

Reading THE NATION

7 OCT – 13 OCT 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.

While Boris Johnson's promotional book tour may have failed to propel his political memoir *Unleashed* to the top of the best sellers list, seasonal events – such as the Prime Day and the incoming half-term holidays – have boosted reading with related content across Ozone.

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



Reading THE NATION

LAST WEEK'S HOT CONTENT



Books & Literature

4.5m

+24%

Tech & Computing

25.5m

+23%

Careers

14.7m

+12%

Arts & Culture

9.7m

+11%

Family & Relationships

59.3m

+10%

Pop Culture

67.8m

+8%

Pets

3.5m

+8%

Events & Attractions

36.0m

+7%

Personal Finance

22.3m

+6%

News & Politics

165.1m

+6%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



Best Amazon Prime Day 2024 deals that are still live

Snap up these post-Prime Day offers on the likes of Ninja, Oral-B, CeraVe and more



HOT DEALS

Shopping > Technology

SUPER SAVINGS iPhone Black Friday 2024: what to expect this November



TOPICAL NEWS

Last week, Boris Johnson began promoting his latest book **Unleashed**, a political memoir of his time in office. At the same time, South Korean author Han Kang won the Nobel Prize in Literature. Both events boosted engagement in the **Book & Literature** content category by +24%.

Elsewhere, engagement with **Careers** and **Personal Finance** content increased by +12% and +6% respectively amid growing speculation about the Labour government's first Budget on Wednesday 30 October.

Finally, Hurricane Milton made global headlines after making landfall in Florida. Several topics in the **News & Politics** category saw significant growth, with **Weather** and **Disasters** increasing by +60% and +43% respectively.

SEASONAL EVENTS

Amazon's two-day Prime Day sales event drove a +59% rise in **Consumer Electronics** page views to grow the **Tech & Computing** category by +23% overall. Expect further growth for Tech throughout Q4 with Black Friday, Cyber Monday and Christmas gifting all key drivers.

With half term coming up, engagement with related content increased. **Family & Relationships** saw a +10% rise, driven by 3.4x higher **Parenting Children aged 4-11** page views, while **Travelling with Kids**, from **Travel**, saw +282% growth.

OZONE'S FESTIVE FIX

It's here. Q4. The most wonderfully busy time of the year. In 2024, the quarter that's gold promises to be unlike any other, with a US election next month and Christmas Day NFL games on Netflix! Visit ozoneproject.com/festivefix for more.



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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
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	

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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 Human Rights Day	10	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 School Holidays begin (England)	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 Boxing Day Bank Holiday	27	28 29
	30 New Year's Eve	31				

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