

Reading THE NATION

10 MAR – 16 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.

From a day at the Cheltenham races to the Magpies' moment of glory at Wembley, a surge in interest in sporting spectacles and successes drove increased online reader engagement with **Sport** on Ozone's premium audience platform last week.

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LAST WEEK'S HOT CONTENT

Pets

Careers

Arts & Culture

Personal Finance

Education

Hobbies & Interests

Tech & Computing

Automotive

Style & Fashion

Sport

	PAGE VIEWS	WoW GROWTH
Pets	7.4m	+39%
Careers	14.9m	+27%
Arts & Culture	6.5m	+24%
Personal Finance	31.2m	+23%
Education	6.8m	+18%
Hobbies & Interests	14.7m	+18%
Tech & Computing	34.1m	+17%
Automotive	19.3m	+16%
Style & Fashion	17.4m	+14%
Sport	88.4m	+14%

Source: Ozone 2025

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Whippet called Miuccia crowned best in show at Crufts
Four-year-old Miuccia, from Venice, Italy, beat more than 18,000 dogs from around the world over the last four days to claim the top award on Sunday.

Cheltenham Festival enjoys bounceback in Gold Cup sunshine despite drop in attendance

Six Nations 2025 Six Nations judgment day has enough riding on it to be an all-time classic
A tournament that has produced tries galore reaches its glorious climax on Super Saturday with England and Ireland hot on the heels of favourites France

Pension Credit change will hand state pensioners up to £1,645 from April
Pension Credit change will see pensioners up to £1,645 better off from April
By CLARE SCHOFIELD
16:34, Wed, 17, 2025 (Updated: 16:38, Wed, 17, 2025)
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TOPICAL NEWS

Pets page views rose +39% over the past week, staying high after Italian whippet Miuccia won Best in Show at Crufts.

Proposed UK Government plans to freeze some disability benefits in line with inflation drove **Government Support & Welfare** page views up 2.3x. As a result, overall **Personal Finance** engagement rose by +23%, with further growth due as interest in the Chancellor's Spring Statement intensifies.

Also linked to upcoming fiscal policy changes, the **Careers** category grew by +27%. **Retirement** topic page views rose +43%, driven by growing interest in April's impending State Pension increase, which – this year – aligns with the annual rise in average weekly earnings.

SEASONAL EVENTS

Last week, a surge in seasonal sporting events drove a +14% rise in **Sport** engagement on Ozone's premium audience platform, reaching nearly 90m category page views. Key contributors included **Horse Racing/Cheltenham** (7x), **Formula 1/Australian GP** (+91%), **Tennis/Indian Wells** (+48%), **Rugby/Six Nations** (+32%), **Golf/Players Championship** (+12%) and **Football/Carabao Cup** (+3%). Related growth was also seen in **Gaming** (2.3x), **Sport TV** (+28%), **Bars & Restaurants** (+12%), and **Sporting Events** (+6%).

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

