



READING THE NATION

4 MAY – 12 MAY 2025



Style, TV & music boost ents interest

Religion & Spirituality

Music & Audio

Style & Fashion

Events & Attractions

Shopping

Property

Arts & Culture

Food & Drink

Hobbies & Interests

Science

	PAGE VIEWS	WoW GROWTH
Religion & Spirituality	9.7m	+126%
Music & Audio	14.7m	+33%
Style & Fashion	16.5m	+10%
Events & Attractions	47.9m	+8%
Shopping	8.8m	+7%
Property	6.7m	+6%
Arts & Culture	4.0m	+5%
Food & Drink	27.3m	+5%
Hobbies & Interests	9.8m	+1%
Science	17.2m	-1%



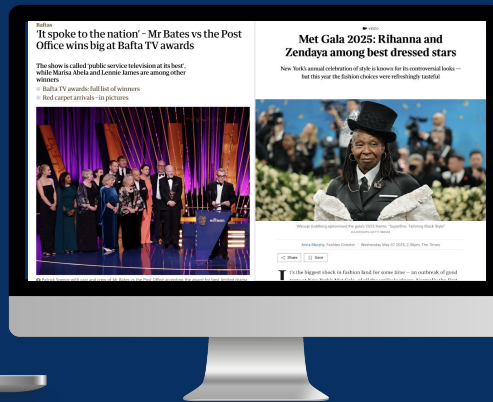
TOPICAL NEWS

With Eurovision just around the corner, **Music & Audio** page views surged +33% last week as fans prepare for the musical extravaganza!

Billowing white smoke on Thursday signalled the announcement of Pope Leo XIV, sending **Religion & Spirituality** page views soaring by a divine 2.3x!

The Bank of England's has cut interest rates, causing a +30% spike in **Interest Rates** page views, influencing a +6% increase in **Property** page views as mortgage owners explored how these changes affect them.

The British & Irish Lions' team announcement for their Australian Rugby tour boosted **Rugby** page views by +19%, as the Lions get ready to scrum down under.



SEASONAL EVENTS

Last week's Met Gala turned heads, boosting **Style & Fashion** page views by +10% as fans searched for their favourite celeb looks.

Sunday's BAFTA TV Awards also sparked a +25% rise in **Awards Shows** views as readers checked out which shows took home the gold.

It's the start of Mental Health Awareness Week, with **Wellness** content soaring +25% as readers look to reconnect and prioritise self-care.

Shoppers are getting summer-ready, with Spring Sales driving a +59% boost in **Sales & Promotions** content.

And with sunshine continuing across the UK, **Events & Attractions** are up +8%, while **Amusements & Theme Parks** rocketed 2.3x ahead reopening in time for May half term!