

# Reading THE NATION

3 FEB – 9 FEB 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 contact sports dominating both sides of the Atlantic last week, it wasn't just the pros delivering the biggest hits – Kendrick Lamar swept the Grammys and stole the show at the Super Bowl with his sublime Drake-dissing halftime performance to boost **Music & Audio**.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Music & Audio

23.1m

+76%

Pets

5.6m

+71%

Video Gaming

1.3m

+46%

Style & Fashion

22.5m

+29%

Education

6.3m

+18%

Medical Health

105.0m

+16%

Property

9.2m

+14%

Home & Garden

15.5m

+13%

Family & Relationships

83.2m

+13%

Books & Literature

3.4m

+5%

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Kendrick Lamar's dizzying Drake-dissing Super Bowl halftime performance and the Pulitzer Prize-winning musician's Grammy-winning clean sweep with 'Not Like Us' last week fueled a +76% week-on-week surge in **Music & Audio** category page views.

Sticking with the NFL's biggest night, the Philadelphia Eagles' victory over the Kansas City Chiefs drove a +61% increase in **American Football** page views. Meanwhile, the second weekend of the Six Nations boosted **Rugby** content engagement, with double-digit growth spurred by England's last-minute win over tournament favourites France in Paris. **Rugby** engagement is now two-fifths higher than at this stage of last year's tournament.

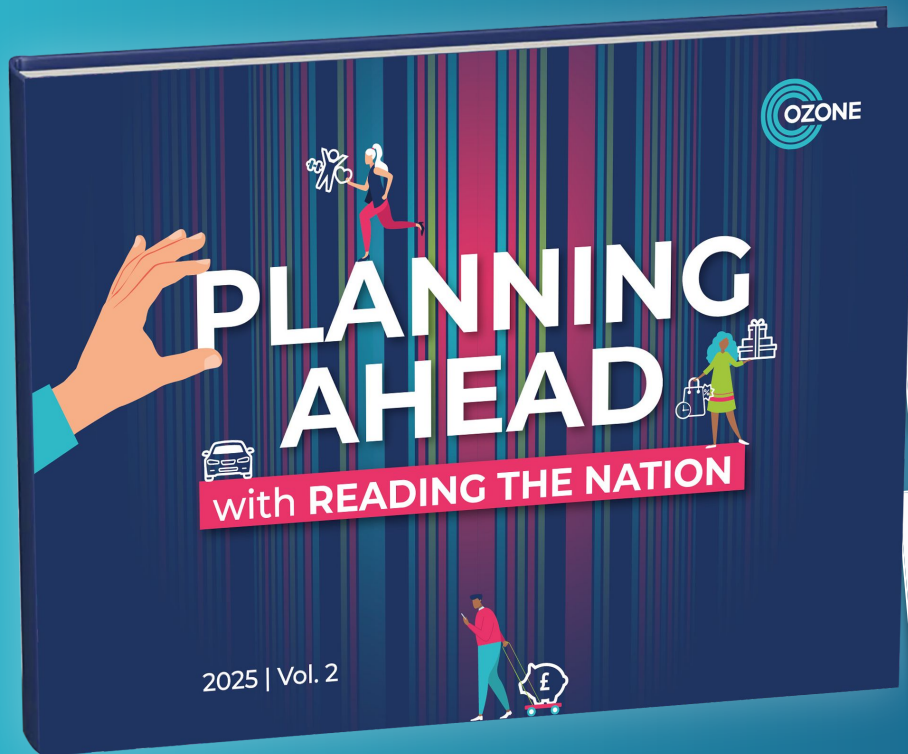
### SEASONAL EVENTS

February's style season, beginning with New York Fashion Week last week as well as growing interest among readers across our premium audience platform in Valentine's Day gifting, drove a +29% week-on-week rise in **Style & Fashion** page views. Top-performing topics included **Perfume** (+2.8x), **Women's Fashion** (+38%) and **Men's Fashion** (+32%).

**Medical Health** category page views rose +16% last week, driven by heightened interest in World Cancer Day.

### 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](https://ozoneproject.com/guide25)



**YOUR JANUARY 2025 ESSENTIALS**

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

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