

# Reading THE NATION

19 AUG – 25 AUG 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.

Some Might Say the August bank holiday weekend was always going to be last week's biggest driver of reader engagement across the Ozone platform, but – Little by Little – speculation about a possible Oasis reunion made it a Supersonic week for **Music & Audio**.

Visit **Ozone Ad Manager** for more publisher first-party data insights



# Reading THE NATION

## LAST WEEK'S HOT CONTENT



### Shopping

PAGE  
VIEWS

9.5m

WoW  
GROWTH

+24%

### Music & Audio

12.6m

+23%

### Careers

16.0m

+18%

### Science

18.6m

+10%

### Events & Attractions

41.8m

+8%

### Personal Finance

18.8m

+7%

### Travel

25.2m

+7%

### News & Politics

154.1m

+6%

### Food & Drink

22.2m

+3%

### Business & Finance

47.5m

+3%

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

### Oasis reunion and Wembley gigs next year ... is that definitely, maybe?

EXCLUSIVE

Noel and Liam Gallagher appear to have settled their differences and, if the truce holds, will play massive concerts in London and at Manchester's Heaton Park



### Notting Hill carnival Tens of thousands fill streets on final day of Notting Hill carnival

Largely peaceful festival marred by fresh stabbing on Monday after three people were hurt on Sunday

### Reading Festival review, Friday: Blink-182, Kneecap and The Prodigy bring back the festival's bite

★★★★☆



### 'Oasis of peace' bank holiday destination is 'several times cheaper than UK', expert says

Three European countries for a last-minute bank holiday break, with one of them offering food, drinks and accommodation 'several times cheaper than in the UK'

By SAMANTHA LEATHERS, Lifestyle Reporter  
Sun 10 Sep 10, 10:00 AM (Updated: 10:15 AM Sep 10, 2024)



## TOPICAL NEWS

Will they, won't they? Definitely, maybe? Yes they will. "This is happening" were the three words Oasis fans had been waiting for following last week's intense speculation about one of the biggest band reunions in recent history. Setting their differences aside for a huge UK and Ireland tour next year, the Gallagher brothers lit up reader engagement with **Music & Audio**, with page views for the content increasing by almost a quarter last week.

The Bayesian yacht tragedy, caused by a freak weather incident, drove reader engagement with **News & Politics** last week, with more than 150m page views up +6%.

## SEASONAL EVENTS

Each year, the August bank holiday gets the party started as the Notting Hill Carnival and the Reading and Leeds festivals take place. As expected, reader engagement with **Events & Attractions** content increased. Within the category, weekly engagement with the **Festivals** and **Bank Holidays** topics was 3.7x and 2.5x higher respectively.

With summer's official end just weeks away in late September, a last dash for the sun for many Brits drove reader engagement with **Travel** content to growth. Within the category, page views for the **Europe** and **UK** travel location topics grew by +26% and +12% respectively.



Power *your*  
premium web  
plans with our

## FIRST-PARTY DATA INSIGHTS

Plan for the remainder of the year  
with our guide to the seasonal and  
topical events driving reader  
engagement across Ozone

Visit [ozoneproject.com/planfor2024](https://ozoneproject.com/planfor2024)  
to download your digital copy



# Reading THE NATION SEPTEMBER



**+22%**

Growth for  
Education page  
views (3yrs)

Back to school in September will drive **Education** engagement to growth of more than a fifth

**+78%**

Growth for  
Smartphone page  
views (3yrs)

Apple Wonderlust will grow monthly **Smartphone** page views by more than three-quarters

**+90%**

Growth for  
Fashion Events  
page views (3yrs)

September's four fashion majors will drive **Fashion Events** page views to +90% growth

**c.3x**

Higher Christmas  
Shopping page  
views (3yrs)

With 100 days to December 25th, **Christmas Shopping** page views are set to grow c.3x in September

Source: Ozone 2024



## SEPTEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 New car registration day
02 Back to School (England)		03	04	05	06	07 Great North Run Paris 2024 Paralympics ends
09		10	11	12	13	14 Last Night of the Proms London Design Festival begins
16 100 days 'til Christmas		17 World Suicide Prevention Day	18	19	20	21 London Fashion Week SS24
23		24	25 International Equal Pay Day	26	27	28
30						29

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

# Reading THE NATION

## OCTOBER



**118M**

Shopping  
page views  
in Q4 2023

The golden quarter begins  
**Shopping's** busiest quarter. Last  
Q4, page views grew +45% QoQ

**+19%**

Growth for  
Travelling with  
Children (3yrs)

The October half term will grow  
**Travelling with Children** topic  
page views by almost a fifth

**c.4x**

Higher Party  
Supplies page  
views (3yrs)

Halloween at the end of the  
month will drive **Party Supplies**  
page views to c.4x growth

**69.5M**

Food & Drink  
page views in  
October (3yrs)

Expect the spook-fest to drive  
c.70m **Food & Drink** page views,  
with **Kid's Food** up by c.40%

Source: Ozon 2024



## OCTOBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
	Black History month Golden quarter begins	Rosh Hashanah begins				
07	08	09	10	11	12	13
			World Mental Health Day	Yom Kippur begins		
14	15	16	17	18	19	20
			World Food Day			
21	22	23	24	25	26	27
			United Nations Day			End of British Summertime
28	29	30	31			
School half term begins			Halloween			

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

# Reading THE NATION NOVEMBER



**+27%**

Growth for  
Shopping  
category (3yrs)

November's mega Black Friday sales drive **Shopping** category page views to +27% growth

**c.7x**

Higher Sales &  
Promotions topic  
page views (3yrs)

Within the category, expect c.7x higher **Sales & Promotions** topic page views as interest soars

**+34%**

Growth for Reality  
TV page views in  
November

**Reality TV** will grow by +34% as winter warmers Bake Off, I'm a Celeb and Strictly return

**48M**

US Election  
page views in  
November 2020

The 2020 **US Election** drove 48m topic page views that November – more than double seen since.

Source: Ozone 2024



## NOVEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
				Diwali	All Souls Day (Day of the Dead)	
	04	05	06	07	08	09
		US Election Day Bonfire Night				10
	11	12	13	14	15	16
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			17
18	19	20	21	22	23	24
	International Men's Day					
25	26	27	28	29	30	
			Thanksgiving	Black Friday	St Andrew's Day	

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



# Reading THE NATION DECEMBER



**+37%**

Events &  
Attractions  
growth (3yrs)

The festive feels grow **Events & Attractions** by more than a third to c.200m page views

**c.17M**

Consumer  
Electronics page  
views (3yrs)

Cyber Monday and tech gifting will grow **Consumers Electronics** to c.17m page views, up c.14%

**+81%**

Growth for  
Christmas  
Shopping (3yrs)

Christmas Shopping page views hit the highest point with average monthly growth of +81%

**Plan for  
new year,  
new me...**

The final week of the year sees online consumer attention shift to new year, new me topics

Source: Ozone 2024



## DECEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 World Aids Day
	02 Cyber Monday	03 International Day for Disability	04	05	06	07 08
	09	10 Human Rights Day	11	12 Christmas Jumper Day	13	14 15 World Darts Championships begins
	16	17	18	19	20 Mad Friday (partying)	21 22 Winter Solstice Super Saturday (panicking)
	23	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 27 Boxing Day Bank Holiday		28 29
	30 School Holidays begin (England)	31 New Year's Eve				

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