

Reading THE NATION

27 MAR – 2 APR 2023

Nothing says the Easter break like a 99 Flake as Brits nationwide got ready for the year's first getaway.

Engagement with our **Travel** category grew to its highest weekly level since last August as the Easter holidays began, with topics including last-minute locations, road and rail travel, and travelling with children all driving growth.



Request Activation



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27 MAR – 3 APR 2023



'We used to chat as we walked our dogs. He was lovely!' Readers on the Paul O'Grady they knew and adored



29.9M

Style & Fashion
Page views +26% WoW

+19%

Healthy Living
5.4m weekly page views

73.2M

Pop Culture
Page views +8% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

| | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|------------------------|------------|------------|--------------|------------|------------------|------------|
| Style & Fashion | 29.9m | +26% | 4.9m | +9% | 6.1 | +15% |
| Family & Relationships | 41.9m | +19% | 6.8m | +5% | 6.2 | +14% |
| Healthy Living | 5.4m | +11% | 1.7m | +16% | 3.1 | -4% |
| Tech & Computing | 23.1m | +11% | 4.9m | +2% | 4.7 | +9% |
| News & Politics | 104.5m | +10% | 10.6m | +3% | 9.9 | +7% |
| Travel | 21.2m | +10% | 4.8m | +8% | 4.4 | +2% |
| Science | 10.5m | +10% | 2.9m | +11% | 3.6 | -1% |
| Pop Culture | 73.2m | +8% | 8.9m | +7% | 8.2 | +1% |
| Pets | 3.8m | +5% | 1.3m | +9% | 3.0 | -4% |
| Video Gaming | 0.6m | +4% | 0.2m | +11% | 2.6 | -6% |

OZONE OVERVIEW

Style & Fashion sauntered to our top category by engagement growth last week as the smallest suggestion of sunshine and the mid-season sales got Brits thinking about summer styles and bagging a bargain. Page views grew by more than a quarter, with **Women's Fashion**, **Swimwear** and **Beauty** among the topic drivers.

The mild spring weather also put outdoor pursuits into focus for many and our **Healthy Living** category was a key beneficiary. With engagement increasing by almost 1.5x last week, the **Fitness & Exercise** topic received a boost from **Running & Jogging** – which almost doubled – on interest in the upcoming London Marathon.

Elsewhere, **Travel** saw weekly page views increase by +10% with the category buoyed by the beginning of the Easter holidays. There was notable growth for the **Road** (+135%) and **Rail** (+44%) travel topics as the great Easter getaway got going (albeit slowly for those travelling by ferry).

Finally, the passing of comedian, LGBT+ equality and animal rights campaigner and broadcasting legend Paul O'Grady boosted engagement with content related to the star, including **Pop Culture**.

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Well kiss me quick and send a postcard to nan! The year's first holiday opportunity sent our **Travel** content to a weekly high for 2023.

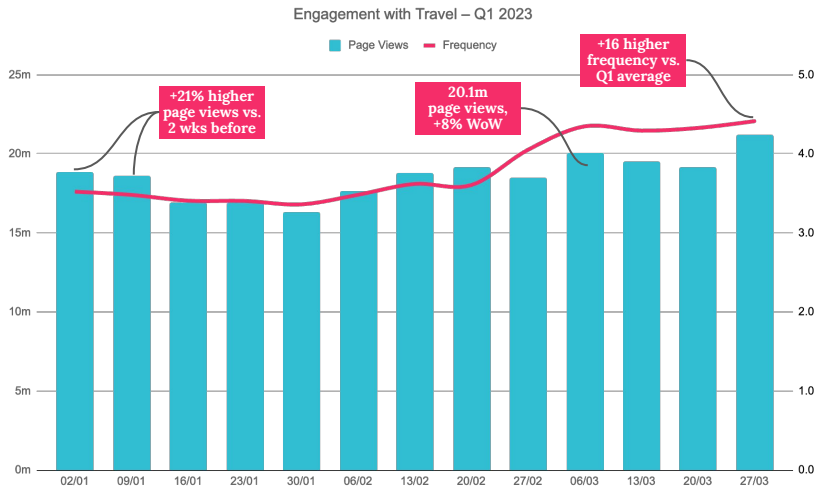
Last week, the impending school break and upcoming Easter weekend put Brits on holiday footing, driving engagement with related content.

From where to go last minute, to where to stay on a budget, Brits turned to our premium publishers to fuel their Easter holiday inspiration.



Source: Ozone

Travel soars on school break and Easter hols



TAKE ACTION

Easter may be over from a planning point of view but there's still a chance to activate campaigns to our Travel audience of 29m readers. Looking ahead to the summer months, from June to August we expect engagement with the category to grow by as much as +28% as Brits seek a longer sunny breaks.

21.2M

Travel page views in the past seven days

The school term ended last week and the holidays began to boost **Travel** page views by +10%. Throughout Q1 there's been similar growth patterns for the category at key times including 2023 travel planning, half-term and the build up to Easter.

4.8x

Growth in PVs for the Travelling with Kids topic

Unsurprisingly with no school for the next fortnight, the biggest topic for growth within the category was **Travelling with Kids**. Page views were 4.8 times higher, increasing by +378%. With families looking to save, there was also growth for **Budget Travel**, +35%.

+16%

Frequency growth vs. the Q1 average

With greater getaway opportunities around the Easter break, our **Travel** audience increased the frequency of page views being read. **Reader Attention** last week – at 4.4 page views per reader – increased by +16% compared to the Q1 average.

Travelling at Easter in the headlines

