



PLANNING AHEAD



with READING THE NATION

2025 | Vol. 2



PLANNING AHEAD FOR 2025

Yes readers, we're back! By popular demand, we're here to help you plan for another year with a guide packed full of fresh insights from across the Premium Web. In keeping with our 2024 approach, Volume Two brings you a curated collection of seasonal trends, drawn from four years of unique audience engagement data.

Every day, Ozone reaches nearly a third of the UK's population* in the trusted corners of the internet where people come to be entertained, informed, and inspired – places where editorial and subject matter expertise create genuine connections and set the stage for more effective advertising.

To help with your campaign planning, this guide highlights monthly audience engagement peaks, key calendar events, and actionable insights from many of the most influential content categories across the better end of the internet.

We're always here to help inform your campaigns, and create the audience impact you need.

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JANUARY

Health, wealth and life planning

January kicks off the year with consumers focusing on new health habits and financial goals. With planning ahead in mind, attention also shifts to bigger-ticket purchases and major life decisions.



+50%
Healthy Living PVs growth



+30%
Personal Finance PVs growth



+25%
Property PVs growth

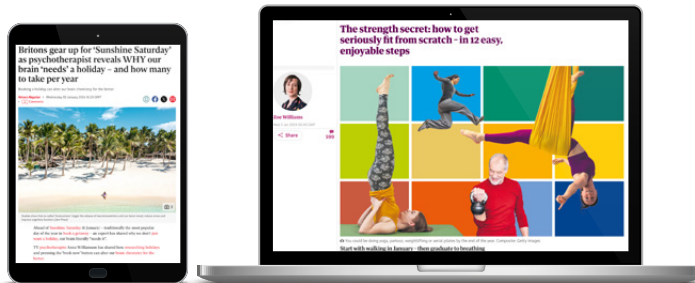


What to expect in January 2025

In January, page views across Ozone's premium audience platform typically increase by +10%. This month-on-month growth is usually the largest surge of the year.

Reflecting seasonal trends, reader engagement rises in all the right places. **Healthy Living** content soars by around half, with **Fitness & Exercise** page views more than doubling. **Personal Finance** sees a near 30% boost, driven by 4x higher **Financial Planning** page views. The return to school drives **Education** growth of more than a third. Meanwhile, 'job-search January' leads to a double-digit rise for **Careers** engagement. 'Sunshine Saturday', a peak day for holiday bookings, fuels an almost 25% jump in **Travel** engagement. Larger purchase categories like **Automotive** and **Property** also see growth, each increasing by more than a quarter.

From buying new cars and planning dream holidays to changing careers or homes, our expert content helps guide these decisions – providing brands with the opportunity to be present during those pivotal moments.



DIARY DATES

Veganuary

3x Healthy Eating
2x Vegan Diets
PVs growth

Dry January

+50% Non-Alcoholic
Drinks PVs growth

Self Assessment Deadline

+80% Personal Taxes
PVs growth

Australian Open

2.9x Tennis PVs growth

World Darts Championships

2.1x Darts PVs growth

Masters Snooker

c.90% Snooker
PVs growth

Average monthly growth
(past four years)

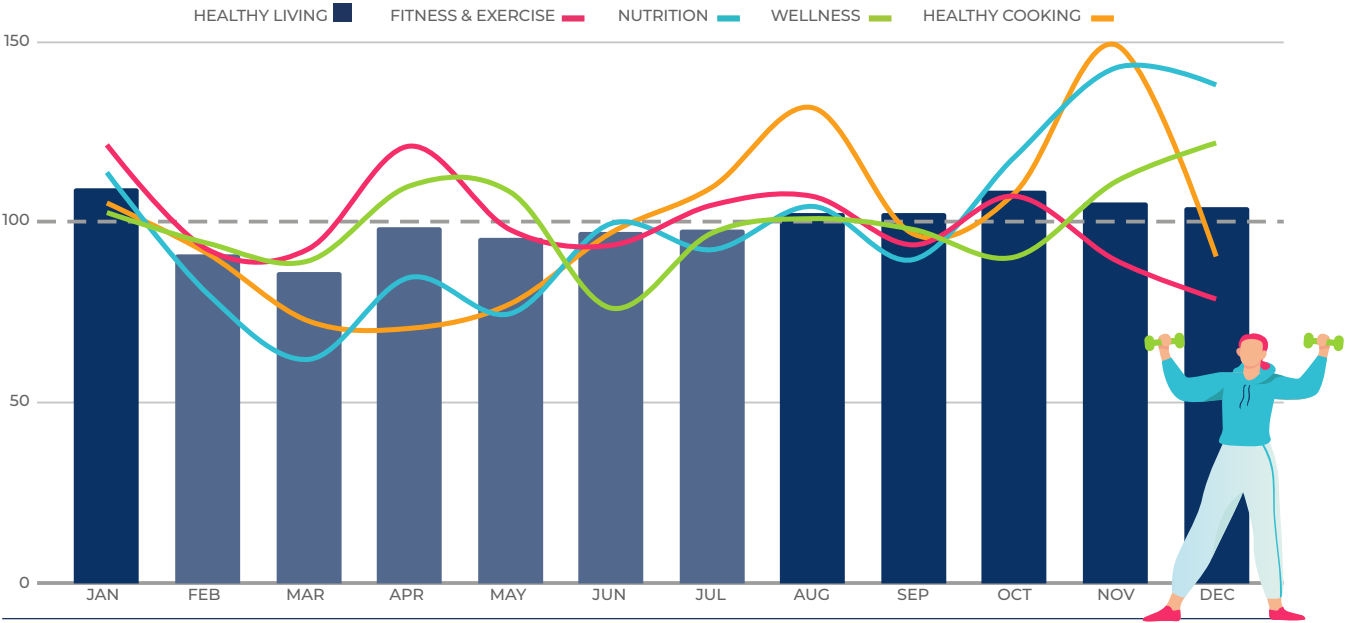
YOUR JANUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
		01 New Year's Day Bank Holiday Veganuary/Dry January begins	02 Second January Bank Holiday (Scotland)	03 PDC World Darts Championship 24/25 Final	04 Sunshine Saturday (key holiday booking day)	05 Twelfth Night Golden Globe Awards
06 Back to school (England)	07	08 Screen Actors Guild Award Nominations	09	10	11	12 Australian Open begins
13	14	15 BAFTA nominations announced	16	17 Oscars nominations announced	18	19 World Religion Day
20 Martin Luther King Jr. Day	21	22	23	24	25 Burns Night	26 Australian Open ends
27 International Holocaust Remembrance Day	28	29 Lunar New Year	30	31 Rugby Six Nations kicks off		

HEALTHY LIVING IN FOCUS

While January's engagement peak for **Healthy Living** is key for brands, it represents a short-term surge. Plan for category interest throughout the year. While topics, including **Fitness, Wellness** and **Healthy Cooking**, grow from mid-spring throughout the summer, a notable trend for winter wellness – as shown by over-indexing engagement in Q4 – should also be a key consideration.

Healthy Living, Average Annual Engagement Index



FEBRUARY

Short, sporty and fashion-focused

While February's fewer days limits monthly engagement growth, seasonal events like Valentine's Day, Six Nations' rugby, entertainment awards and the global fashion shows, all boost reader interest in relevant content.



What to expect in February 2025

Valentine's Day heaps a whole lot of love on little February, with gifting content flourishing. **Flower Shopping** blooms by more than 60%, and expect growth for **Beauty, Perfume** and **Underwear** – both women's and men's. Setting the mood with a romcom or two also drives **Romance Movies** to double-digit growth.

February's fashion majors in New York, London, Milan and Paris spark higher **Style & Fashion** interest. **Fashion Events** grow by more than 40%. Elsewhere, interest in the GRAMMYS, BAFTAs and The BRITs drive reader engagement with **Awards Shows** content, with page views c.6x higher.

Finally, sporting spectacles beef up interest in contact sports. The start of the Six Nations boosts **Rugby** engagement by over 50%, while the growing popularity of **American Football** will likely treble engagement as the Super Bowl returns. In February 2024, Taylor Swift's and Travis Kelce's show-stealing love story increased topic page views by a staggering +500%.



