

Reading THE NATION

20 JAN – 26 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.

With January nearly behind us, 2025 is shaping up to be a standout year for News. So far this year, more than 900m page views for the category is +60% higher annually. Last week, two major events took centre stage, to drive another record seven days for the category: Storm Eowyn in the UK and President Trump in the US.

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Reading THE NATION

LAST WEEK'S HOT CONTENT

Arts & Culture

7.0m

+33%

Healthy Living

15.2m

+32%

Travel

42.4m

+20%

News & Politics

251.1m

+15%

Style & Fashion

18.2m

+15%

Business & Finance

67.4m

+15%

Music & Audio

11.4m

+9%

Careers

12.9m

+5%

Personal Finance

26.6m

+3%

Shopping

11.5m

+2%

Source: Ozone 2024/2025

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Skimmed, semi-skimmed or oat: The best (and worst) milks for your health

From boosting serotonin to protecting bones, here's how cow's milk stacks up against popular dairy-free alternatives

762 Gift this article free

LIVE | Storm Éowyn: Stormont pledges £1m support as 200 electricity engineers deployed to NI

Contractors from Clive Richardson Ltd working on clearing Stoney Road on Monday after Storm Éowyn (Photo by Luke Jervis / Belfast Telegraph)

Factchecking Trump's inauguration speech, from inflation to healthcare

Trump administration
Explainer

Five things to avoid getting wrong on your tax return

The most common errors include bad timing, failing to declare unusual earnings or child benefit payments – and just plain forgetfulness

Jack Shipson, Money Reporter
Sunday, January 29, 2024, 12:21pm, The Sunday Times

The annual scramble to file self-assessment tax returns by January 31 is well under way. About 2.8 million people have yet to file their returns for the 2023-24 tax year, with less than a week to go until the deadline.

TOPICAL NEWS

Last week, significant events in the UK and US drove a record 250m **News & Politics** page views. In the US, the inauguration of Donald Trump as the 47th President for his second term captured global attention, driving 2.5x higher **Heads of State** page views. Elsewhere, there was related growth for **Style & Fashion** content, up +15%, spurred on by interest in First Lady Melania Trump's inauguration outfits. **High Fashion** topic page views more than doubled.

Closer to home, Storm Eowyn brought severe red weather warnings across the UK, propelling **Meteorological Events** and **Weather** content to 4.5x and 2.2x growth, respectively. The storm disrupted rail and air transport, driving **Travel** content engagement to a +20% week-on-week growth.

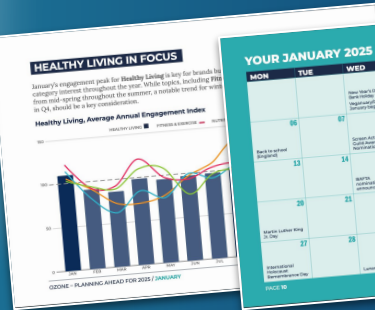
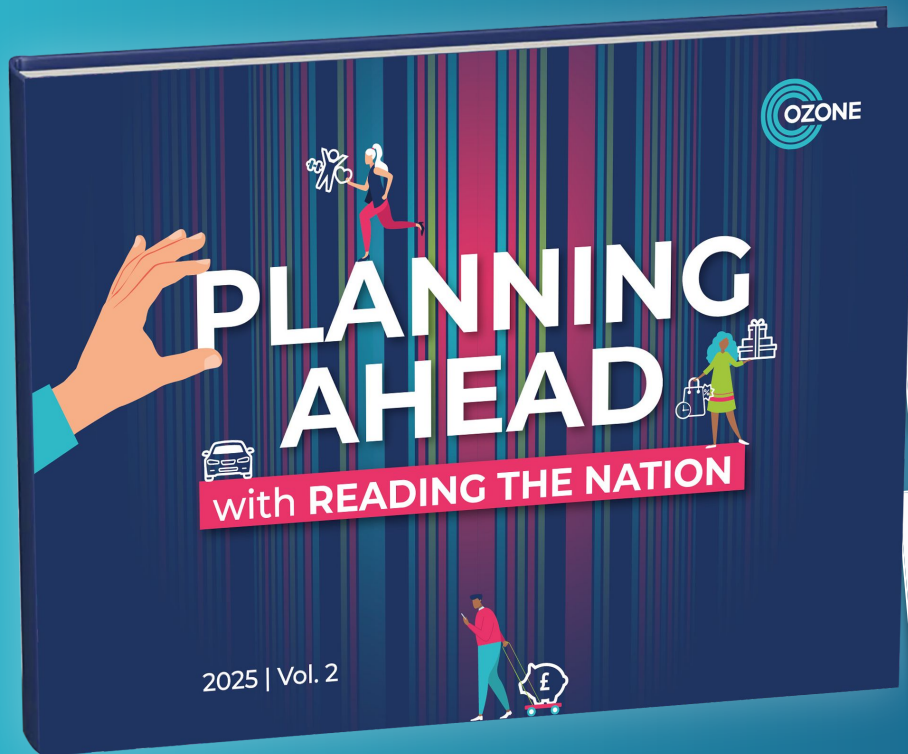
SEASONAL EVENTS

As January draws to a close, reader engagement with **Healthy Living** content continues to grow, driven by the ongoing self-care season. Last week, category page views increased by +32%, with significant contributions from the **Wellness** (+90%), **Weight Loss** (+32%), and **Fitness & Exercise** (+15%) topics. In the **Food & Drink** category, related growth was observed in **Healthy Cooking** (+22%) and **Non-Alcoholic Drinks** (+9%).

Additionally, with the self-assessment tax return deadline approaching at the end of this week, page views in the **Taxes** section of the **Personal Finance** category saw +31% increase.

PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is here. Get your hands on a digital copy now at the following link: ozoneproject.com/guide25



MON	TUE	WED	THU	FRI	SAT	SUN
						12 Trophy Sign Personal Finance Awards
						13 Award on Open Angels
						14 Health Podium
						15 Australia Open Start
						16 Australia Open Start
						17 Australia Open Start
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