

Reading THE NATION

16 DEC – 22 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.

As the rush to Christmas continued last week, with Shopping, Travel and Weather content all growing, three huge sporting events drove reader engagement with Sport to double-digit growth, including Keely Hodgkinson' Sports Personality of the Year win.

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



Reading THE NATION

LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Education	6.9m	+28%
Video Gaming	1.1m	+24%
Style & Fashion	15.9m	+17%
Sport	79.6m	+12%
Events & Attractions	59.9m	+10%
Hobbies & Interests	11.8m	+10%
Movies	39.1m	+10%
Shopping	13.5m	+8%
Personal Finance	23.2m	+7%
Careers	13.2m	+6%

Source: Ozone 2024



PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Shopping
Last-minute Christmas shoppers set to spend £3bn over 'Super Weekend'

British retailers anticipate some of the biggest shopping days of the year with people 'clearly leaving it late'

Boxing
Usyk stakes claim as best man in boxing after making Fury eat his words

Boxing is full of unsavoury people but it also produces extraordinary men. The Ukrainian champion is one of them

Keely Hodgkinson: The track superstar with the world at her feet

The 22-year-old capped a brilliant year by winning the BBC Sports Personality of the Year award.

The travel chaos that will impact your plans this Christmas

Whether you're driving home, taking the train or flying overseas, here's how to avoid disruption during the festive period

TOPICAL NEWS

Nearly 80m **Sport** page views closed the year on a high, driven by three major events, fueling double-digit growth.

First, World Championship Darts returned to Alexandra Palace, London. Luke Littler set a tournament record for average points, boosting **Darts** page views by 3.5x.

Next, Team GB's 800m Olympic champion Keely Hodgkinson was crowned BBC Sports Personality of the Year 2024. Cyclist Mark Cavendish also received a lifetime achievement award. **Sport TV** page views rose by +37%

Finally, Boxing's second-biggest night saw Tyson Fury face world champion Oleksandr Usyk in a rematch, which Usyk won on points. **Boxing** interest nearly quadrupled.

SEASONAL EVENTS

Last-minute Christmas shopping gave Brits a final chance to grab presents, boosting **Shopping** engagement with an +8% rise in page views. **Grocery Shopping** surged by +77%, while **Christmas Shopping** page views climbed by +33%.

Meanwhile, the festive getaway sparked warnings of travel chaos on UK motorways, driving a +35% increase in **Road Travel** page views. Relatedly, **Weather** page views rose by +28% as forecasts predicted poor conditions.

PLANNING FOR 2025 WITH OZONE

Coming soon in January, our latest annual planning guide returns for a new year. **Planning Ahead with Reading the Nation** will be available soon.

Coming soon in January 2025...

JANUARY
Health, wealth and life planning

January kicks off the year with consumers focusing on new health habits and financial goals. With planning ahead in mind, attention also shifts to bigger-ticket purchases and major life decisions.

+50% Healthy Living PVs growth

+30% Personal Finance PVs growth

+25% Property PVs growth

OZONE – PLANNING AHEAD FOR 2025 / JANUARY

PLANNING AHEAD

with **READING THE NATION**

OZONE

2025 | Vol. 2

HEALTHY LIVING IN FOCUS

January's reader engagement peak for **Healthy Living** – led by **Weight Loss, Nutrition, and Fitness** page views – is key for brands but represents a short-term surge. Plan for more sustained interest in the category from mid-spring, boosted by events like the London Marathon, better weather, and summer diets, continuing through September.

Healthy Living, Average Annual Engagement Index

HEALTHY LIVING ■ FITNESS & EXERCISE ■ NUTRITION ■ WELLNESS

PLANNING AHEAD FOR 2025 / JANUARY

PAGE 11

What to expect in January 2025

In January, page views on Ozone's Premium Web platform typically increase by +10% month-on-month. Expect the largest surge of the year.

Reflecting seasonal trends, reader engagement rises in all the right places. **Healthy Living** content soars by around half, with **Fitness & Exercise** page views more than doubling. **Personal Finance** sees nearly a 30% boost, driven by 4x higher **Financial Planning** page views. The return to school drives **Education** growth of more than a third. Meanwhile, 'job-search January' leads to a double-digit rise for **Careers** engagement. 'Sunshine Saturday', a peak day for holiday bookings, fuels a nearly 25% jump in **Travel** engagement. Larger purchase categories like **Automotive** and **Property** also see growth, each increasing by more than a quarter.

From buying new cars and planning dream holidays to changing careers or homes, our premium publishers help guide these decisions – providing brands with the opportunity to be present during those pivotal moments.

DIARY DATE

- Veganuary**
3x Healthy Eating
2x Vegan Diets
PVs growth
- Dry January**
+50% Non-Alcohol
Drinks PVs growth
- Self Assessment Deadline**
+80 Personal Taxes
PVs growth
- Australian Open**
2.9x Tennis PVs growth
- World Darts Championships**
2.1x Darts PVs growth
- Masters Snooker**
c.90% Snooker
PVs growth

OZONE – PLANNING AHEAD FOR 2025 / JANUARY

PAGE 9

JANUARY 2025 ESSENTIALS

TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05
	New Year's Day Bank Holiday Veganuary/Dry January begins	Second January Bank Holiday (Scotland)	PDC World Darts Championship 24/25 Final		Twelfth Night Golden Globe Awards
06	07	08	09	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	
International Holocaust Remembrance Day	Lunar New Year		Rugby Six Nations kicks off		

Back to school (England)

Screen Actors Guild Award Nominations

BAFTA nominations announced

Martin Luther King Jr. Day

Australian Open begins

Oscars nominations announced

Burns Night

Burns Night

Australian Open ends

PAGE 10

