

# Reading THE NATION

3 MAR – 9 MAR 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 spring and better weather around the corner, seasonal, outdoor events, activities and celebrations are also on the way. From sporting occasions to bank holidays and music festivals, online readers are turning to Ozone's premium audience platform to fuel their plans.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Video Gaming

1.5m

+46%

Personal Finance

25.3m

+20%

Books & Literature

4.2m

+20%

Hobbies & Interests

12.5m

+15%

Careers

11.7m

+12%

Pop Culture

85.5m

+6%

Property

9.6m

+4%

Events & Attractions

48.4m

+3%

Healthy Living

9.5m

+3%

Pets

5.3m

+2%

Source: Ozone 2025

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

### Split Fiction Review



★★★★★

By Matt Kamen | Updated on 8th March 2025 at 12:17am

### Six Nations permutations: How England could win title

France's resounding victory in Dublin created a situation where any one of four teams could be crowned champions next weekend



Cheltenham Festival 2025 day one schedule and betting tips as Constitution Hill returns



VE Day VE Day 2025: Tower of London poppies to return to mark 80th anniversary  
Four days of events planned in Britain to mark eight decades since end of war in Europe  
Caroline Davies  
10th Mar 2025, 12:00 GMT  
< Share  
For the 80th anniversary of Victory in Europe

### TOPICAL NEWS

A wave of new video game releases, including Monster Hunter Wilds and Split Fiction, along with the upcoming Assassin's Creed Shadows launch on March 20, drove **Video Gaming** engagement to +46% growth last week.

The release of this year's Glastonbury lineup, featuring headliners The 1975, Neil Young, and Olivia Rodrigo, may have divided music fans, but it fueled +44% growth for the **Festivals** topic within the **Events & Attractions** category.

Last week, the Government announced plans for four days of celebrations over the May bank holiday weekend to mark the 80th anniversary of VE Day. As a result, **Bank Holidays** page views, also from **Events & Attractions**, surged 3.8x.

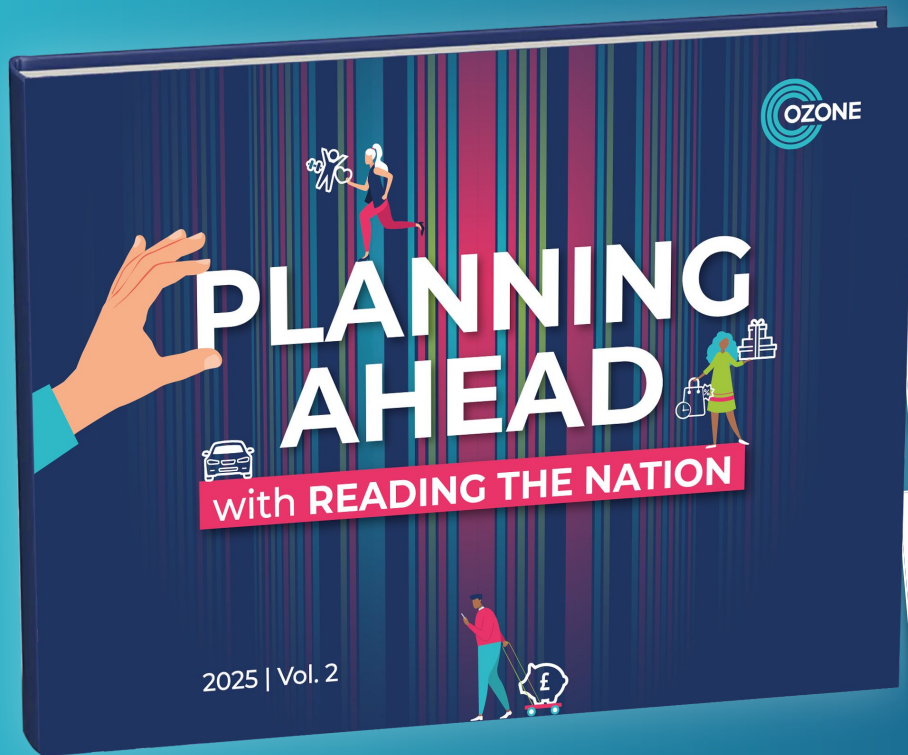
### SEASONAL EVENTS

With ISA season in full swing and the Government's Spring Forecast on Wednesday, March 26, **Personal Finance** engagement grew by +20% last week. The **Taxes**, **Investing** and **Saving** topics grew by +32%, +21% and +18%, respectively.

The penultimate weekend of the Six Nations Championship thrilled fans to push **Rugby** page views up +21%. Meanwhile, anticipation for this week's Cheltenham Festival (March 11-14) fueled an +88% surge in **Horse Racing** page views.

### 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 Tufts Day National Awards
						13 Australo Open Anglo
						14 Week End Anglo
						15 Week End Anglo
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