

Reading THE NATION

28 OCT – 3 NOV 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's budget drove record reader engagement with **Personal Finance** content across Ozone's Premium Web platform. The category saw over 35m page views, up by more than 50%, as Rachel Reeves outlined increased government spending on public services funded by higher UK taxes.

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



Reading THE NATION

LAST WEEK'S HOT CONTENT



Personal Finance

36.4m

+57%

Video Gaming

1.3m

+42%

Careers

16.4m

+41%

Shopping

8.3m

+30%

Property

8.9m

+23%

Arts & Culture

9.9m

+17%

Hobbies & Interests

11.2m

+17%

Business & Finance

59.9m

+15%

Sport

69.3m

+13%

Automotive

15.8m

+10%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

When is Black Friday 2024?

All the best brands are set to take part, from Asos and Zara to Amazon and Shark

Daisy Lester Senior eCommerce writer
Monday 04 November 2024 08:56 GMT

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Budget 2024 summary: Key points from Rachel Reeves's speech

A summary of the main takeaways from the Chancellor's speech

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Autumn budget 2024 Explainer

What budget 2024 means for your personal finances

How Rachel Reeves's measures on pensions, income tax, stamp duty and fuel duty will affect UK consumers

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Call of Duty: Black Ops 6 review - annual military shooter fixture hasn't felt this fresh in years

★★★★★

PC, PlayStation 4/5, Xbox
Treyarch/Raven/Activision
If you think you know what to expect from a Call of Duty game, well...you're probably right, but Black Ops 6 does its thing with gusto.

TOPICAL NEWS

Last week, **Personal Finance** content reached a record 36.4 million page views as Rachel Reeves delivered the Labour government's first budget. The category saw growth of over 50%, driven by **Taxes** (+151%), **Pensions** (+28%), and **Financial Assistance** (+18%). View more insights [here](#).

The budget's extensive reach – including changes to employer National Insurance, the minimum wage and a Stamp Duty increase for second homeowners – also fueled growth for categories, including **Careers**, **Property** and **Business & Finance**. Topic drivers included **Contracts** (+3.9x), **Renting & Leasing** (+55%) and the **Economy** (+60%).

Sport news, including Manchester City's Rodri winning the Ballon d'Or and Erik Ten Hag's sacking by Manchester United, boosted category page views by +13% last week.

SEASONAL EVENTS

The start of November marked the kick off of Black Friday sales season as retail brands launched their promotional campaigns with gusto. Reader engagement with **Shopping** content rose by +30%, driven by a +49% increase in **Sales & Promotions** page views.

As the festive season approaches and with gaming now such a key gifting category, **Video Gaming** content saw engagement grow by over 40%, driven by the release of the latest games in the Call of Duty and Dragon Age franchises.

OZONE'S FESTIVE FIX PMP PACKAGE

Our latest PMP packages bring brands everything they need for speedy activation this Q4. From the Black Friday sales period and seasonal style for party season to festive feasting and the gift of tech, view our Q4 PMP packages [here](#).



Power *your*
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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)	03
	04	05	06	07	08	09
	US Election Day Bonfire Night					Remembrance Sunday
11	12	13	14	15	16	17
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			
18	19	20	21	22	23	24
	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
	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
						15 World Darts Championships begins

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