DIARY DATES

The GRAMMY Awards

+75% Music TV
PVs growth

BAFTA Film Awards

+15% World Movies
PVs growth

National Apprenticeship Week

+25% Apprenticeships
PVs growth

World Cancer Day

2.5x Cancer
PVs growth

London Theatre Week

+24% Theatre Venues
PVs growth

When Ramadan falls

+100% Islam
PVs growth

Average monthly growth
(past four years)

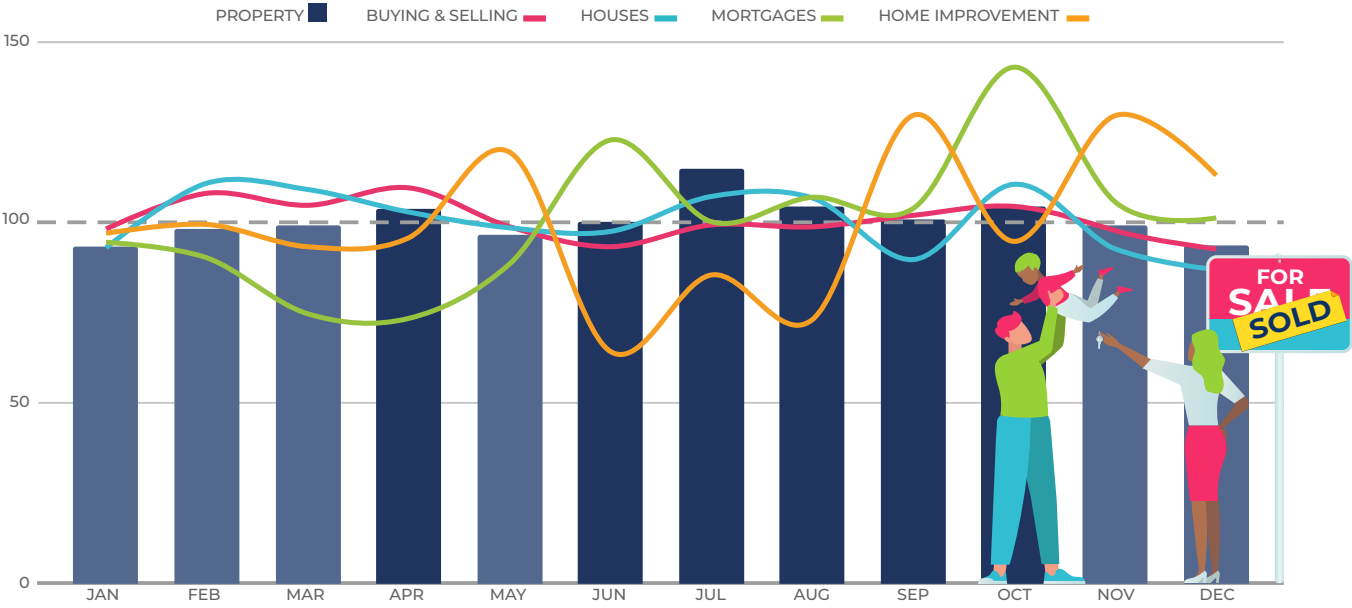
YOUR FEBRUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					LGBT+ History Month	The GRAMMY Awards
03	04	05	06	07	08	09
Premier League transfer window closes	World Cancer Day		New York Fashion Week Time to Talk Day		Directors Guild of America Awards Producers Guild of America Awards Invictus Games	Superbowl LIX
10	11	12	13	14	15	16
National Apprenticeship Week				Valentine's Day		BAFTA Film Awards
17	18	19	20	21	22	23
	Final Oscars voting ends		London Fashion Week			Screen Actors Guild Awards
24	25	26	27	28		
Eating Disorder Awareness Week	Milan Fashion Week			Ramadan Rare Disease Day		

PROPERTY IN FOCUS

February may be quiet for sales, but engagement with **Property** content continues to rise, building on January growth. At this point, home movers – still early in their planning phase – are more likely to be reading about **Buying & Selling** and **Houses**. This notably shifts in Q2 as the **Home Improvement** and **Mortgages** topics begin to over index before the summer, a key home sales period.

Annual Property Engagement Index



MARCH

Money, motors and movie mania

It's time for Brits to spring into action after the winter months. March sees new car launches bolster autos interest, and while savvy savers research ISAs, the Oscars provides Tinseltown escapism.



+25%
Personal
Finance PVs
growth



+20%
Movies
PVs growth



+10%
Automotive
PVs growth

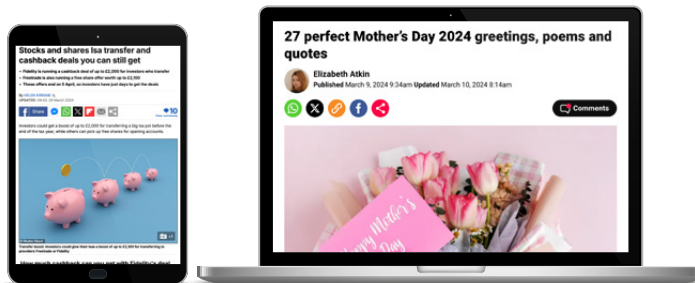
What to expect in March 2025

Money is on the mind in March, with **Personal Finance** page views expected to increase by c.25% as savers use up ISA allowances before April's deadline. Expect March engagement to be 15% higher than the H1 category average, driven by interest in **Personal Investing** and **Savings** content – up around 30% and 50% respectively.

Elsewhere, the Government's Spring Forecast will boost **Business & Finance** page views – expect c.15% growth – particularly following last October's heavily scrutinised, first Labour budget for 15 years.

As winter melts away, people are out and about more – perhaps with new wheels! Expect **Automotive** engagement to increase by c.10% in the year's first new car registration period – **Auto Type** and **Buying & Selling** content being key drivers.

Finally, the spotlight will shine on red carpet couture at the 2025 Oscars – expect growth in both **Movies** and **Celebrity Style** page views in the region of 15-20%.



DIARY DATES

New car registrations

+30% Electric Vehicle PVs growth

The Oscars

+30% Awards Shows PVs growth

Pancake Day

+10% Desserts & Baking PVs growth

World Book Day

+10% Books & Literature PVs growth

Mother's Day

+25% Flower Shopping PVs growth

Eid al-Fatir

2.3x Religious Events PVs growth

Cheltenham Festival

3.5x Horse Racing PVs growth

Average monthly growth (past four years)

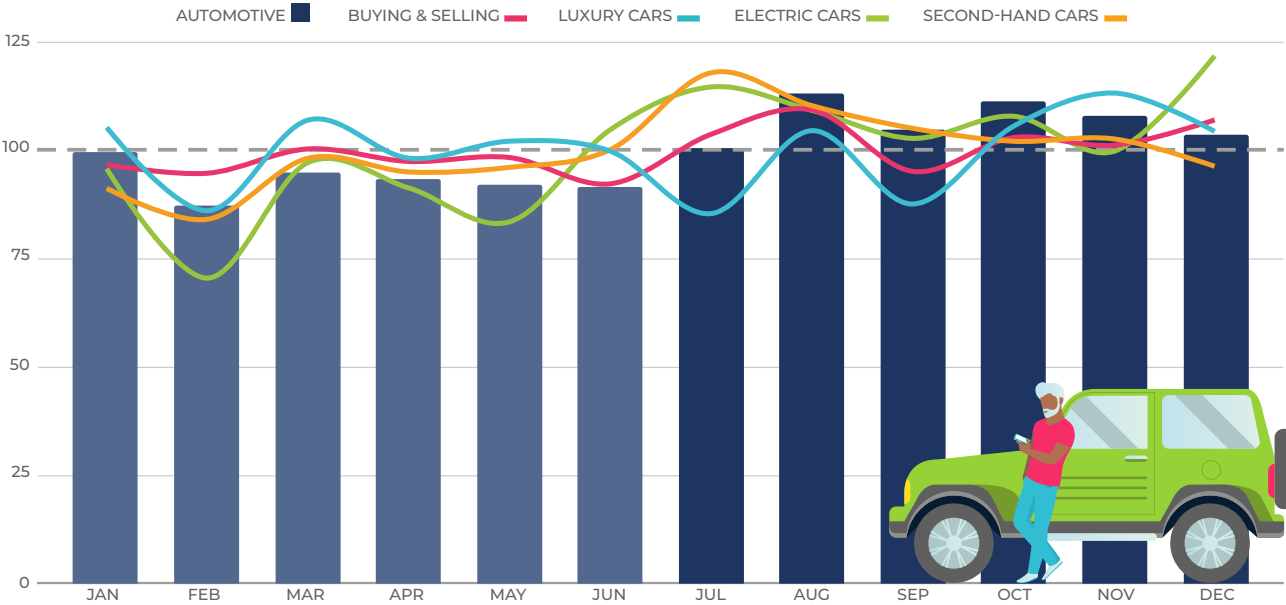
YOUR MARCH 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
					01 St David's Day The BRIT Awards New car registration day	02 The Oscars
03 Paris Fashion Week starts	04 Shrove Tuesday (Pancake Day)	05	06 World Book Day (UK)	07	08 International Women's Day	09
10	11 Paris Fashion Week ends Cheltenham Festival starts	12	13	14 Holi – Festival of Colour Manchester Film Festival starts World Sleep Day	15 Rugby Six Nations ends	16
17 St Patrick's Day	18	19	20 Spring Equinox	21 Red Nose Day	22	23
24	25	26	27	28	29	30 Mother's Day British Summer Time (clocks go back)
31						

AUTOMOTIVE IN FOCUS

The year's first new car registration release in March fuels buyer inspiration demonstrated by strong interest in **Luxury Cars** content, leading to page views over-indexing for this **Auto Type** topic. September's second new plate release drives a far more sustained period of **Automotive** content engagement, with the category over indexing from July through to December.

