

Reading THE NATION

4 NOV – 10 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.

Donald Trump stunned pollsters, political experts and Kamala Harris supporters worldwide last week with a decisive win in the 2024 US Presidential Election. Huge interest in the election build up, results and aftermath drove News & Politics engagement to a new weekly high, surpassing the previous record set during the UK General Election in July.

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Reading THE NATION

LAST WEEK'S HOT CONTENT



	PAGE VIEWS	WoW GROWTH
Education	5.8m	+75%
Movies	25.4m	+70%
Books & Literature	4.9m	+60%
News & Politics	197.7m	+21%
Shopping	9.7m	+18%
Events & Attractions	42.2m	+14%
Home & Garden	12.3m	+13%
Property	9.9m	+11%
Pop Culture	79.1m	+8%
Family & Relationships	65.7m	+7%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Black Friday 2024 live: Aybl offers savings of up to 60%, plus Sky, ghd and more

Retailers are kicking off early, with deals on everything from the Toniebox to haircare

US election results in maps and charts: where did Trump do well?

Donald Trump has triumphed in the 2024 presidential race. Here's what the data tells us about how he won

US elections 2024
Donald Trump elected US president in stunning political resurrection

Former president defeats Kamala Harris as voters send Republican back to White House for second term

Gladiator II Is 'One Of The Best Things' Ridley Scott Has Made: 'I've Made A Few Good'un's'

TOPICAL NEWS

The political map of the United States shifted decisively last week as Donald Trump won the 2024 US Presidential Election, comprehensively defeating Democrat Kamala Harris. Reader engagement with **News & Politics** category content surged by over 20%, reaching record levels, fueled by a 4.4x higher **Presidential Elections** page views.

Interest in the election has skyrocketed in the second half of the year, with 47m page views since July more than 5x higher than H1 2024 and set to remain high to early 2025.

Upcoming cinematic releases, such as *Gladiator II* and *Paddington in Peru*, along with teaser trailers for two upcoming Marvel films – *Captain America: Brave New World* and *Thunderbolts* – boosted **Movies** page views by +70%.

SEASONAL EVENTS

With two weeks remaining until Black Friday and Cyber Monday, interest in **Shopping** and **Sales & Promotions** is steadily climbing. Last week, **Shopping** saw an +18% increase, driven by a 2.4x surge in page views for **Sales & Promotions**.

Reader engagement is rising across key categories where consumers are looking to save, including **Christmas Shopping** (+54%), **Gifting** (+28%), **Home Appliances** (+22%), **Consumer Electronics** (+16%) and **Beauty** (+8%).

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 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 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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