

# Reading THE NATION

2 DEC – 8 DEC 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 Darragh may have swept across the UK last week, blowing **Weather** page views to near 90% growth, but its destructive path failed to dampen the nation's festive spirits. Last week, online readers across Ozone turned to our premium publishers to research the best in festive food, television and things to do as silly season began.

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

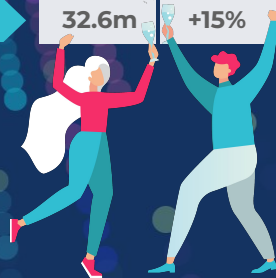


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LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Education	5.7m	+86%
Home & Garden	13.4m	+48%
Healthy Living	10.8m	+35%
Science	16.7m	+26%
Television	71.7m	+24%
Property	7.4m	+19%
Pop Culture	90.8m	+18%
Sport	74.6m	+17%
Events & Attractions	44.1m	+15%
Food & Drink	32.6m	+15%

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

**School league tables 2025: the best UK secondary schools revealed**

The most successful schools are not just chasing A's, but creating all-round students ready for the 21st century

**Christmas TV 2024 schedule is best in years – 7 shows to look out for**

Ruth Lawes  
Published November 28, 2024 4:28pm  
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It's party season: here's how to live it up in 2024

Late-night group photos? Just say no. And there's a way to exit with your dignity intact, says Simon Mills. Plus: the food and fashion rules

**The 20 best easy Christmas party recipes - blinis, paté, punch and more**

Make simple blinis, classic cocktail sausages and mouth-melting parmesan biscuits. Minimal effort, maximum flavour, guaranteed good times

### TOPICAL NEWS

Engagement with **Education** content saw an +86% increase in page views last week, as the mid-January deadline for primary school applications looms. Interest was further boosted as The Sunday Times published its list of the UK's top secondary schools. Page views for the **Secondary** and **Primary** education topics surged 13.5x and 5x respectively.

Updated rules banning online advertisements for unhealthy food before 9pm, as part of a government initiative to combat childhood obesity, boosted the **Healthy Living** category, which saw growth of over a third last week.

Elsewhere, the publication of Rightmove's annual Happy at Home study, revealing Woodbridge in Suffolk as the UK's happiest place to live, drove **Home & Garden** and **Property** to respective PVs growth of +48% and +19% last week.

### SEASONAL EVENTS

With Black Friday over, reader engagement shifted from sales and promotions to seasonal favorites. **Television** page views rose by +24% last week. While I'm a Celeb wrapped to boost **Reality TV** by +28%, the release of 'best of festive telly guides' drove 4.3x higher **Christmas TV** page views. Meanwhile, Christmas party season fueled a +15% rise in **Events & Attractions** engagement, led by **Festive Events and Party Supplies** growth, up +83% and +51% respectively. Finally, festive feasting prep lifted **Food & Drink** by +15%, with **Cooking** (+17%) and **Desserts & Baking** (+36%) key to growth.

### OZONE'S FESTIVE FIX PMP PACKAGE

This season's PMP packages bring brands everything they need for speedy activation. With the first of the season's sales over, attention turns to party fashions, festive feasting and tech gifts, all covered in our [Q4 PMP packages](#).

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## 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				

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