Annual Automotive Engagement Index



APRIL

Half term, holidays and home improvements

The year's first long weekend inspires Brits to take an extended break from the day-to-day. As Ramadan ends and Easter arrives, expect greater focus on family time and keeping busy.



+20%
Family & Relationships
PVs growth



+15%
Home & Garden
PVs growth



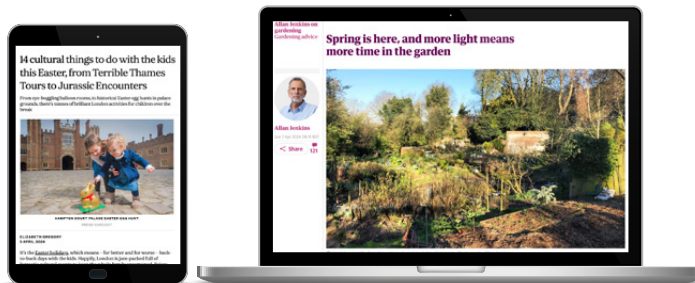
+10%
Events & Attractions
PVs growth

What to expect in April 2025

April, famed for its showers, never dampens family spirits. With Brits observing the season's significant occasions expect c.10% engagement growth for **Events & Attractions**, with notable rises for the **Personal Celebrations** (+50%) and **Religious Events** (+60%) content topics.

With schools out, expect growth of c.20% with **Family & Relationships** content, with particular engagement in the **Parenting** and **Items for Children** topics – +5% and +30% respectively. The Easter getaway – be it overseas or a spring-time staycation – fuels **Travel** content growth of 15-20%. April kickstarts a pattern for the category that sees monthly growth all the way through until August.

The **Home & Garden** category enjoys a spring awakening too – expect page views to increase 10-15% as Brits reach for a hammer, paint brush or lawn mower to take part in traditional Bank Holiday makeovers. In particular, expect **Gardening** page views to blossom by as much as a third.



DIARY DATES

School holidays

+70% Travelling with Kids PVs growth

Bank holiday celebrations

+20% Alcoholic Drinks PVs growth

The Grand National / Scottish Grand National

+12% Betting & Gaming PVs growth

The London Marathon

+24% Fitness & Exercise PVs growth

International Earth Day

+10% Science PVs growth

Average monthly growth (past four years)

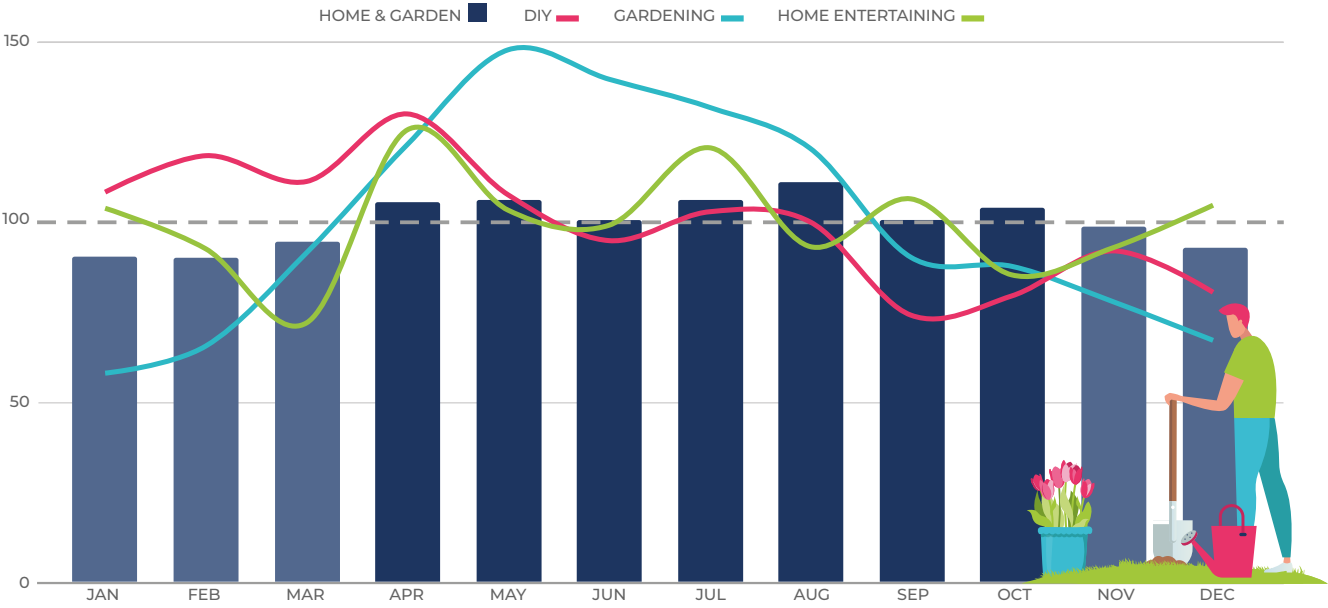
YOUR APRIL 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
	01 April Fool's Day Stress Awareness Month	02 World Autism Day	03	04	05 The Grand National ISA contributions deadline	06 Start of the tax year
07 Masters (golf) Tournament starts	08	09	10	11 Coachella Weekend 1	12 Scottish Grand National	13 Masters (golf) Tournament ends
14	15	16	17	18 Coachella Weekend 2 Good Friday Bank Holiday	19 World Snooker Championship starts	20 Passover Palm Sunday
21 Easter Monday Bank Holiday	22 International Earth Day Back to School (UK)	23 St George's Day	24	25	26	27 London Marathon
28	29	30				

HOME & GARDEN IN FOCUS

The two bank holidays around Easter, coupled with improving spring weather, offer Brits the ideal opportunity to spruce up their homes, inside and out. **DIY** page views over-index in April driving sustained engagement with **Home & Garden** content, while **Gardening** awakens for the summer. Notably, **Home Entertaining** rises in July, coinciding with the start of the summer of sport.

Home & Garden Engagement Index



MAY

Must-watch TV and big match analysis

May's a musical extravaganza for pop lovers and a feast for football fans. Eurovision's resurgence strikes must-watch TV gold, while the football season's finale brings the championships nationwide to a thrilling end.



+30%
Music &
Audio PVs
growth



+20%
Television
PVs growth



+20%
Football
PVs growth

What to expect in May 2024

Appointment-to-view TV has a significant impact in May. Whether linear or streamed, live TV events generate hype that premium publishers leverage to deepen consumer engagement. From backgrounders and build-up, to live reporting and post-event analysis, May stands out for unmissable commentary

Eurovision's popularity drives reader engagement with both **Music & Audio** and **Television** page views, increasing between 20% and 30%. Content topics fueling growth include **International Music**, up 28x, and **Music TV**, up nearly 8x.

The conclusions of the Premier League and Women's Super League seasons in England and Scotland – along with the iconic FA Cup finals and lower-league promotion playoffs – boosts **Sport** by a fifth overall. With **Football** engagement rising by almost a third, this sporting crescendo also lifts **Sport TV** engagement by c.20%.

The start of GCSE and A-level exam season drives c.20% growth in **Education** engagement, with **Educational Assessment** page views more than 2x higher.



