

# Reading THE NATION

31 MAR – 6 APR 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 market shocks to Nick Rockett's Grand National victory, last week's global agenda sparked a surge in engagement across Ozone's audience-first platform.

As Trump's tariffs shook markets and the UK hit key financial deadlines, audiences turned to Ozone for content that informs, inspires and entertains.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Arts & Culture

8.5m

+52%

Healthy living

10.9m

+29%

Pets

5.6m

+28%

Science

22.7m

+14%

Business & Finance

77.2m

+13%

Hobbies & Interests

11.6m

+9%

Pop Culture

77.6m

+9%

Style & Fashion

16.1m

+7%

Property

8.6m

+7%

Sport

76.6m

+7%

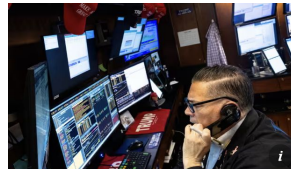
## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

### Grand National 2025 result in full as Nick Rockett triumphs at Aintree

It was a victory for father-and-son Patrick and Willie Mullins as the Irish dominated



Patrick and Willie Mullins combined to triumph at Aintree (Photo: PA)



Trump tariffs

Explainer

Trump's 'liberation day' tariffs: what's at stake for UK and EU?

'We missed the deadline, now our stamp duty has gone up by £11,000'

An estimated 74,000 homebuyers who failed to complete in time now face a £142 million bill, we speak to some of the winners and losers



John Lithgow's Oliviers win proves theatre is finally taking anti-Semitism seriously

The Roald Dahl drama *Giant* handles incendiary subject-matter with subtlety and sophistication – and reminds us of what theatre can do



John Lithgow with his Best Actor award

Deborah Grenville

### TOPICAL NEWS

America's 'Liberation Day' – as US President Donald Trump dubbed it while announcing sweeping global tariffs on imports – triggered stock market turmoil worldwide, boosting engagement with **Business & Finance** content. Category page views hit a record high, topping 77m – up +13% week-on-week.

Elsewhere, a rush to beat changes to UK stamp duty – set to rise for residential property buyers on April 1st – drove a +7% boost in **Property** engagement last week. The **Buying & Selling** topic jumped by over +25%.

Finally, the end of the tax year and ISA season 2025 gave **Personal Investing** page views a final +98% boost last week.

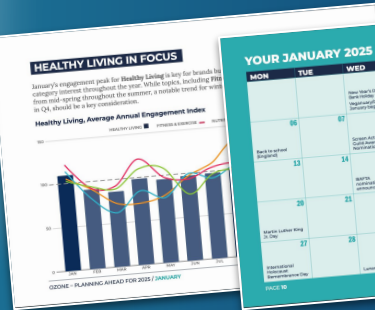
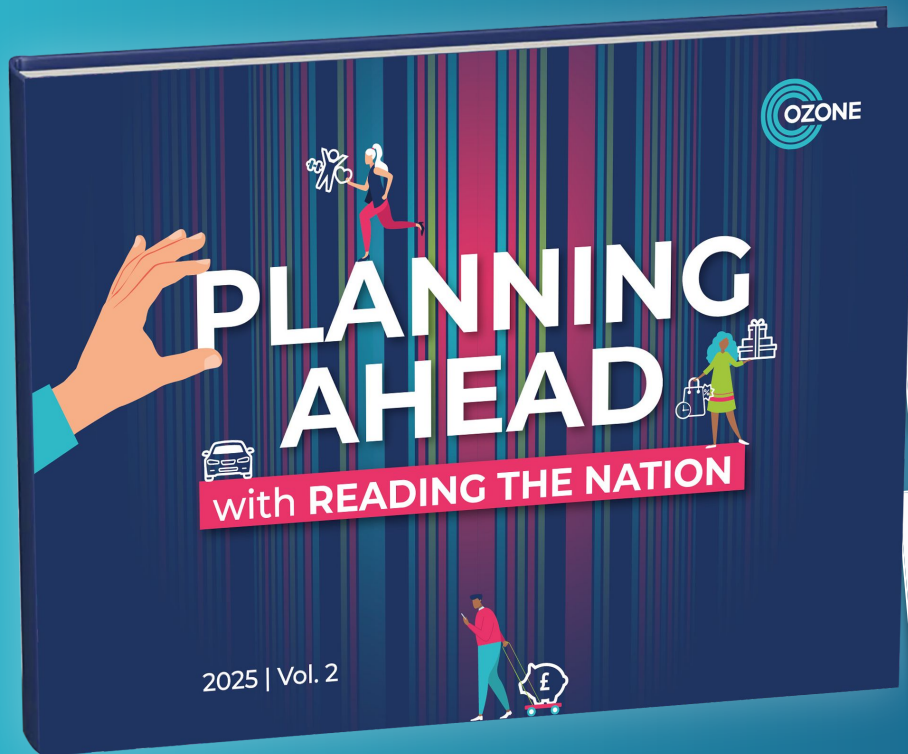
### SEASONAL EVENTS

UK theatre's biggest night, The Olivier Awards, took place on Sunday, boosting engagement with **Arts & Culture**. Category page views rose by +52%, with the **Theatre** topic up over 3x.

The Aintree Grand National took place last week, boosting interest in **Horse Racing**. Page views for the sport jumped more than 11x week-on-week, driving a +7% rise in overall **Sport** engagement. Elsewhere, with interest in tips for race favourites high, **Gaming** content page views grew 2.5x.

### 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)



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