

Reading THE NATION

18 NOV – 24 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.

Storm Bert may have caused widespread flooding and disruption across the UK last week, but it couldn't dampen the desire of the nation's savvy shoppers to bag a bargain. Amid a flood of Black Friday deals and discounts, our premium publishers continued to handpick the very best offers for consumers.

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



Reading THE NATION

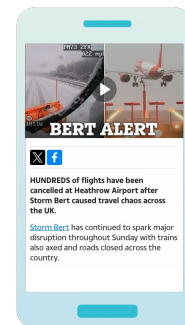
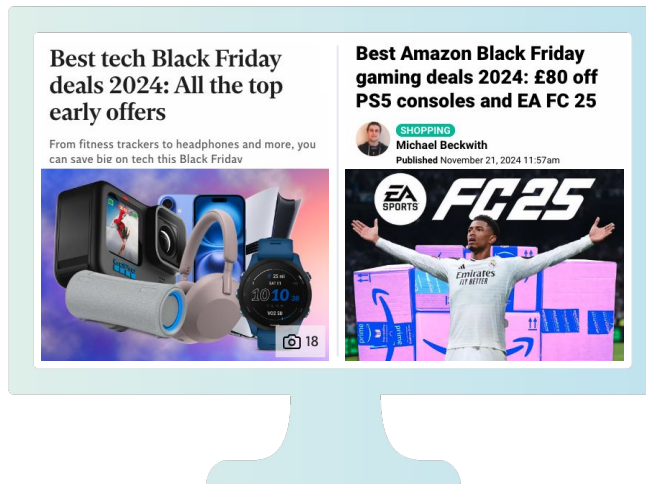
LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Music & Audio	22.0m	+78%
Travel	36.1m	+19%
Business & Finance	64.2m	+18%
Pop Culture	87.6m	+17%
News & Politics	202.8m	+11%
Education	5.3m	+9%
Personal Finance	22.4m	+9%
Careers	11.1m	+8%
Family & Relationships	65.0m	+8%
Tech & Computing	25.6m	+3%

Source: Ozone 2024



PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Engagement with **Music & Audio** content grew by +78% last week, driven by two major news stories. First, Zoe Ball's announcement of her departure as Breakfast Show host on BBC Radio 2 led to a threefold increase in **Radio** page views. Additionally, the funeral of former One Direction member Liam Payne. There was related growth for the **Chart Music** content topic, up 2.5x, and **Pop Culture**, with page views also rising +17%, as fans commemorated the musician's life.

Elsewhere, the autumn's first notable cold snap, as temperatures fell across the UK, alongside the impact of Storm Bert, increased page views for multiple content areas last week. **Weather**, from **News & Politics**, grew by +96% to 26.4m weekly page views. Meanwhile, **Travel** topics, including **Rail** (+103%), **Public Transport** (+21%), **Air** (+18%) and **Road** (+5%), boosted the category by +19%.

SEASONAL EVENTS

With Black Friday no longer a single day, brands and retailers now heavily promote their deals throughout November.

Amazon, the O.G. online pioneer of the sales period, launched its Black Friday Week campaign last week, contributing to a +23% growth in **Sales & Promotions** page views. Notably, **Tech & Computing** topics, particularly the **Consumer Electronics** (+31%), saw significant growth. Key saving areas within the topic included **Tablets & E-Readers** (up 3.8x), **Wearables** (up 2.6x), **Game Consoles** (+40%) and **Smartphones** (+23%).

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*
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
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
	09 Human Rights Day	10	11	12 Christmas Jumper Day	13	14 World Darts Championships begins
16	17	18	19	20 Mad Friday (partying)	21 Winter Solstice Super Saturday (panicking)	22
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					

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