DIARY DATES

May Bank Holidays

+70% Bank Holidays
PVs growth

Star Wars Day

+60% Science Fiction
Movies PVs growth

Met Gala Ball

+12% Celebrity Style
PVs growth

Cannes Film Festival

+20% World Movies
PVs growth

Chelsea Flower Show

+20% Gardening
PVs growth

Monaco Grand Prix

+25% Formula One
PVs growth

Average monthly growth
(past four years)

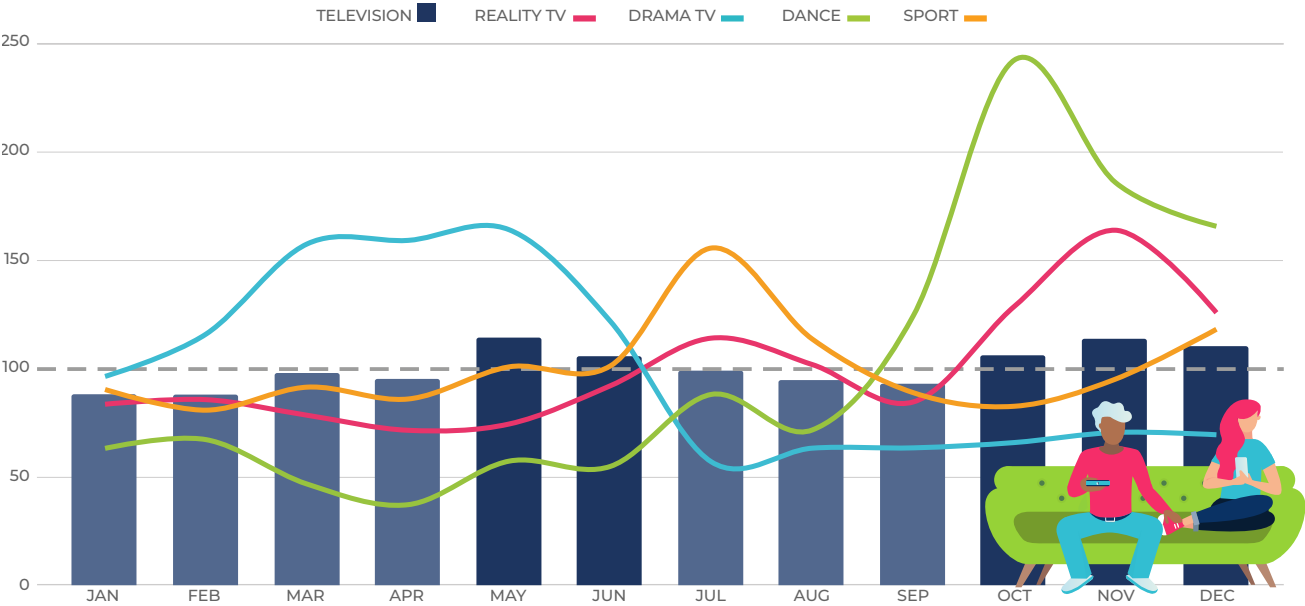
YOUR MAY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
			01	02	03	04
					Free Comic Book Day	Star Wars Day
05	06	07	08	09	10	11
World Snooker Championship ends May Bank Holiday Met Gala Deaf Awareness Week						
12	13	14	15	16	17	18
Mental Health Awareness Week	Cannes Film Festival starts		Global Accessibility Day	UK leg of Kylie Minogue Tension tour starts	FA Cup Final (Men's) Eurovision Final	FA Cup Final (Women) International Museum Day
19	20	21	22	23	24	25
	RHS Chelsea Flower Show starts	UEFA Europa League Final (Men)			Cannes Film Festival ends RHS Chelsea Flower Show ends UEFA Champions League final (Women)	End of Premier League season The French Open starts Monaco F1 Grand Prix
26	27	28	29	30	31	
Spring Bank Holiday					UEFA Champions League Final	

TELEVISION IN FOCUS

Appointment-to-view TV events like Eurovision significantly amp up **Television** category engagement. **Music TV** is off the charts in May – literally, with an index of 1489 – summer competitions drive **Sport TV** interest in July, and Strictly lifts **Reality TV** (and **Dance**) in Q4. Earlier in the year, **Drama TV** over-indexes as engrossing TV series keep Brits engaged.

Television Annual Engagement Index



JUNE

Festivals fire up summer's arrival

Midsummer signals the season's arrival, and attention turns al fresco. For music fans, Glastonbury is the main event, while June also sees interest in other sunshine pursuits – including holidays – begin to rise.



What to expect in June 2025

The transition to summer – combined with anticipated sunshine – means more time outdoors and an engagement spike with **Events & Attractions** content. Representing its highest monthly rise outside the festive season and Easter, expect category page views to increase by c.10%. **Festivals** content should see a 3x rise in page views, while **Concerts & Music Events** engagement is likely to grow by over 50%, building on May’s Eurovision peak.

Glastonbury drives interest in content about **Alternative** and **Electronic Music** within the **Music & Audio** category, increasing by 5x and over 50% respectively. Meanwhile, festivalgoers checking forecasts will drive growth of c.25% in **Weather** content. With a fallow year coming in 2026, expect extra engagement when this year’s prized lineup is revealed in March.

Elsewhere, with peak holiday season on the horizon, **Travel** engagement will rise by more than 10% – representing the category’s third highest share of total page views in the year.



DIARY DATES

World Environment Day
+20% Environment
 PVs growth

The Derby Festival
2.6x Horse Racing
 PVs growth

The US Open Championship
+25% Golf
 PVs growth

Father's Day
+51% Men's Accessories
 PVs growth

Trooping of the Colour / King's Birthday
+34% Heads of State
 PVs growth

Pride Month
+30% LGBTQ+
 PVs growth

Average monthly growth
 (past four years)

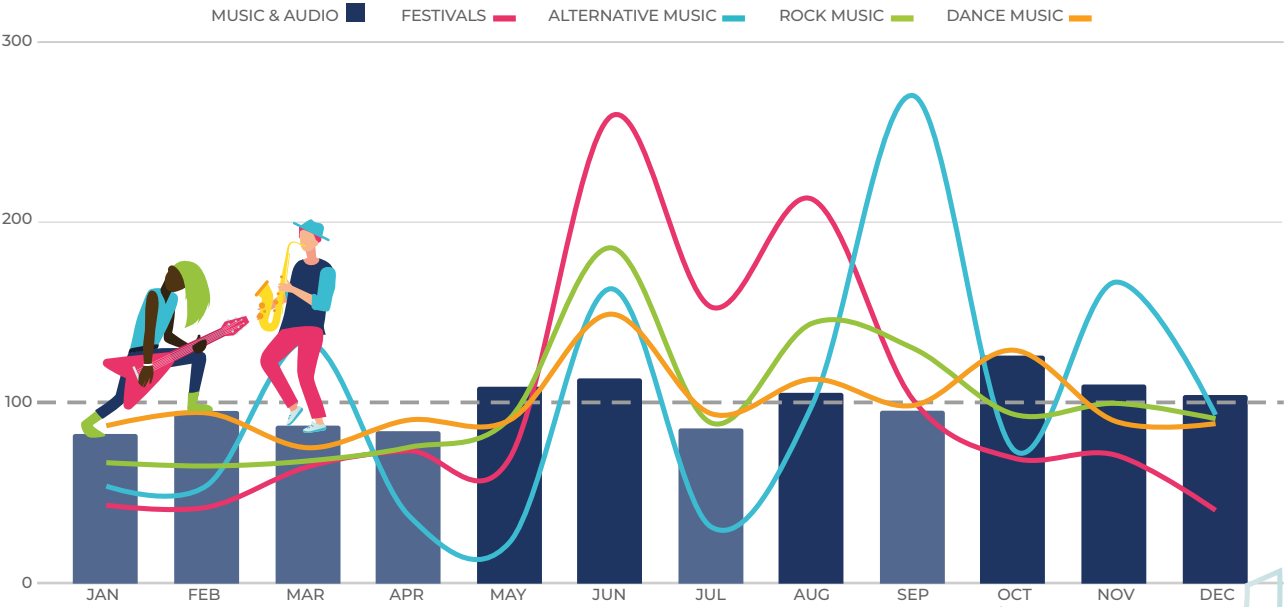
YOUR JUNE 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
						01
02	03	04	05	06	07	08
		Primavera Sound (Barcelona) starts	World Environment Day	D-Day anniversary Eid al-Adha starts The Derby Festival (Ladies Day)	Derby Day	The French Open ends
09	10	11	12	13	14	15
	Eid al-Adha ends	24 Hours of Le Mans starts	US Open – Golf (Men's) starts	Download Festival weekend	Trooping the Colour – King Charles birthday World Blood Donor Day Parklife Festival	24 Hours of Le Mans ends US Open – Golf (Men's) ends Father's Day
16	17	18	19	20	21	22
	Royal Ascot starts		Isle of Wight Festival starts	Summer Solstice	Royal Ascot ends	Isle of Wight Festival ends Windrush Day
23	24	25	26	27	28	29
		Glastonbury Festival starts			BST Hyde Park starts	Glastonbury Festival ends
30						
Wimbledon Championship starts						

MUSIC & AUDIO IN FOCUS

While May pops to Eurovision's beat, Glasto, in June, kicks off summer's festivals run with a bang. Overall, the **Music & Audio** category, including genre topics **Dance Music**, **Alternative Music** and **Rock Music**, over index, as does **Festivals** in the **Events & Attractions** category. However, the ultimate live music event this year will be the hotly anticipated Oasis reunion with UK and Ireland tour dates from July to September.

