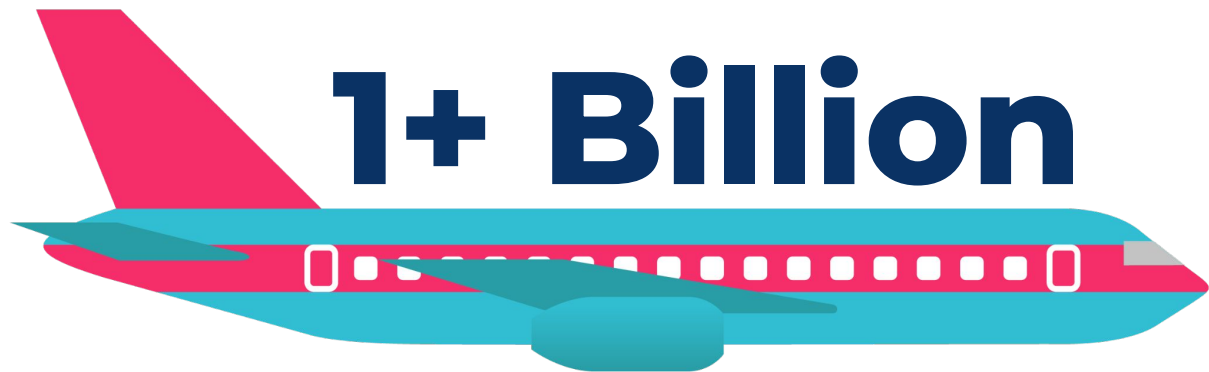


Building brand when it matters most for holiday makers in 2024



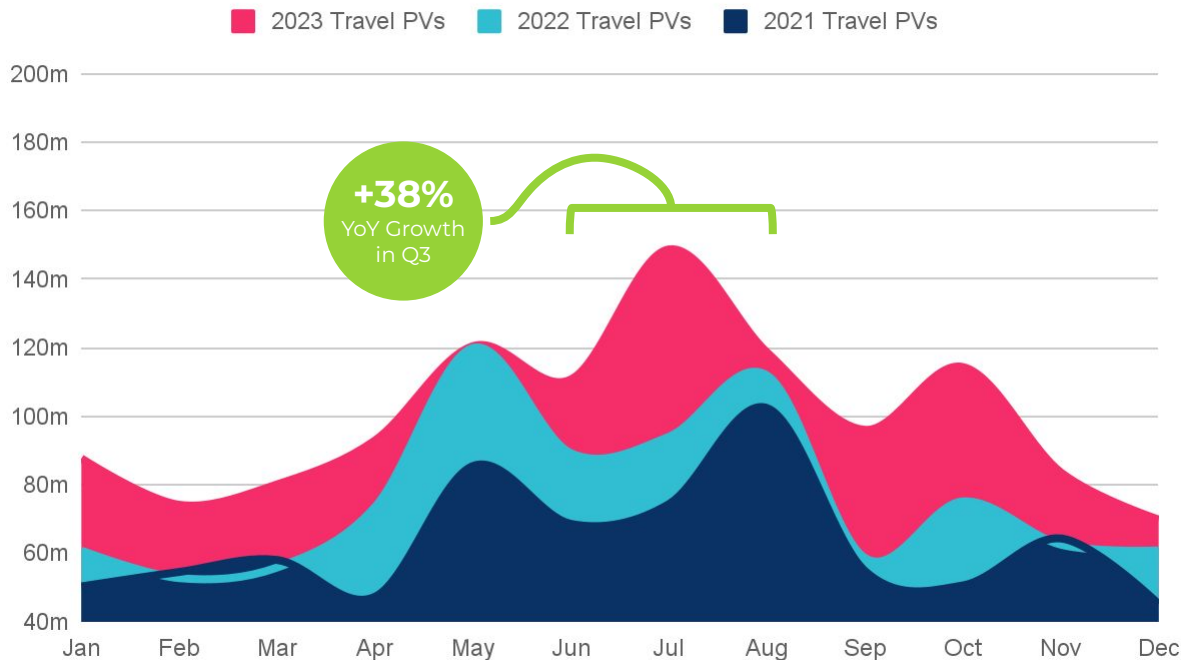
Up to 17.8 million
readers visit
Ozone publisher's
for travel advice
and
recommendations
each month



