

READING THE NATION

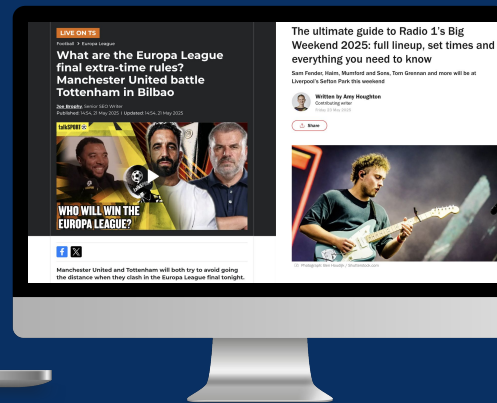
19 MAY – 25 MAY 2025



Sporting Triumphs, Bank Holiday Buzz & Festival Season Lift Engagement



	PAGE VIEWS	WoW GROWTH
Hobbies & Interests	13.9m	+24%
Books & Literature	4.6m	+21%
Family & Relationships	89.0m	+20%
Travel	45.6m	+20%
Sport	88.4m	+18%
Business & Finance	56.8m	+15%
Careers	11.0m	+14%
Property	8.7m	+12%
Personal Finance	20.1m	+12%
Events & Attractions	41.6m	+11%



TOPICAL NEWS

A big week in **Sport** has driven an +18% uplift in related page views. The Premier League wrapped up its 2025 season, Gary Lineker signed off from Match of the Day, Tottenham Hotspur took home the win in the Europa League Final, and Arsenal Women claimed the Champions League title - all resulting in a +24% surge in **Football** content.

Elsewhere in **Sport**, Lando Norris took victory at the F1 Monaco Grand Prix, driving **Formula 1** content up by 35% and **Auto Racing** by +31%.

In **Business & Finance**, Trump's delay of EU goods tariffs boosted related page views by +15%, with **Economy** content seeing a +47% uplift. Meanwhile, news of a UK public sector pay deal, including 4% pay rises for teachers and doctors, pushed **Careers** content up by +14%.

SEASONAL EVENTS

The May half term is in full swing, driving a +20% boost in **Travel** page views as families jet off. Notably, interest in **Air Travel** has soared by +47%. The school break has also sparked a rise in **Family & Relationships** content, with **Parenting** up +26%.

Monday's Bank Holiday brought an +11% uplift in **Events & Attractions**, with **National and Civic Holidays** up 2.1x. **Hobbies & Interests** rose +24%, led by a 4.3x spike in Photography as readers leaned into their downtime.

Radio 1's Big Weekend kicked off the UK festival season, boosting **Festival** page views by +39% and **Concerts and Music Events** by +72%.

And the Chelsea Flower Show saw interest in full bloom on Saturday, leading +14% rise in **Gardening** content.