

Reading THE NATION

7 JULY – 13 JULY, 2025



Controversy, Career Strikes & Championships spark engagement

Books & Literature

Property

Arts & Culture

Careers

Healthy Living

Automotive

Family & Relationships

Television

News & Politics

Business & Finance

PAGE VIEWS

5.7m

10.5m

5.4m

12.3m

8.7m

14.3m

83.5m

35.9m

208.1m

47.8m

WoW GROWTH

+63%

+34%

+17%

+15%

+11%

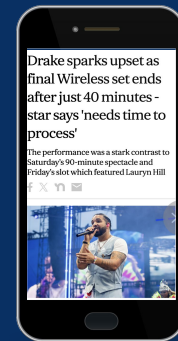
+11%

+11%

+7%

+7%

+7%



TOPICAL NEWS

Bestselling book *The Salt Path*, which was recently adapted for the big screen, is facing backlash after author Raynor Winn was accused of falsifying parts of the memoir. The drama has sparked a +63% week-on-week rise in **Books & Literature**, with **Biographies** soaring 20.7x and **Bestsellers** up 10.6x as online audiences dug into the controversy.

Careers page views were up +15% following a fresh wave of strike action across the UK – with doctors, teachers and bin workers all walking out. **Unemployment** page hits are up 7.8x, **Unions** 2.1x and **Career Planning** 2x as Brits looked into the wider impact.

In sport, Christian Horner has been sacked from Red Bull Racing after 20 years. The shock departure has fuelled a 128% uplift in **Formula 1** page views and 122% in **Auto Racing** as fans speculate on what happened.

Meanwhile, **News & Politics** saw a steady +7% week-on-week growth. A State Banquet hosted by Queen Camilla drew global attention, resulting in a regal 2.9x rise in **Head of States**.

SEASONAL EVENTS

The UK's hottest sporting event, Wimbledon, came to a smashing close last night as Jannik Sinner claimed his first ever championship title with a win over Carlos Alcaraz. **Tennis** page views, already riding high after an action-packed week, served up another +2% boost off the back of the final.

In other summer events news, London's biggest festival, Wireless, lit up the weekend – with Canadian rapper Drake headlining all three days. He kept fans on their toes with a flurry of surprise guests, sparking a +43% surge in **Hip Hop** page views as readers read up on which of their favourite artists hit the stage.

With the school summer holidays just around the corner, **Family & Relationships** is up +11%, with **Objects for Children** up a playful +78% and **Parenting** a modest +8% as parents search for ways to entertain their kids over the summer.

As another heatwave gripped the UK, **Weather** content was heating up too, with a +16% rise in page views. Not one to waste a sunny spell, the nation has fired up the grill – **BBQ & Grilling** content was up a sizzling 3.9x.