1+ Billion

ANNUAL TRAVEL PAGE VIEWS

Engagement with travel grew over +38% in Q3

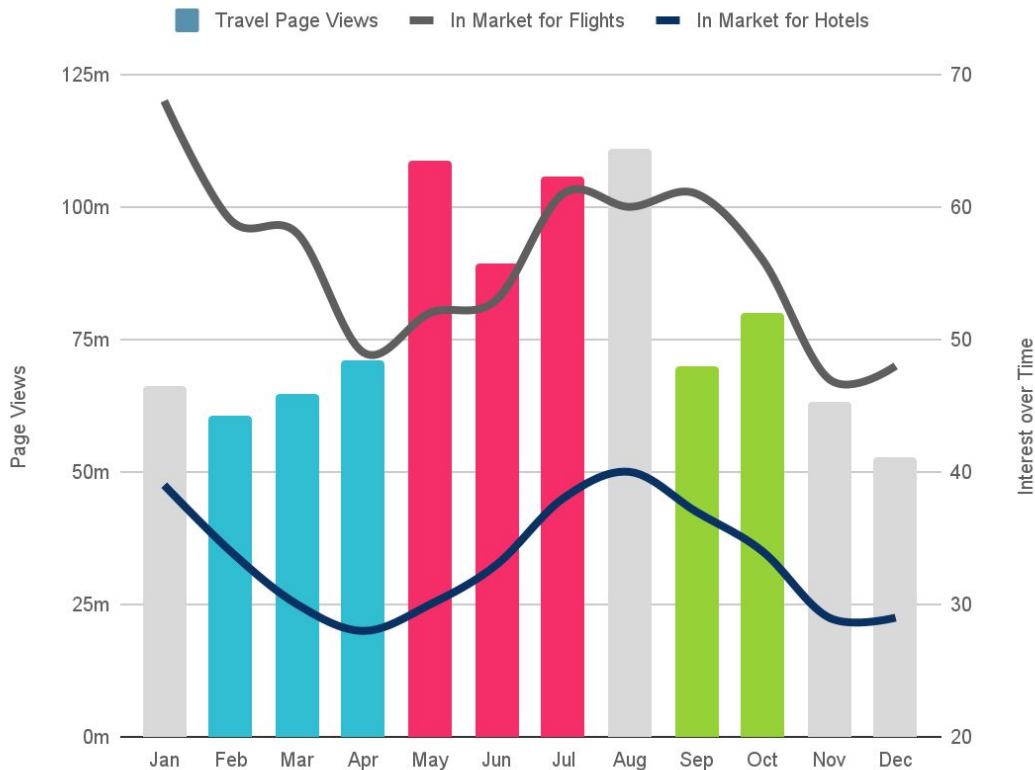


More readers than ever are consuming Ozone’s travel editorial, with monthly page views seeing significant YoY growth. Q1 2023 saw 4.5% more page views than Q3 2021, typically the biggest quarter for page views.

Q3 has emerged as the principal period for travel consideration, having seen 38% growth YoY and now accounting for 30% of annual page views

As a consequence of volatile weather conditions in 2023, with a particularly sunny June and an exceptionally wet July, late-bookers delayed their holiday researching until the change in weather. This is characteristic of the late-bookers audience’s flexibility.

There are three key consideration periods each year



Consideration Building

February to April is a key period for travel research, as interest in Ozone’s travel content begins to grow and Google’s in-market indicators decline; this is therefore a critical time for building brand awareness and consideration.