Music & Audio Annual Engagement Index



JULY

Sporting events soar for the summer season

Summer's first full month is crammed with prestigious sporting events. Be it Wimbledon's lush grass courts, F1's annual pitstop at Silverstone or major football championships, July offers something for every sports fan.



What to expect in July 2025

With sporting summers now a regular fixture, this year promises a diversity of sporting spectacle. Expect fireworks at the UEFA Women's EURO in Switzerland, the Women's Rugby World Cup in England and the British & Irish Lions tour of Australia.

With engagement growth of c.15% for the overall **Sport** category, expect Wimbledon to serve up c.3x higher **Tennis** page views. Elsewhere, The British Grand Prix will boost **Formula One** engagement by almost 40%. Finally, the major women's championships will stimulate **Football** and **Rugby** interest, with England's hosting of the latter in August expected to raise the profile of women's sport again, just as the Lionesses did at EURO 2022 and the World Cup 2023.

With schools out for summer, expect **Travel** engagement to repeat June's impressive growth. Page views for **Travel Preparation & Advice** should rise by up to 10% – on top of June's growth of almost a third – while parents will drive engagement with the **Travelling with Kids** topic, which more than doubles.



DIARY DATES

UEFA Women's EURO

+25-35% Football
PVs growth

Tour de France

+75% Cycling
PVs growth

Summer of sport

+50% Sport and
+25% Home
Entertainment Systems
PVs growth

Summer fun

+55% Grocery
Shopping and
+40% Party Supplies
PVs growth

Summer vacations

3.5x Holiday Shopping
PVs growth

Average monthly growth
(past four years)

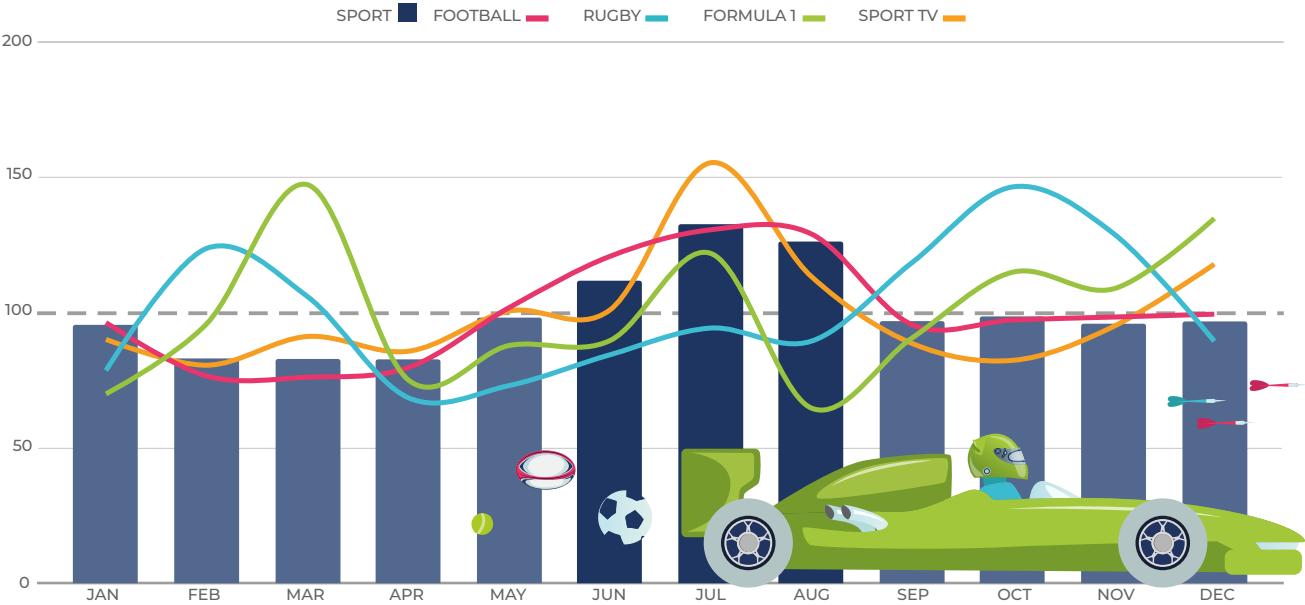
YOUR JULY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05	06
	RHS Hampton Court Garden Festival starts	UEFA Women's Euros starts		Independence Day (USA) Oasis reunion tour starts	Tour de France (Men's) starts	RHS Hampton Court Garden ends British F1 Grand Prix
07	08	09	10	11	12	13
				TRNSMT Festival weekend		Wimbledon Championship ends The Open Championship (golf) starts
14	15	16	17	18	19	20
				Lollapalooza Paris weekend Mandela Day	Australia vs British & Irish Lions – Test 1	The Open Championship (golf) ends
21	22	23	24	25	26	27
Schools begin to break up for summer holidays (England)			Latitude Festival starts		Tour de France Femmes starts Australia vs British & Irish Lions – Test 2	UEFA Women's EURO Final Tour de France (Men's) ends Latitude Festival ends
28	29	30	30	31		
		AIG Women's Open (golf) starts				

SPORT IN FOCUS

As a national obsession, **Sport** is our third biggest content category with an average of 3bn annual page views. While engagement fluctuates depending on the seasonality of particular sporting disciplines – including **Rugby**, **Formula 1** and now **Darts** – page views over index from June to August during the now ever present summer of sport.

Sport Annual Engagement Index



AUGUST

Travel peaks, results revelry, and festival fun

August marks the holiday high season, as summer getaways peak. The heady cocktail of ongoing festival fervour, exam results relief, and the late summer bank holiday fuels nationwide revelry for Brits.



7.5x

Last Minute
Holidays PVs
growth



+90%

Bank
Holidays PVs
growth



+25%

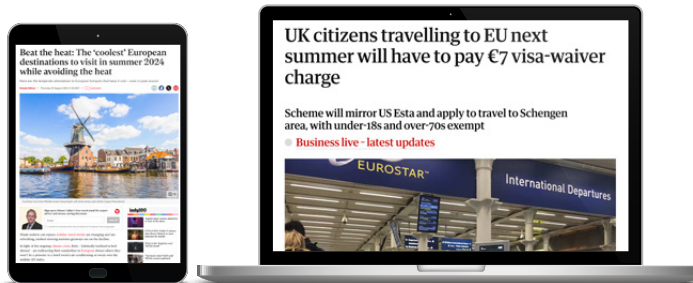
Music &
Audio PVs
growth

What to expect in August 2025

Travel reaches its peak, with June to August accounting for almost a third of annual category page views. **Last Minute Holiday** makers boost topic engagement by over 7x, while **Travelling with Kids** page views continue to rise. Typically, interest in content about self-planned trips is higher; expect growth of between 15% and 35% for the **Bed & Breakfast**, **Camping**, **Seaside Resorts** and **Hotels & Motels** topics.

Elsewhere, the Edinburgh Fringe festival boosts **Comedy Events** page views by 2.5x. In addition, expect growth of around two-fifths for the **Theatre** and **Dance** topics from the **Arts & Culture** category.

Following exam results season – when **Educational Assessment** engagement will rise by 3.5x – the youthful pilgrimage to the Reading and Leeds Festivals amps up **Music & Audio** growth by c.25%, driven by 4.5x higher **Alternative Music** page views. Elsewhere, as the month closes, the Notting Hill Carnival and long weekend almost doubles engagement with **Festivals** and **Bank Holidays** content.



