

# Reading THE NATION

6 MAR – 12 MAR 2023

With celebratory, seasonal occasions, such as Mother's Day, Easter and Ramadan, coming up, engagement with related content categories starts to increase.

In the last seven days, our **Family & Relationships**, **Events & Attractions** and **Religion & Spirituality** content all featured in our top-five categories for weekly page views growth.

Request Activation

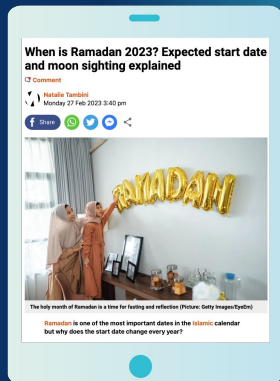


[ozoneproject.com](https://ozoneproject.com)



# Reading THE NATION

6 MAR – 12 MAR 2023



**+27%**

**Religion & Spirituality**  
1.8m weekly page views

**34.4M**

**Family & Relationships**  
Page views +19% WoW

**26.9M**

**Events & Attractions**  
Page views +15% WoW



Source: Ozone

## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	1.8m	+27%	0.5m	+28%	3.3	-1%
Family & Relationships	34.4m	+19%	6.4m	+5%	5.4	+12%
Fine Art	3.5m	+16%	1.2m	+15%	2.9	+1%
Events & Attractions	26.9m	+15%	5.8m	+6%	4.7	+9%
Hobbies & Interests	6.0m	+15%	1.7m	+9%	3.6	+6%
Movies	6.4m	+14%	1.8m	+7%	3.5	+6%
Sport	50.4m	+12%	6.5m	+3%	7.8	+9%
Pets	3.7m	+11%	1.2m	+5%	3.2	+6%
Pop Culture	69.3m	+10%	8.5m	+1%	8.1	+8%
News & Politics	99.9m	+9%	10.8m	+1%	9.2	+7%

### OZONE OVERVIEW

Interest in a trio of celebratory, seasonal occasions grew weekly engagement with our top two categories in the last seven days. Next Wednesday, 23 March, marks the beginning of the holy month of Ramadan, while Easter is now just three weeks away. As such, page views for our **Religion & Spirituality** content increased by more than a quarter week on week. Elsewhere, our **Family & Relationships** content saw double-digit Reader Attention growth, up +12% week on week, as Mother's Day approaches.

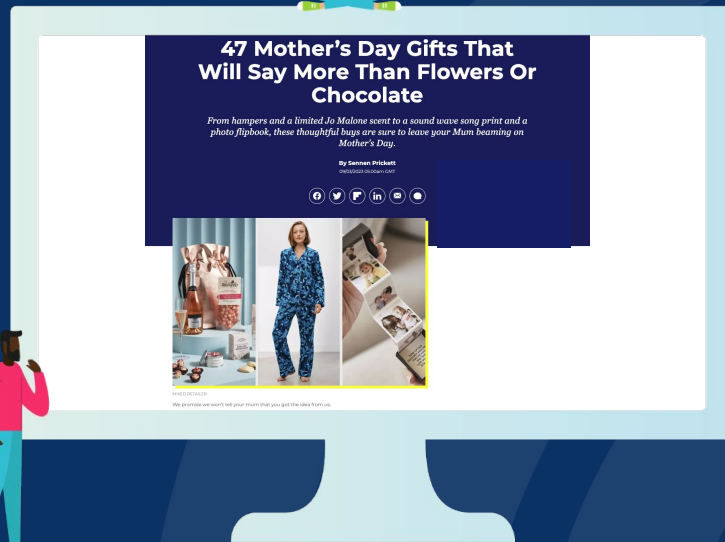
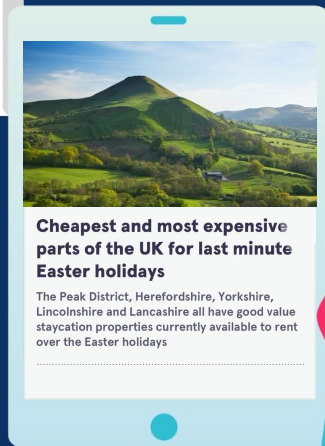
With mum's in mind, there was related growth too for our **Events & Attractions** content. Almost 27m weekly page views increased by +15% with interest in things to do, including bars and restaurants to visit on Mother's Day, among the key drivers of growth.

There was notable engagement growth too for our **Movies**, **Sport** and **Pets** content, which saw page views increase in the last week due to respective interest in the Oscars, the Cheltenham festival and Crufts.

# Reading THE NATION

6 MAR – 12 MAR 2023

## Celebratory occasions with our publishers



Get in touch

