

Reading THE NATION

31 DEC 2024 – 5 JAN 2025

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.

One year after his dazzling debut at the World Darts Championship, teenage sensation Luke 'The Nuke' Littler claimed the title, taking his place as the sport's champion. The surge in interest in Darts drove a +33% increase in overall Sport engagement last week. There was also notable growth in 'new year, new me' topics, including Healthy Living and Travel.

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Reading THE NATION

LAST WEEK'S HOT CONTENT

Healthy Living

13.7m

+70%

Video Gaming

1.0m

+61%

Education

5.4m

+47%

Tech & Computing

32.3m

+44%

Automotive

18.3m

+42%

Property

9.9m

+34%

Science

19.5m

+34%

Sport

92.3m

+33%

Style & Fashion

16.2m

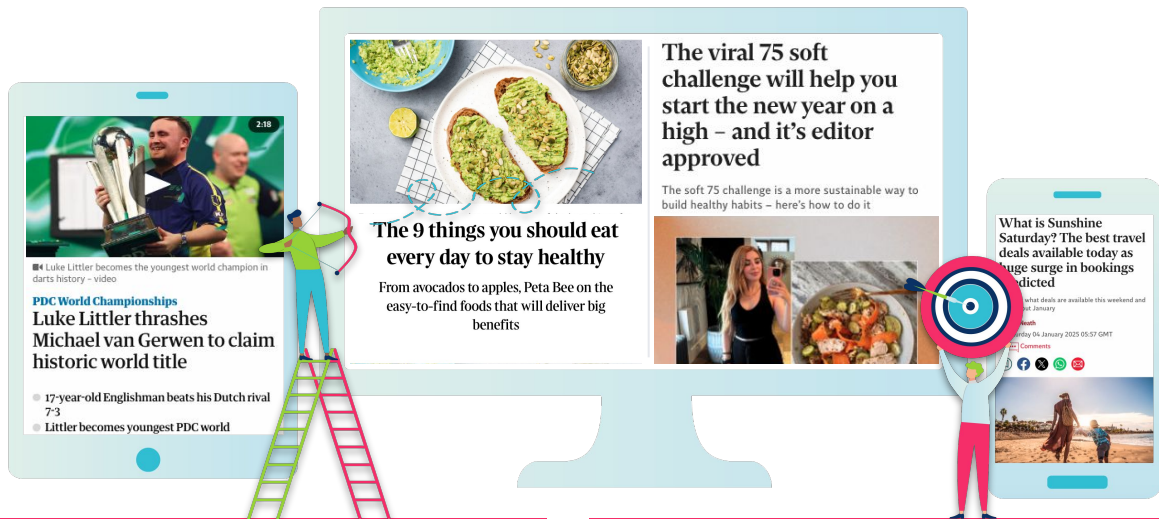
+32%

Travel

47.6m

+25%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Teenage sporting sensation Luke ‘The Nuke’ Littler’s triumph in the final of the 2025 World Darts Championship drove a +33% increase in reader engagement with the **Sport** category last week. Littler’s remarkable rise to the top of the sport has revitalised interest in darts, with page views for the sport soaring 3x higher than the previous week. In 2024, total **Darts** page views across the year surpassed 60m, a five-fold rise compared to the previous 12 months.

Severe weather across the UK, combined with British consumers’ 2025 wanderlust on ‘Sunshine Saturday’ – one of the busiest holiday booking days of the year according to ABTA – led to a +25% increase in **Travel** page views.

This surge was driven by double-digit growth for **Travel Locations**, particularly short-haul destinations in **Europe**.

SEASONAL EVENTS

With the festive season over and the final night of 2024 celebrated, reader attention shifted to setting healthy goals for the new year. Engagement with **Healthy Living** content surged by +70% last week, with **Fitness & Exercise** and **Nutrition** topics more than doubling in interest, and **Quitting Smoking** experiencing a remarkable tenfold increase.

The upcoming spring school term sparked a nearly 50% growth in **Education** page views, giving parents across the country a reason to celebrate. Meanwhile, January deadlines for UCAS and primary school applications drove a 2.5x surge in page views for the **University** and **Primary Education** topics.

PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is launching soon. See a preview here.

Coming soon in January 2025...

PLANNING AHEAD

with **READING THE NATION**

2025 | Vol. 2

OZONE

What to expect in January 2025

In latest page views across Ozone's premium audience platform, we see a clear trend towards health and wellness, with a surge in +10%. This month-on-month growth is largely driven by:

- Health & Fitness:** Reflecting seasonal trends, reader engagement rises in all the right places. Health & Fitness content views are up 10% year-on-year, with a surge in views for **Personal Finance** views. The return to a robust and growth of more than a third. Meanwhile, job-search listings 'lead' the way for **Career** engagement. 'Business Insider', a leading digital outlet for **Career** engagement. 'Business Insider', a leading digital outlet for **Career** engagement. 'Business Insider', a leading digital outlet for **Career** engagement.
- Automotive and Property:** Large categories like **Automotive** and **Property** also see growth, each up more than a quarter.

From holiday new cars and planning dream holidays to changing to homes, our expert content helps guide these decisions - providing the opportunity to be present during these pivotal moments.

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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% Health Living in Focus
- +30% Personal Finance
- +25% Property

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HEALTHY LIVING IN FOCUS

January's engagement peak for **Healthy Living** is key for brands in category interest throughout the year. While topics, including the rise in **Health Living**, are a consistent trend for consumers, a notable trend for 2025 in Q1, should be a key consideration.

Healthy Living, Average Annual Engagement Index

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YOUR JANUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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