Late Bookers

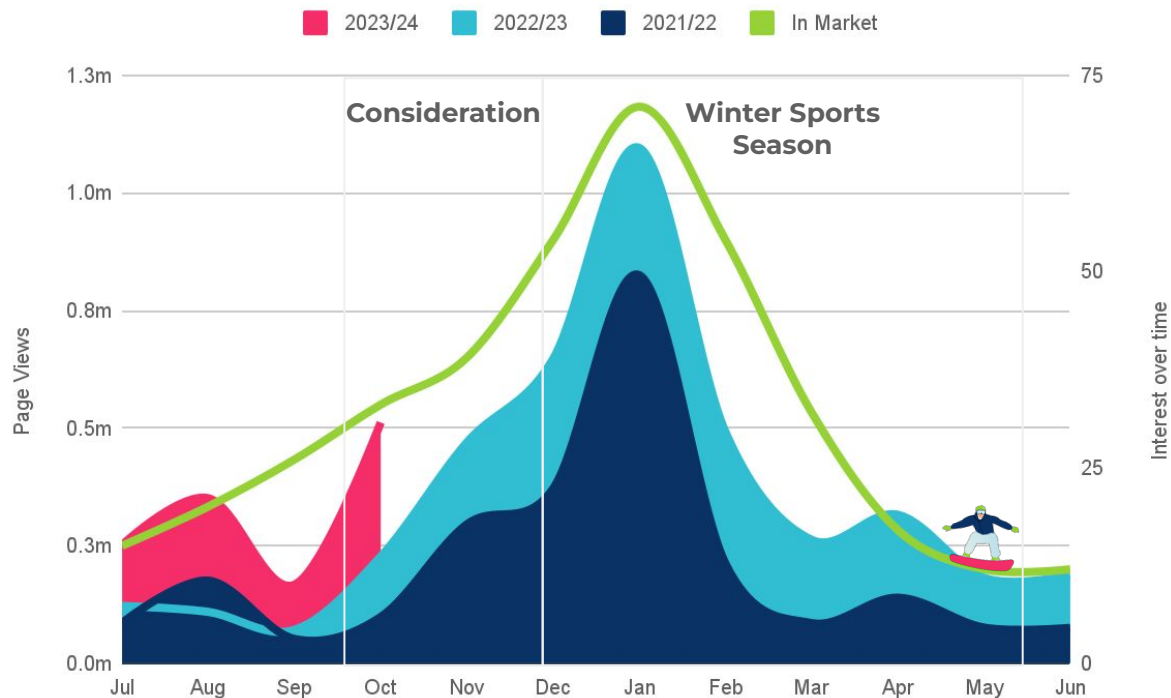
In-market travel indicators begin to rise from May inline with monthly page views. May is one of the largest months for engagement with travel content as late bookers look for last minute trips.

Early Birds

With the end of the summer and the return to school in September, in-market indicators begin to fall again. However, there is a rise in month-on-month publisher engagement as the early-birds begin preparing ahead of the all-important January sales.

Deep-diving into winter sports

Winter sports holiday makers have a much shorter purchase cycle



As the Q4 cold weather sets in engagement with publishers' ski resort editorial and in-market signals begin to climb as enthusiasts plan for the start of the winter sports season.

January is the biggest month for both consideration and in-market signals. With conditions at their best and January sales in full swing, savvy skiers look for last-minute deals before the end of the season.

Unlike other travel subcategories, we see close alignment between publisher engagement and in-market signals, indicating a considerably shorter consideration cycle.

