

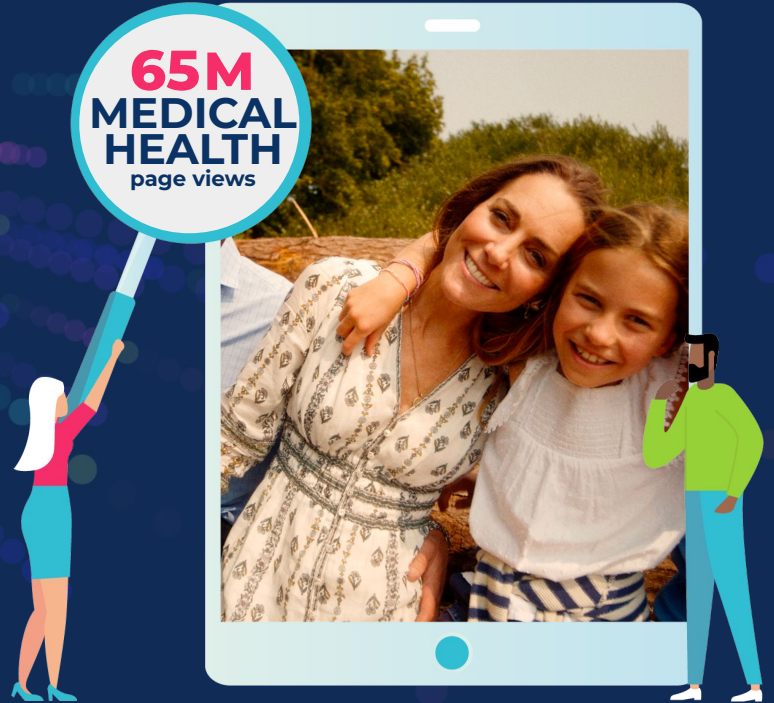
# Reading THE NATION

9 SEP – 15 SEP 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.

News that Kate Middleton, the Princess of Wales, is now cancer-free following chemotherapy lifted the nation last week. The emotional Wales family video and statement by Kate highlighted the complex nature of cancer diagnosis, treatment and recovery to drive engagement with related content across Ozone.

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



# Reading THE NATION

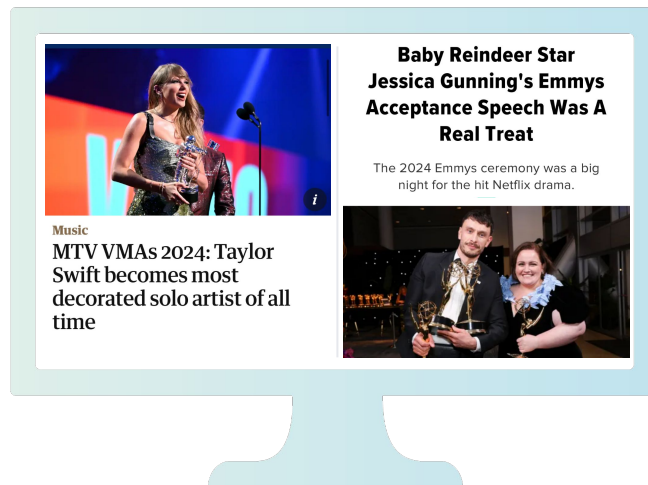
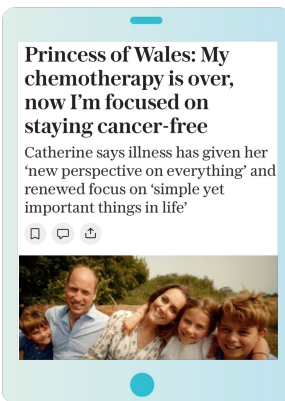
## LAST WEEK'S HOT CONTENT



	PAGE VIEWS	WoW GROWTH
Careers	20.4m	+20%
Arts & Culture	7.3m	+13%
Pop Culture	76.5m	+11%
Television	44.5m	+11%
Books & Literature	3.8m	+9%
Medical Health	64.7m	+7%
Family & Relationships	67.4m	+5%
Music & Audio	15.9m	+5%
Home & Garden	25.2m	+3%
News & Politics	151.2m	+1%

Source: Ozone 2024

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Last Monday's welcome announcement by Kensington Palace that Kate Middleton, the Princess of Wales, is now cancer-free following chemotherapy drove positive reader engagement growth for **Pop Culture**, **Medical Health** and **Family & Relationships** content across Ozone's Premium Web platform. Kate's return to public life, with an emotional family video and statement, lifted page views for the three categories by +11%, +7% and +5% respectively.

Also last week, red carpet razzmatazz, celebrity style and high-octane performances lifted reader engagement with entertainment content across Ozone's Premium Web platform. Page views for **Arts & Culture**, **Television** and **Music & Audio** rose +13%, +11% and +5% respectively, as this year's VMAs, National Television Awards and Emmys all took place, and Strictly Come Dancing's 2024 run began.

### SEASONAL EVENTS

It may be freshers week for millions of collage and university students, but apprenticeships for hundreds of thousands of school leavers opting to start work now have started. As such, more than 20m **Careers** page views increased by a fifth week on week, driven by 2.5x higher reader engagement with the **Apprenticeships** topic.

Finally, last week's 'iPhone Day', at which Apple released its range of iPhone 16 mobile devices, drove **Smartphone** page views to growth of more than three-quarters.

### LATEST PMP PACKAGE

September's 'Big Four' Fashion Weeks in New York, London, Milan and Paris make this month a style favourite. Reach millions of fashion fans with our special [Style & Fashion PMP package](#). Contact [hello@ozoneproject.com](mailto:hello@ozoneproject.com) for more info.



Power *your*  
premium web  
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**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

## 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: Ozone 2024



## OCTOBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05	06
	Back to school 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				Remembrance Sunday
	11	12	13	14	15	16
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			
	18	19	20	21	22	23
		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
	09 Human Rights Day	10	11	12 Christmas Jumper Day	13	14
	16	17	18	19	20 Mad Friday (partying)	21 Winter Solstice Super Saturday (panicking)
	23 School Holidays begin (England)	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 Boxing Day Bank Holiday	27	28
	30 New Year's Eve	31				29

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