DIARY DATES

Women's Rugby World Cup England

+50% Rugby PVs growth

GCSE results day

3.5x Educational Assessment PVs growth

A-level results day

+25% University Education PVs growth

Notting Hill Carnival

3.2x Reggae Music PVs growth

Summer Bank Holiday

+90% Bank Holidays PVs growth

International Dog Day

+21% Dogs PVs growth

Average monthly growth (past four years)

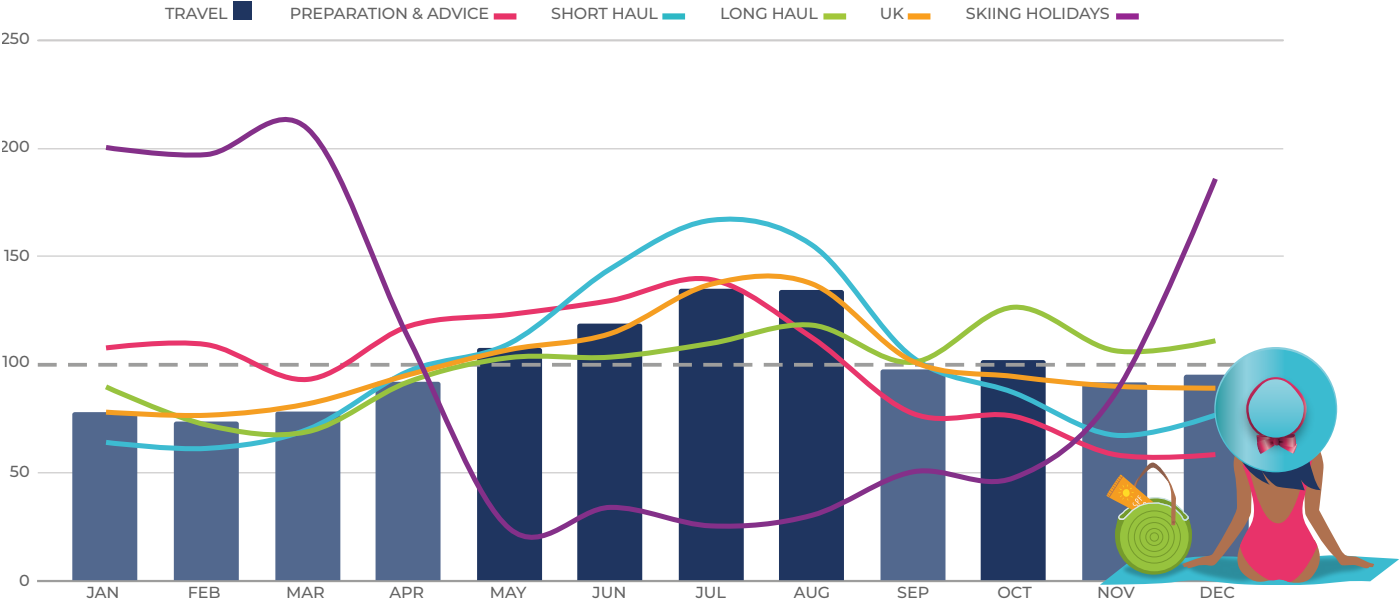
YOUR AUGUST 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
				Edinburgh Fringe Festival starts	Australia vs British & Irish Lions – Test 3 Tour de France Femmes ends Brighton Pride weekend	AIG Women's Open (golf) ends
04	05	06	07	08	09	10
			Cycle to Work Day			
11	12	13	14	15	16	17
			A-Level Results Day			
18	19	20	21	22	23	24
UK leg of Coldplay tour starts			GCSE results day Reading & Leeds Festival starts	Women's Rugby World Cup starts	Notting Hill Carnival weekend	Reading & Leeds Festival ends
25	26	27	28	29	30	31
US Open (tennis) starts Edinburgh Fringe Festival ends Summer Bank Holiday						

TRAVEL IN FOCUS

While the late spring and summer months represent the most sustained period of overall **Travel** engagement, consider the category an always-on proposition as holiday makers of all ages travel more frequently throughout the year. From **Skiing Holidays** and **Long Haul** winter sun to **Short Haul** European vacations and UK staycations, expect more than 1bn **Travel** page views, on average, every year.

Travel Annual Engagement Index



SEPTEMBER

Strictly back-to-school in September

School's back! Whether it's the first day of reception or the next steps of further education, September represents a huge moment for young children, older students and empty-nested parents.



+15%
Education
PVs growth



+35%
Laptops
PVs growth



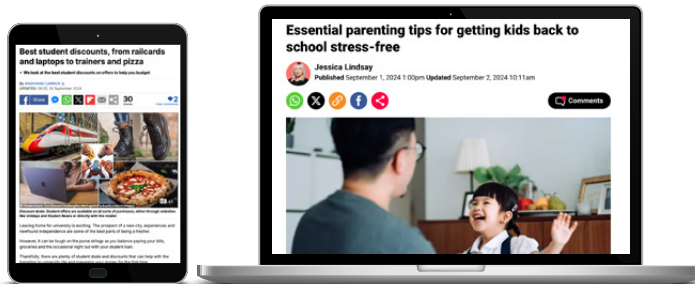
+25%
Arts & Culture
PVs growth

What to expect in September 2025

With summer cooling down, back-to-school September focuses on the changing season. Engagement with **Education** category content tends to grow in excess of 10%, driven by a surge in page views for **Primary Education** and **Secondary Education** topics. Expect monthly growth of 75% to 100% for these.

Rising too will be engagement with the **Early Childhood Education** and **University Education** topics – each with c.25% growth – as children and young adults prepare for their return to educational routine. This drives increased interest in **Children's Clothing**, **Laptops** and **Tablets** content, with topic page views expected to rise between 30% and 50%.

The move into autumn brings with it another phenomenon: the nation's undeniable obsession with *Strictly Come Dancing*. While engagement growth for **Television** category content typically peaks in Q4, the **Dance** topic within **Arts & Culture** is set to grow by over 80%, driving a nearly 25% boost in the overall category.



DIARY DATES

US Open

+74% Tennis
PVs growth

Apple Wonderlust / iPhone

+70% Smartphone
PVs growth

Fashion Weeks

+40% Designer Clothes
PVs growth

The Ryder Cup

+70% Golf
PVs growth

100 days to Christmas

3x Christmas Shopping
PVs growth

Back to school

+50% Children's Clothing
PVs growth

Average monthly growth
(past four years)