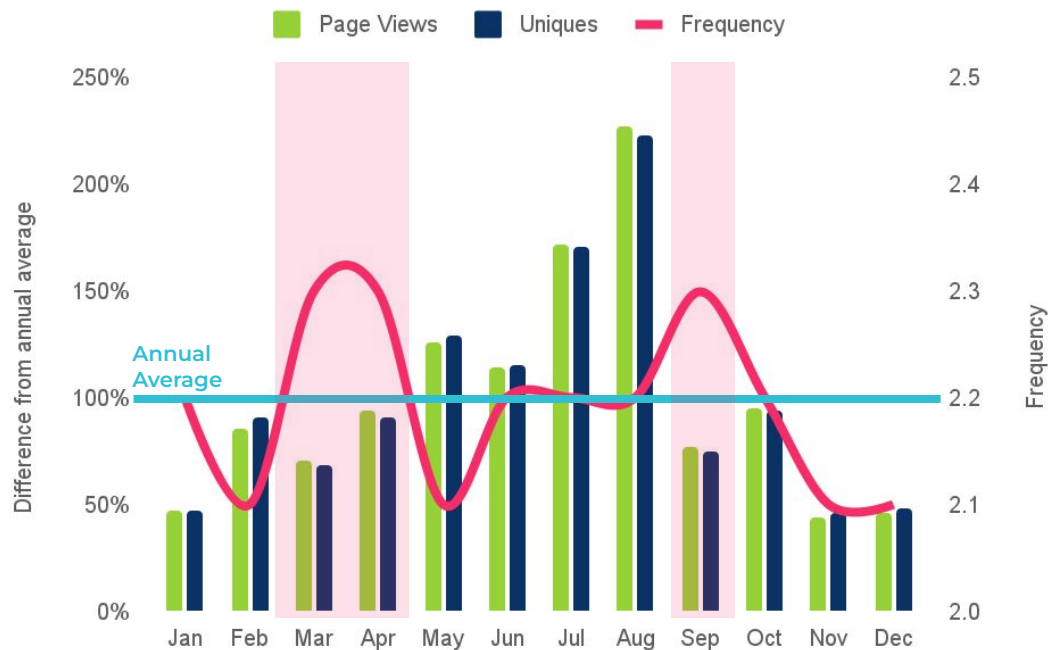
Reaching parents at the right time for holiday research

TWO

The family holiday audiences has two primary research periods: pre-summer, with late-bookers looking ahead to the summer holidays, and post-summer with early-birds returning from holiday planning for the following year.

62%

The Family Holiday audience is 62% more likely to engage with travel content in Q3.

