

# Reading THE NATION

6 JAN – 12 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.

Significant events at home and around the world drove record reader engagement with **News & Politics** last week as 2025's second week began. More than 235m category page views were two-fifths higher than 2024's average as constantly evolving news stories, such as the devastating wildfires in Los Angeles, dominated the agenda.

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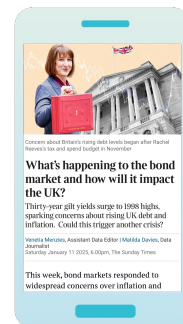
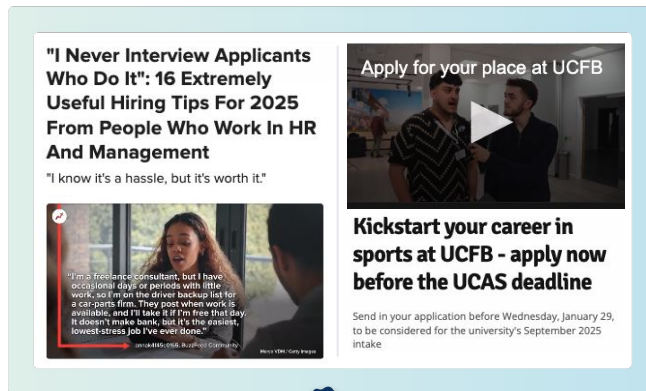
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LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Careers	14.4m	+27%
Education	6.7m	+24%
Business & Finance	66.9m	+22%
Personal Finance	25.4m	+18%
Home & Garden	14.8m	+15%
News & Politics	235.4m	+8%
Pop Culture	86.2m	+3%
Pets	4.4m	+2%
Medical Health	82.5m	+2%
Style & Fashion	16.4m	+1%

Source: Ozone 2024/2025

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

The year is barely a fortnight old, yet a series of significant events – including the Los Angeles wildfires, the UK cold snap and calls for a national inquiry into grooming gangs – has driven record **News & Politics** engagement. Page views exceeded 235m last week, up +42% vs. the 2024 average.

**Business & Finance** page views also saw notable growth, rising by 22% last week. This increase was fueled by concerns over UK borrowing costs due to bond market instability and ongoing business apprehensions about higher taxes, as outlined in the Autumn Budget.

In line with these economic issues, **Personal Finance** engagement grew by +18%. At the start of the year, Brits often prioritise switching financial products, leading to a two-fold increase in **Personal Debt** page views.

### SEASONAL EVENTS

**Careers** page views rose by +27% last week as 'Job-search January' continued and in advance of National Apprenticeships Week next month. Content topics driving growth included **Apprenticeships** (3.5x) and **Job Search** (+48%).

Pupils and students began new terms and semesters last week following the festive break to boost **Education**, with category engagement up by +24%. January deadlines for primary and university applications drove the **Primary** and **University** education topic page views to 4.4x and 2.3x higher growth.

### PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is here. Copies of our 2025 guide are available in print or digitally. Request a copy of either by visiting our website at [ozoneproject.com/2025](https://ozoneproject.com/2025).