YOUR SEPTEMBER 2025 ESSENTIALS

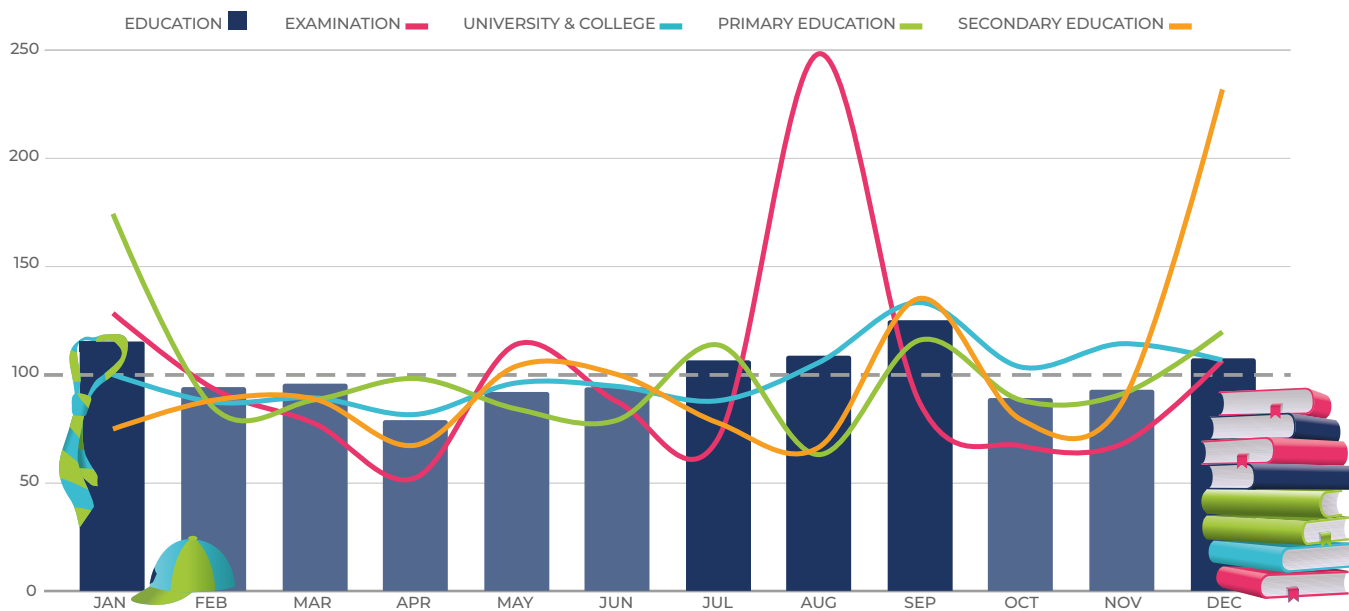
MON	TUE	WED	THU	FRI	SAT	SUN
01 New car registration day Back to School (England)	02	03	04	05	06	07 Great North Run US Open (tennis) ends
08 Blood Pressure UK's Know Your Numbers Week	09 World Design Congress London	10 World Suicide Prevention Day World Design Congress London	11 New York Fashion Week starts	12	13 London Design Festival starts Last Night of the Proms	14
15	16 New York Fashion Week ends 100 days 'til Christmas	17	18 London Fashion Week starts International Equal Pay Day	19	20	21 World Rowing Championship starts London Design Festival ends
22 London Fashion Week ends Autumnal Equinox Rosh Hashanah begins	23 Milan Fashion Week starts International Day of Sign Languages Ryder Cup starts	24 Rosh Hashanah ends	25	26 Macmillan's 'World's Biggest Coffee Morning'	27 Women's Rugby World Cup Final	28 World Rowing Championship ends Ryder Cup ends
29 Milan Fashion Week ends Paris Fashion Week starts	30					



EDUCATION IN FOCUS

September marks the start of the new academic year, delivering the highest proportion of annual **Education** category engagement. While the prior month is key with exam results, university clearing and back-to-school preparations, other notable periods drive higher engagements. **Primary**, **Secondary** and **University** application deadlines, plus offer days throughout the spring, are other key moments.

Education Annual Engagement Index



OCTOBER

Budget frights and seasonal spooks

October kicks off the year's final quarter, peppered with golden moments for brands to connect with consumers. But before the fun begins, the Government's Autumn Budget will determine public confidence levels.



+10%
Personal
Finance PVs
growth



+15%
Careers
PVs growth



+20%
Grocery
Shopping PVs
growth

What to expect in October 2025

While every October is filled with Halloween spookiness, increasingly it's fiscal policy giving us the shivers. The Autumn Budget has a major impact on **Personal Finance** and **Careers** engagement – think National Insurance changes – with both typically rising c.15%. Rachel Reeve's 2024 maiden budget, driven by a focus on fiscal sustainability, increased page views by almost two-thirds on last year. One to watch!

October brings further frights for parents as they focus on planning half-term activities and Halloween festivities. The school holiday sparks a surge for **Travel** category topics. Expect engagement with **Last Minute Holidays** to nearly double, while **Day Trips** page views should rocket by tenfold.

Halloween spikes **Party Supplies & Decorations** page views – up by over 3.5x – with **Children's Games & Toys** and **Grocery Shopping** expected to rise between 20% and 40%. Meanwhile, other celebrations, such as Diwali, typically contribute to a 50% increase in engagement with **Religious Events** content.



DIARY DATES

Autumn Budget
+13% Financial Assistance PVs growth

October Half Term
3x National Holidays PVs growth

Halloween
+59% Horror Movies PVs growth

Breast Cancer Awareness Month
+10% Medical Health PVs growth

Autumn Internationals
+20% Rugby PVs growth

UK NFL matches
+24% American Football PVs growth

Average monthly growth (past four years)

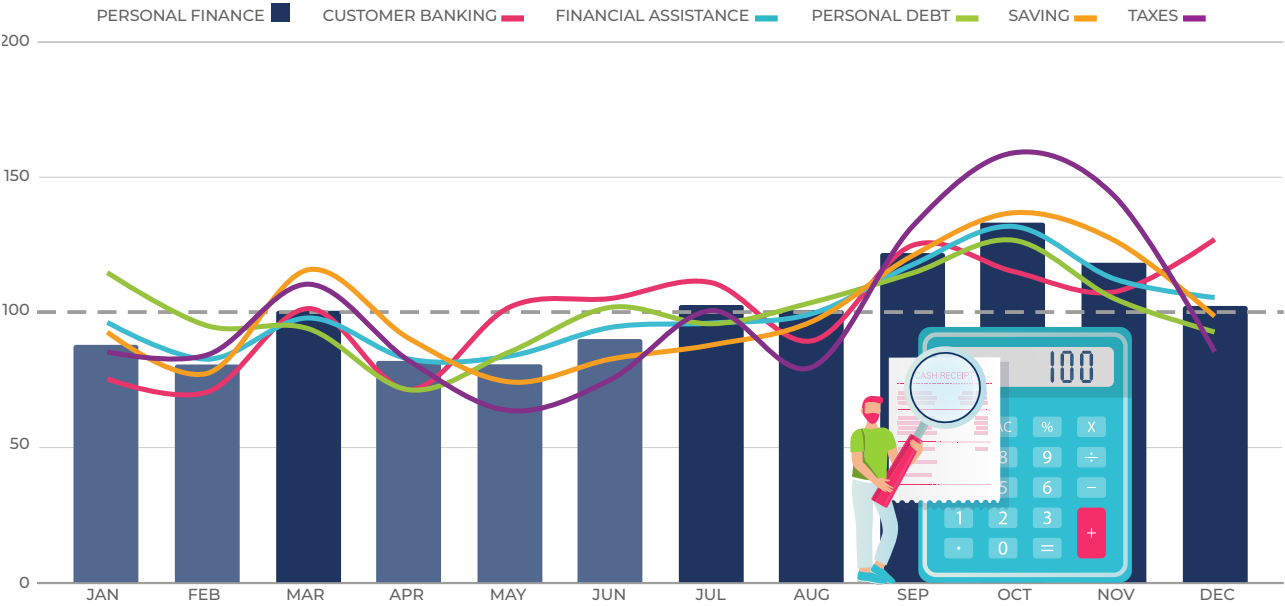
YOUR OCTOBER 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
		01 Black History Month Sober October/ Stoptober Yom Kippur starts Breast Cancer Awareness Month	02	03	04	05
			Yom Kippur ends			
06	07	08	09	10	11	12
National Work Life Week	Paris Fashion Week ends			World Mental Health Day	National Coming Out Day	
13	14	15	16	17	18	19
			World Food Day		Dhanteras (start of Diwali)	
20	21	22	23	24	25	26
Diwali				United Nations Day		End of British Summertime
27	28	29	30	31		
				Halloween		

PERSONAL FINANCE IN FOCUS

The cost-of-living crisis has made money-conscious Brits much savvier about spending, saving and seeking financial support. Seasonal events, such as new year re-budgeting, the self-assessment deadline and ISA season – as well as the budget and other changes to fiscal policy – are the key times to connect with audiences engaging with **Personal Finance** content.

Personal Finance Annual Engagement Index



NOVEMBER

Offers, deals and discounts boost Shopping

November's all about Black Friday. No longer relegated to single-day status – or even a week for that matter – for bargain-loving Brits the year's biggest shopping event is one of Q4's golden moments.



+30%
Shopping
PVs growth



6x
Sales &
Promotions
PVs growth



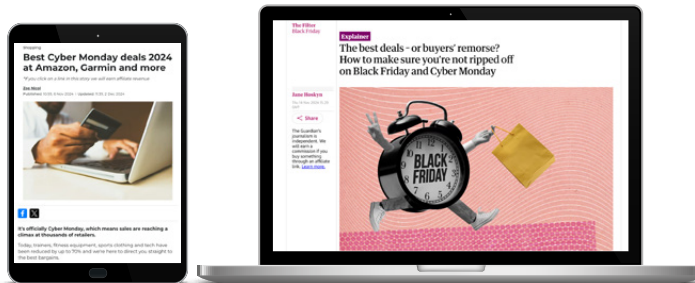
+45%
Reality TV
PVs growth

What to expect in November 2025

For many Brits, the US-import of Black Friday out-sparks our treason-fuelled fireworks tradition. With in-depth coverage of the best deals, discounts and offers, expect **Shopping** category engagement to grow by around a third. Page views for **Sales & Promotions** content will likely rise sixfold.