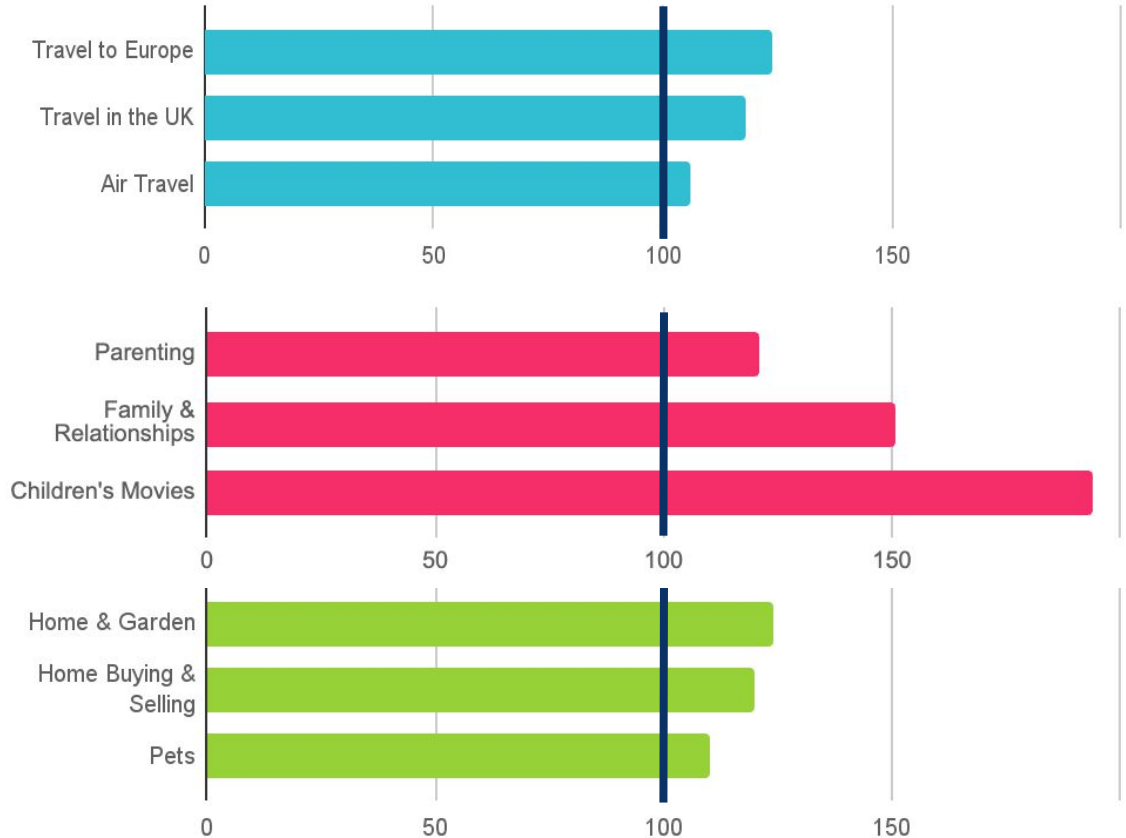
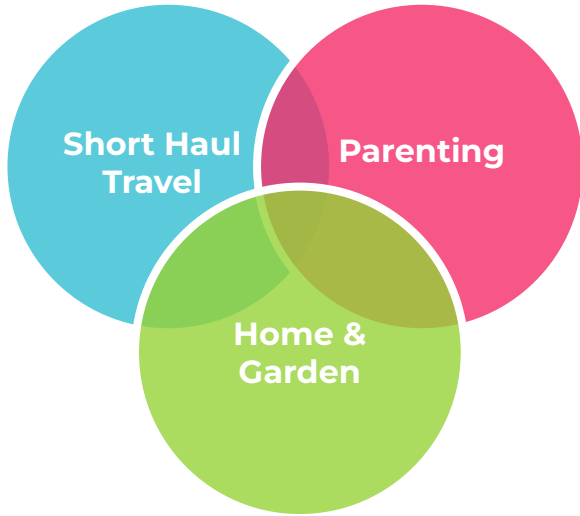




