

# Reading THE NATION

20 MAR – 26 MAR 2023

In the week that saw Boris Johnson face a three-hour grilling by the Privileges Committee over the Partygate scandal, the nation's attention turned to a different type of grilling. With **Food & Drink**, and particularly **Barbecue & Grilling**, being front of mind as British Summer Time 2023 commences.

Alongside the changing seasons, Ramadan put **Religion & Spirituality** in focus for British Muslims as the holy month of fasting and prayer began.

Request Activation



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



# Reading THE NATION

20 MAR – 26 MAR 2023



7.4M

**Hobbies & Interests**  
Page views +42% WoW

+38%

**Religion & Spirituality**  
1.6m weekly page views

16.5M

**Food & Drink**  
Page views +19% WoW



## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Hobbies & Interests	7.4m	42%	2.1m	37%	3.5	3%
Religion & Spirituality	1.6m	38%	0.4m	25%	3.6	10%
Pets	3.6m	35%	1.2m	32%	3.1	2%
Automotive	10.5m	32%	2.5m	32%	4.1	0%
Food & Drink	16.5m	19%	4.0m	17%	4.1	2%
Books & Literature	2.6m	18%	0.7m	26%	3.9	-6%
Music & Audio	11.5m	13%	2.1m	13%	5.4	0%
Medical Health	50.2m	10%	7.1m	9%	7.1	1%
News & Politics	94.1m	6%	10.2m	5%	9.2	1%
Television	39.5m	6%	6.6m	3%	6.0	3%

### OZONE OVERVIEW

Brits everywhere donned tools and got busy with their home 'to do' list, as we traditionally recognised the start of British Summer Time by losing an hour of sleep last week. This was evident by the increase in **Hobbies & Interests** content to 7.4m page views, with the **DIY** topic showing +110% engagement week on week.

Also last week, for the first time ever, lights celebrating Ramadan shone bright in London's West End marking the start of the Islamic holy month of celebration and contemplation. The 30,000 sustainable lights were switched on by London Mayor, Sadiq Khan. This, along with Easter celebrations just around the corner, saw engagement in **Religion & Spirituality** grow by +38% and **Islam** content specifically showed a huge +613% growth.

Along with Easter planning, the sun finally coming out, and The Great Celebrity Bake Off for Stand Up 2 Cancer continuing - where The GC's baking attempt had Prue Leith saying 'I can't bear to watch this any longer, it's agony' - we can't get enough of food and drink content. Page views for **Food & Drink** were up to 16.5m - with **Cooking** up +55% and **Barbecue & Grilling** seeing an almost x4 growth.

# Reading THE NATION

20 MAR – 26 MAR 2023



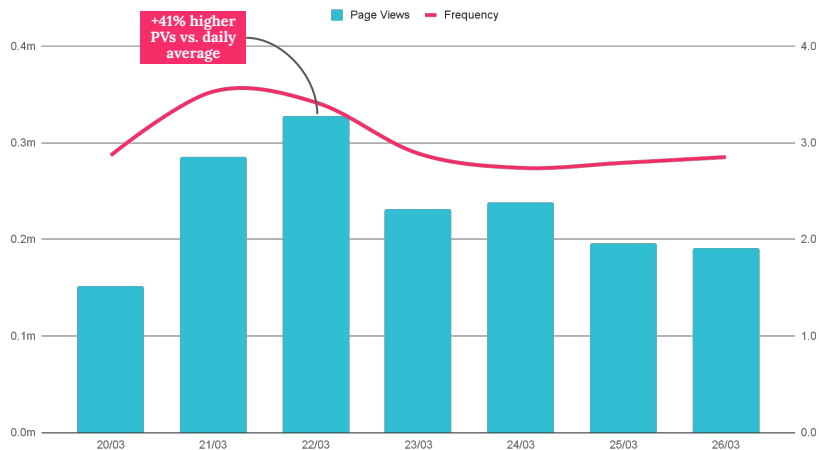
The holy month of Ramadan began last week on Wednesday. With British Muslims nationwide observing four weeks of prayer, fasting and nightly feasts, our premium publishers have responded by creating celebratory content.

Typically, categories including **Religion & Spirituality** and **Events & Attractions** see growing engagement around these special occasions.



## Religion & Spirituality grows on Ramadan

Engagement with Religion & Spirituality – last seven days



### TAKE ACTION

Those observing religious events, such as Ramadan and Easter, typically engage with related content in the build up to and during them. From public celebrations to private gatherings with friends, Brits turn to our premium publisher content to help them mark these important annual occasions.

**2.5x**  
Higher Religious Events page views last week

Last week, the beginning of the holy month of Ramadan grew engagement with related content across our premium publishers. Page views for the **Religious Events** content topic in our **Events & Attractions** category increased by 2.5 times vs. the week before.

**7-fold**  
Growth in page views for the Islam topic

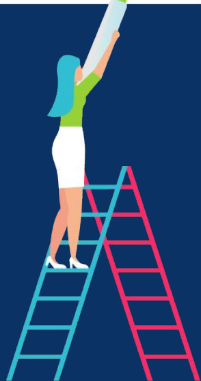
Our **Religion & Spirituality** category also grew last week with the **Islam** content topics – up sevenfold – a key page views driver. The highest day for engagement was Wednesday, 22 March when page views were +41% higher than the daily average.

**+49%**  
Avg. PVs growth during Ramadan and Easter

In the last two years, monthly page views for our **Religion & Spirituality** category have grown by an average of +49% in April when both Ramadan and Easter have taken place. This is the biggest monthly rise for the category outside of Christmas.



Our premium publishers celebrate Ramadan



**Ramadan 2023 timetable: Start date, UK fasting times explained, prayers and when to have Suhoor and Iftar**

In the UK, Ramadan 2023 will begin in the evening of Thursday 23 March and end the evening of Friday 21 April



Ramadan decorations hang in front of the minaret of a mosque in Dubai. Fasting during Ramadan is one of the five pillars of Islam (Photo: Getty)



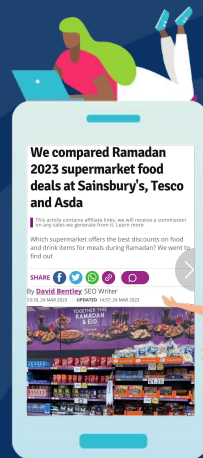
By Alex Flinns  
Reporter



Image: Ramadan Lights

**London is lighting up for Ramadan for the first time ever**

There is a brand new light display in Piccadilly Circus for the month of the Islamic festival



**We compared Ramadan 2023 supermarket food deals at Sainsbury's, Tesco and Asda**

Which supermarket offers the best discounts on food and drink items for meals during Ramadan? We went to find out.

SHARE [f](#) [t](#) [w](#) [e](#) [p](#)

By David Bentley, SEO Writer  
15th 24 MAR 2023 14:00 14:00 24 MAR 2023

