	4.3m	2%	4.1	19%
Medical Health	47.3m	13%	7.1m	-4%	6.6	18%
Style & Fashion	25.8m	12%	5.1m	-3%	5.1	15%
Music & Audio	12.6m	11%	2.4m	3%	5.3	8%
Property	6.7m	10%	2.0m	-1%	3.3	12%
Shopping	13.9m	10%	3.7m	-2%	3.8	11%
Business & Finance	39.2m	5%	7.4m	-6%	5.3	12%
Automotive	8.9m	5%	2.3m	-7%	3.8	13%
Careers	6.5m	4%	2.0m	-4%	3.3	8%

### OZONE OVERVIEW

The sprint to March 20th's Spring equinox gathered pace last week, boosting our **Healthy Living** content to first place for weekly engagement growth. Up +28%, 5.4m weekly page views were this year's third highest and with less than seven weeks until the London Marathon, tripling Running/Jogging page views was a key driver.

With fresh fruit and vegetables in short supply on some supermarket shelves, our **Food & Drink** content is getting creative about using alternatives to rustle up meal-time favourites. Engagement grew by more than a fifth last week, with **Cooking** topic page views increasing by +64%. Also, growing Easter interest saw **Dessert & Baking** topic page views increase by +48%.

Finally, a massive leak of former Health Secretary Matt Hancock's WhatsApp messages sent during the time of the Government's pandemic response drove our **Medical Health** content to +13% weekly page views growth.

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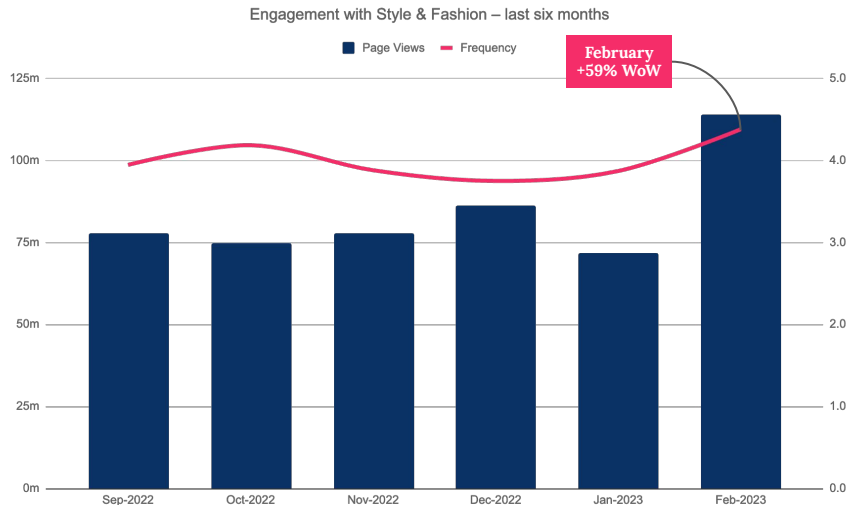


From the catwalks of New York, Milan, London and Paris to our 35m Style & Fashion reader, via our influential premium publisher editorial.

The four fashion majors make February a key month for the category. From the hottest haute couture trends to recreating seasonal styles on the high street, our editorial really works.



## Fashionable Feb is Style & Fashion's favourite month



### TAKE ACTION

Style & Fashion is in our top 10 content categories in 2022, with 932m page views across the year. Typically, we see engagement grow around the changing style seasons. Expect similar growth to February's in July, and again in September.

**+24%**

Average Style & Fashion growth in February

Typically, **Style & Fashion** is one of our biggest growing content categories in February. On average in the last three years, page views have grown by +24% month on month (it could have been more, had the majors not been online-only events in 2021).

**78.3M**

Women's Fashion page views in February

One of the biggest content topics within the category is **Women's Fashion**. February saw 78.3m topic page views increase by +68% compared to January. While it only accounted for 12% of all page views last month, the **Men's Fashion** topic also grew by +34% MoM.

**+58%**

Monthly page views growth for Beauty content

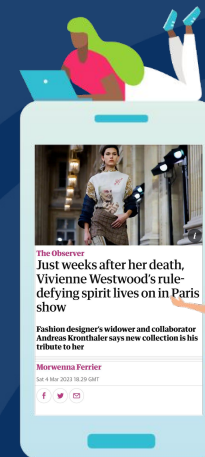
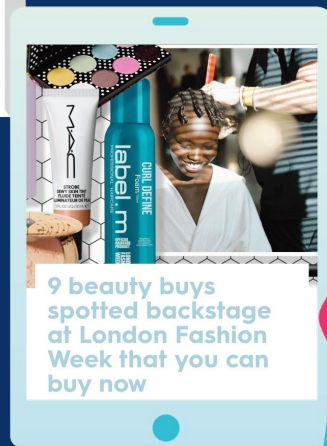
Another key driver of engagement last month was the **Beauty** content topic. Almost 20m monthly page view for the topic increased by an impressive +68%. With Mother's Day in March, February's fashion weeks are a key time for beauty gifting inspiration.



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Sissy that walk with our Style & Fashion content



Get in touch