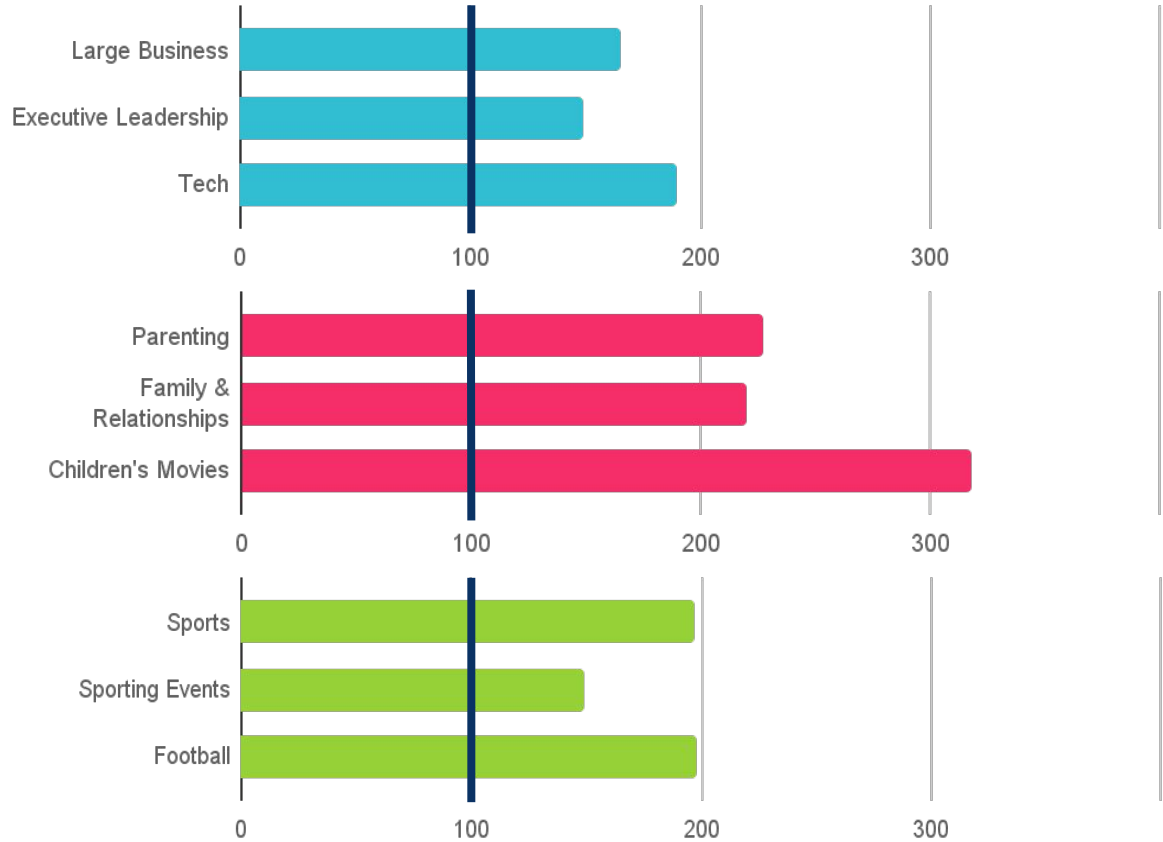
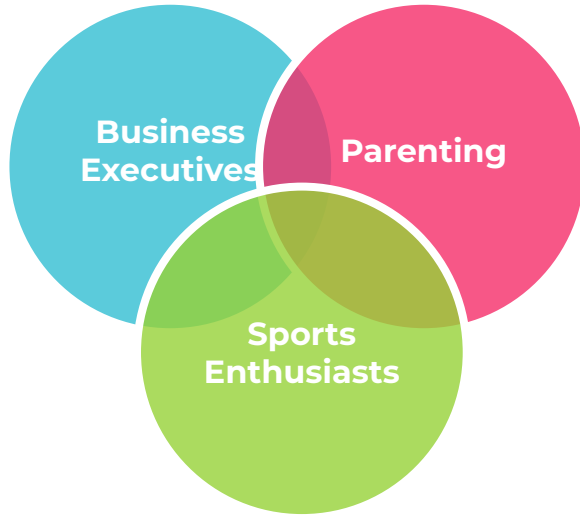
Getting to know different types of holidaymaker



