

Reading THE NATION

15 APR – 21 APR 2024

Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

Last week, the London Marathon fired the starting gun on anticipated reader engagement growth with **Healthy Living** content, driven by 3.8x higher **Running** topic page views. Expect further growth for the content across the spring and summer months.

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LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Education	4.9m	+88%
Religion & Spirituality	4.1m	+57%
Music & Audio	15.5m	+42%
Property	8.4m	+13%
Healthy Living	8.1m	+12%
Pets	3.6m	+10%
Travel	29.4m	+4%
Personal Finance	14.9m	+4%
Tech & Computing	23.5m	+2%
Family & Relationships	59.9m	+2%

Source: Ozone 2024



PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Taylor Swift: fans and critics react to new surprise double album The Tortured Poets Department

Swifties take to social media to dissect lyrics and celebrate Swift's 11th album on Friday as the musician releases 15 more songs

Peres Jepchirchir sets women's-only world record in brilliant London Marathon win

21 April 2024 - 1:41pm



Reigning Olympic champion Peres Jepchirchir crushed the women's-only world record in



Russ Cook celebrated with Chris Evans after finishing the London Marathon
JOHN WALTON/PA WIRE

UK NEWS London Marathon 2024: records tumble on sunny day in the capital

Primary school offer day 2024: Everything you need to know

Find out what to do if you don't get the school you wanted

News18 Singh • Tuesday 16 April 2024 08:25

Comments



Participating on the first day of the new school year, Reception Nursery school, one of the new nurseries at

TOPICAL NEWS

A high court ruling upholding a prayer ban at the Michaela community school – founded Kátharine Birbalsingh dubbed 'Britain's toughest headteacher' – drove increased reader engagement **Religion & Spirituality** content last week. The debate about the ruling saw page views for the category rise by more than 50% week on week.

Elsewhere in the past seven days, Taylor Swift's surprise double album drop, with the release of The Tortured Poets Department quickly followed by The Anthology, drove **Music & Audio** to a +42% rise.

Positive spring house sales, pointing to a housing market bounceback, drove **Property** to +13% growth. In Q1 2024, category engagement is almost a fifth higher annually.

SEASONAL EVENTS

Last week, **Education** rose to the top of the class for reader engagement growth, with 4.9m page views up +88%, on national offer day for reception and junior school places. Within the content, the **Primary Education** topic grew significantly, with page views 2.8x higher.

As expected, there was seasonal growth for **Healthy Living** content on increased interest in the London Marathon, which took place on Sunday, 21 April. Overall, 12.1m page views increased +12% driven by 3.8x higher reader engagement with the **Running** topic.

Last year's marathon triggered higher **Healthy Living** engagement across Q2 and Q3, with the two quarters equaling almost 60% of annual page views.

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COMING UP IN MAY



+38%
growth for Music
& Audio on
average in May

Typically, **Music & Audio** page views will grow by +38% in May on Eurovision interest

+33%
higher Football
page views on
avg. in May

The end of the season and cup finals drive **Football** engagement to avg. May growth of a third

+28%
avg. growth for
Bank Holidays
page views (3yrs)

On average, **Bank Holiday** page views increase by +28% in May on the Spring Bank Holiday

Source: Ozone 2024



MAY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
					Star Wars Day	
	06	07	08	09	10	11
	The Met Gala					Eurovision final (50th anniversary)
	May Bank Holiday					
	13	14	15	16	17	18
	Mental Health Awareness Week	Cannes Film Festival starts				Premier League season ends
	20	21	22	23	24	25
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix		FA Cup Final
	27	28	29	30	31	
Spring Bank Holiday						

For more, see **Planning ahead for 2024 with Reading the Nation**

Reading THE NATION

COMING UP IN JUNE



+52%

Football page views growth in June 2023

Football page views grew +52% in June last year as Man City won the Champions League final

c.30%

Higher Football page views on Euros interest

Expect **Football** engagement to be c.30% higher in June 2024 as the Euros kicks off mid-month

+27%

Giftng page views growth in June 2023

Planning the perfect Father's Day present grew **Giftng** page views by more than a quarter last year

3.5x

avg. growth for Festivals page views (3yrs)

Expect **Festivals** page views to increase 3.5x on Glasto and the start of summer festival season

Source: Ozone 2024



JUNE 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					The Derby UEFA Champions League final	
03	04	05	06	07	08	09
		World Environment Day	80th Anniversary of D-Day landings		Parklife festival begins	
10	11	12	13	14	15	16
			US Open Golf starts	UEFA Euros 2024 begins	24 Hours of Le Mans	Eid ul-Adha begins Father's Day
17	18	19	20	21	22	23
	Royal Ascot begins		Summer Solstice Isle of Wight Festival begins		Windrush Day	
24	25	26	27	28	29	30
		Glastonbury Festival begins		Tour de France begins in Florence Pride in London		Glastonbury Festival ends

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COMING UP IN JULY



4.3x

Higher Tennis page views in July 2023

31.7m Tennis page views in July 2023 grew +330% MoM on significant Wimbledon interest

+25%

Growth for Auto Racing/Formula 1 page views

10.7m Auto Racing/F1 page views last July (the British GP) were +25% higher vs. 2023 season avg.

c.12x

Higher Olympic Sports page views in July 2021

Beginning in July 2021, the Tokyo Games drove Olympic Sports page views to +1,135% growth

305M

Football page views in July 2023

The Women's World Cup began last July to drive our 2nd highest month for Football on record

Source: Ozone 2024



JULY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04 Independence Day - US	05 F1 British Grand Prix begins	06	07 F1 British Grand Prix
08	09	10	11	12	13 Wimbledon Finals weekend	14 Open Championship starts UEFA Euro 2024 final
15	16	17	18	19	20	21
22	23	24	25 Latitude Festival begins School summer holidays begins	26 Paris 2024 Olympics begin	27	28
29	30	31				

For more, see [Planning ahead for 2024 with Reading the Nation](#)