We'll see increased interest for Q4 favourites such as **Christmas Shopping** (+80%), **Gifting** (up 2.5x), and **Children's Games & Toys** (+30%). Tech lovers boost **Laptops**, **Wearables** and **Tablets** topic page views by up to 30%. **Style & Fashion** content topics, including **Luxury Goods** and **Beauty**, tend to grow by 10-25%. While in **Home & Garden**, **Home Appliances** and **Household Supplies** engagement will increase by up to 15%, as pricier products – from air fryers to bedding – are discounted.

Elsewhere, broadcast TV's holy three – Strictly, Bake Off and I'm A Celeb – and winter film releases, will entertain sunlight-starved Brits. Page views for **Television** and **Movies** content tend to grow between 10% and 30%.



DIARY DATES

November

2.5x Men's Health
PVs growth

Bonfire Night

+74% Party Supplies
PVs growth

King Charles III birthday

+30% Heads of State
PVs growth

Thanksgiving

+90% American Cuisine
PVs growth

Cyber Monday

+20% Wearable Tech
PVs growth

Advent begins

2.9x Festive Events
PVs growth

Average monthly growth
(past four years)

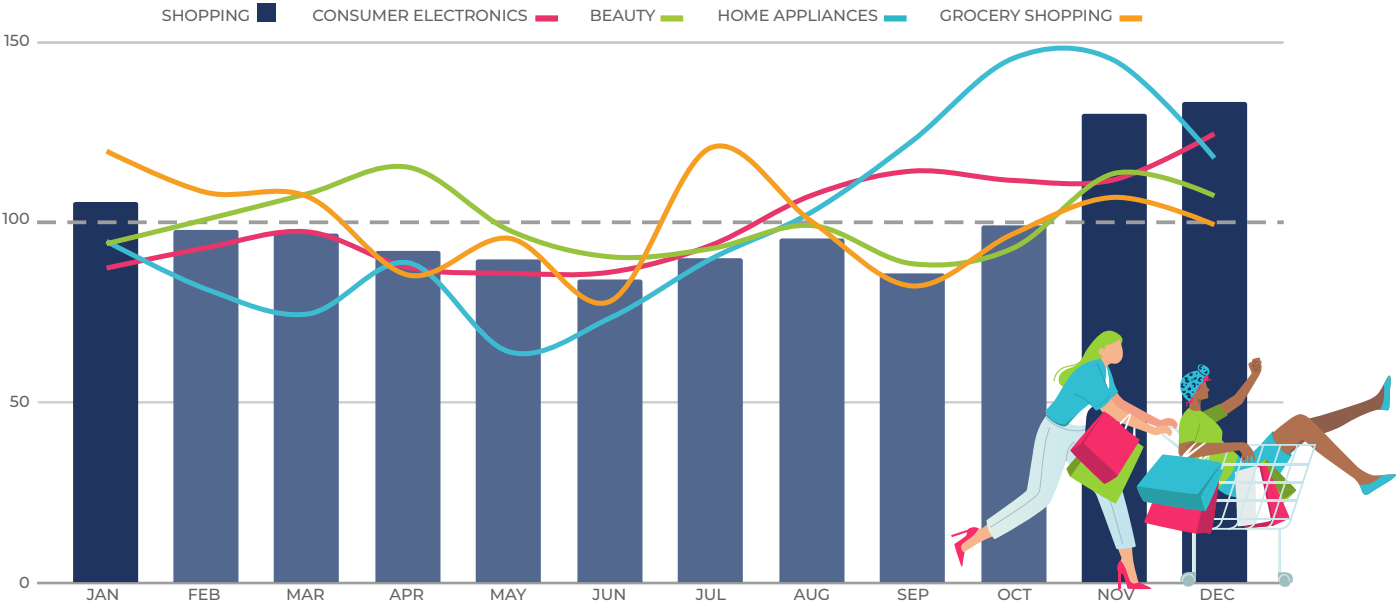
YOUR NOVEMBER 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					November	All Souls Day
03	04	05	06	07	08	09
		Bonfire Night				Remembrance Sunday
10	11	12	13	14	15	16
COP30 starts	Remembrance Day (Armistice Day)			King Charles III real birthday		
17	18	19	20	21	22	23
		International Men's Day		COP30 ends Wicked: Part Two release date		Oasis reunion tour ends in Brazil
24	25	26	27	28	29	30
			Thanksgiving (USA)	Black Friday		St Andrew's Day Qatar Grand Prix

SHOPPING IN FOCUS

November and Black Friday are key for **Shopping**, but engagement remains high throughout Q4 and into the UK's traditional winter sales. Consider it an always-on period. Annually, specific product categories over-index: **Beauty** interest rises for Mother's Day in March, summer sports boosts **Grocery Shopping** in July and iPhone Day in September drives **Consumer Electronics**.

Shopping Annual Engagement Index



DECEMBER

Silly season wraps up the year

Tinsel time sees Brits celebrating the year's end, and feasting on the festive feels. From office parties and panto, to winter wonders and the big day itself, when it comes to diary planning, December's a Christ-mess.



+40%
Events &
Attractions PVs
growth



3x
Festive
Events PVs
growth



80%
Christmas
Shopping PVs
growth



What to expect in December 2025

To say that Christmas is the main event in December is an understatement. Filling the month with fun is a key feature for Brits as silly season slips into top gear.

Leading the way for reader engagement growth is **Events & Attractions** content, with page views likely to increase by more than 40% – which is no mean feat for a top-ten category by annual engagement. Unsurprisingly, online readers seeking out the best **Festive Events** drives more than 3x growth in topic page views, while time off on Christmas Day, Boxing Day and New Year's Day will boost **Bank Holidays** engagement by more than 90%. Elsewhere, panto season provides growth of more than 50% for **Theatre** page views.

With the festive countdown on and the nation reaching a retail frenzy, **Shopping** topics grow significantly. Expect **Christmas Shopping** to grow by around three-quarters and **Gifting** to more than double, as last-minute shoppers wrap up their present buying.



DIARY DATES

Hanukkah and Christmas

+35% Religion & Spirituality PVs growth

Festive television

7.8x Christmas TV PVs growth

World Darts Championships

5.2x Darts PVs growth

Qatar and Abu Dhabi Grand Prix

+35% Formula 1 PVs growth

Cold and flu season

+10% Medical Health PVs growth

New Year's Eve

+20% Nightclubs PVs growth

Average monthly growth (past four years)

YOUR DECEMBER 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
01 Cyber Monday	02	03 International Day of People with Disabilities	04	05	06	07 Abu Dhabi Grand Prix
08	09	10 Human Rights Day	11	12	13	14 Hanukkah starts
15	16	17	18	19 Mad Friday Avatar: Fire and Ash release date	20 Super Saturday (aka Panic Saturday)	21 Winter Solstice
22 School holidays begin Hanukkah ends	23	24	25 Christmas Day Bank Holiday	26 Boxing Day Bank Holiday	27	28
29	30	31 New Year's Eve				

EVENTS & ATTRACTIONS IN FOCUS

More than 1.5bn page views annually make **Events & Attractions** a huge content area. December is the category's biggest month, with planning for festive celebrations key. Earlier in Q4, Halloween and Bonfire Night heat up category engagement for the quarter. Other key moments throughout the year, including summer sports and fashion weeks, will see **Sporting Events** and **Fashion Events** page views over index.

Events & Attractions Annual Engagement Index



RESPONSIBLY SOURCED INSIGHTS

In today's rapidly evolving digital landscape, understanding audience behaviours has never been more complex. With the decline of third-party identifiers, first-party data has become essential for navigating this shift. It allows advertisers to achieve better results, while also rewarding publishers – of all sizes and guises – for focusing on genuine audience connections.

At Ozone, we recognise the responsibility that comes with handling this data. Our strength is rooted in the strong first-party data relationships we've built with our partners, giving us a unique cross-publisher view of media consumption data. This view is central to our premium audience offering. To ensure we're meeting the highest standards, we commissioned The Premium Web Methodology, an audit of our business practices by PwC. The findings confirm that our data approach is fully compliant with the right consents in place, while also demonstrating our ability to address audiences across multiple publishers and browsers.

We're very proud to say that our **Planning Ahead with Reading the Nation** insights are founded in fully compliant and consented data.