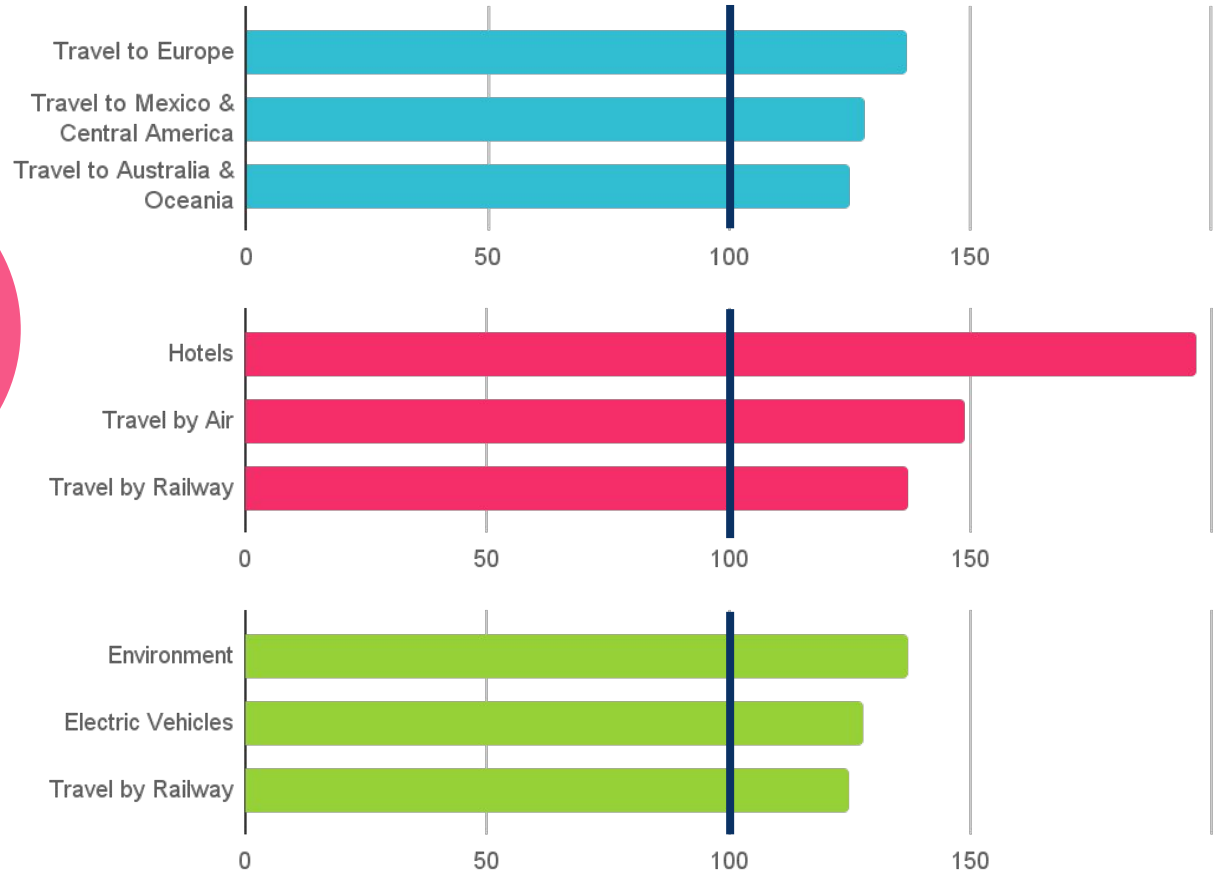
Getting to know Family Travellers



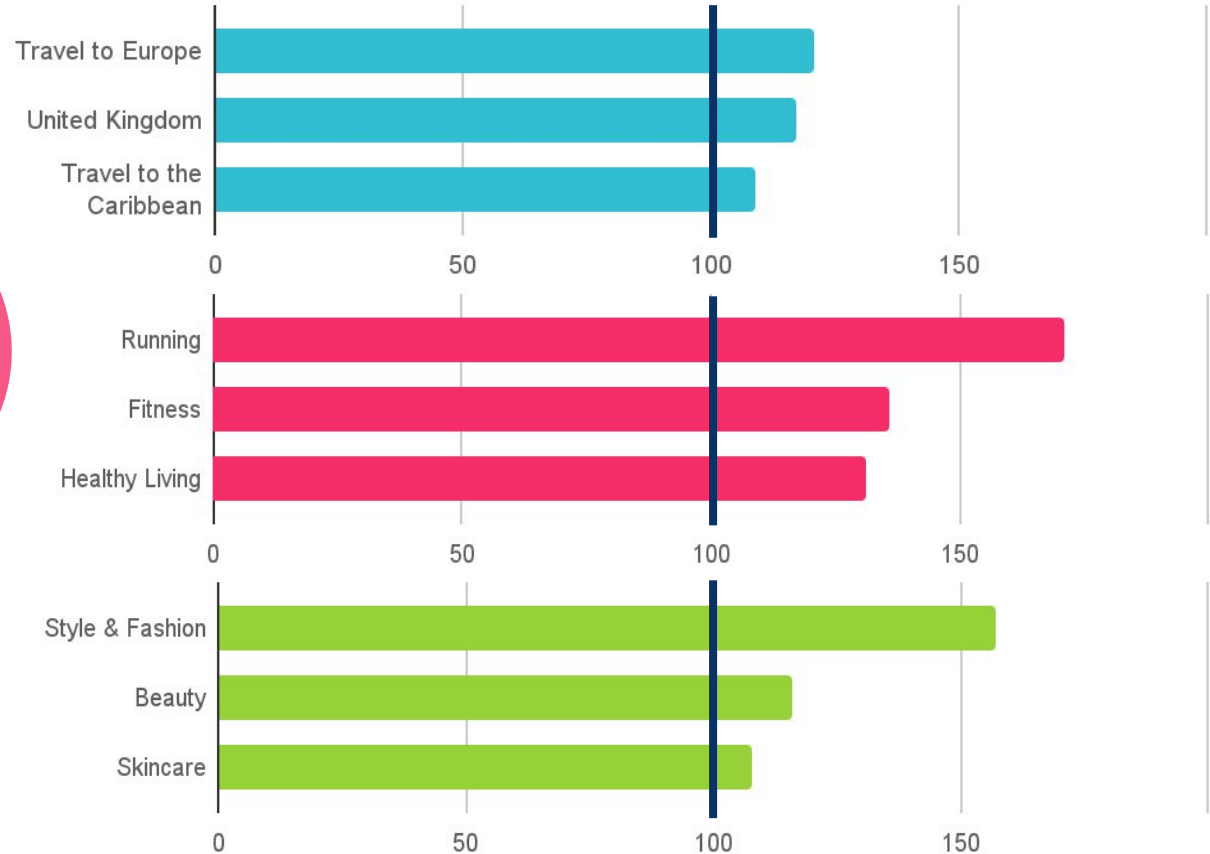
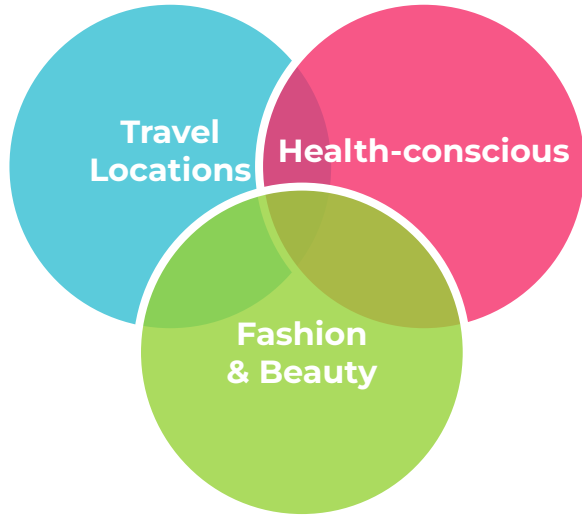
Getting to know Winter Sports Travellers



Getting to know Luxury Travellers



Getting to know Wellness Travellers



Reaching audiences looking to get away in 2024

Target your audience through Ozone's unique first party data

Ozone first party segment

Travel

29.3M Unique Users, 135.6M Page Views

Ozone first party
segment

**Family
Travel**

**1.5M
UUs/month**

Ozone first party
segment

**City
Breaks**

**4.1M
UUs/month**

Ozone first party
segment

**Winter
Sports**

**1.4M
UUs/month**

Ozone first party
segment

**Luxury
travel**

**2.1M
UUs/month**

Ozone first party
segment

**Wellness
Retreats**

**1M
UUs/month**

From travel insights to action

A large red arrow-shaped graphic pointing to the right, containing the text "TAKE ACTION" in white. The letter "O" in "ACTION" is replaced by the OZONE logo.

TAKE
ACTION

Travel sees high engagement through the year, averaging 78m page views per month, making it an always on category

Q3 remains the primary period for travel editorial, however the consideration cycle can start as early as February

Q4 is a key period to ensure advertisers are top of mind when holiday makers look to buy in Q1

We see variance in seasonality, consideration cycles and content engagement between types of traveller

Health & Wellness is becoming an increasingly popular topic amongst holiday makers