

# Reading THE NATION

17 MAR – 23 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.

The race to complete property purchases by tens of thousands of British homebuyers ahead of April's stamp duty cliff-edge, which will increase the rate of tax they pay, boosted engagement with **Property** and **Home & Garden** last week. As a result, page views for the two categories across Ozone's premium audience platform reached new highs for 2025.

Visit **Ozone Ad Manager** for more publisher first-party data insights



# Reading THE NATION

LAST WEEK'S HOT CONTENT

Property

11.8m

+42%

Home & Garden

18.8m

+22%

Travel

49.7m

+22%

Automotive

22.9m

+19%

Shopping

11.7m

+18%

Personal Finance

36.4m

+17%

Education

7.6m

+13%

Video Gaming

1.2m

+12%

Medical Health

115.2m

+9%

Pop Culture

88.6m

+8%

Source: Ozone 2025

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

### Three key figures to watch for in Rachel Reeves's Spring Statement

From inflation to interest rates, the Chancellor's announcement could have significant knock-on effects

110 Gift this article free



### Half a million homebuyers face £11k cliff-edge in race to beat stamp duty changes



### Walthamstow named best place to live in London 2025

You'll want to stay another day. And another. And another in one of the capital's buzziest 'burbs



### TOPICAL NEWS

The rush by homebuyers to beat the stamp duty cliff-edge, with the home purchase tax increasing next month, and the publication of a list of the best places to live in the United Kingdom boosted reader engagement with **Property** and **Home & Garden** last week. Page views for the two categories rose by +42% and +22% respectively.

Elsewhere, **Travel** engagement also increased by +22% last week, though not for the most positive reasons. An electrical substation fire near Heathrow Airport led to a full shutdown at Europe's busiest airport, causing travel chaos for hundreds of thousands of air passengers. Page views for the **Travel Advice** and **Air Travel** topics increased by 3x and 2x respectively, fuelling overall category growth.

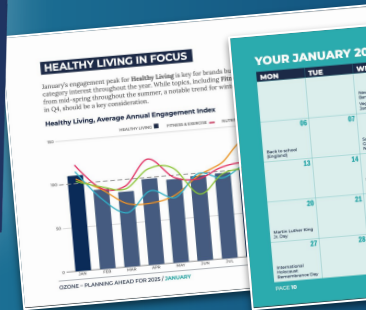
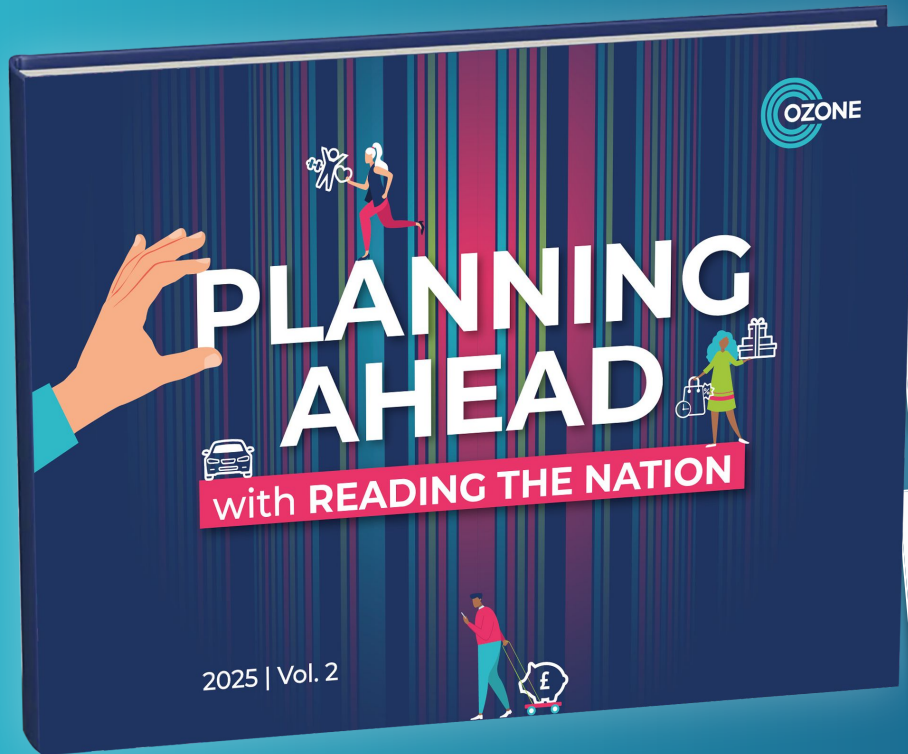
### SEASONAL EVENTS

In the build-up to Mother's Day this weekend, **Shopping** engagement is on the rise, with category page views up by almost a fifth, driven by +17% growth for the **Gifting** topic. Other topics rising on Mother's Day interest include **Dining Out** (+79%) and **Perfume** (+33%).

Finally, the Government's Spring Statement and the final days of ISA season boosted **Personal Finance** page views, resulting in +17% growth. Expect page views to grow again this week.

### 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)



MON	TUE	WED	THU	FRI	SAT	SUN
						1
						2
						3
						4
						5
						6
						7
						8
						9
						10
						11
						12
						13
						14
						15
						16
						17
						18
						19
						20
						21
						22
						23
						24
						25
						26
						27
						28
						29
						30
						31

Get your digital copy at [ozoneproject.com/guide25](https://ozoneproject.com/guide25)

