



Reading THE NATION

21 JULY – 27 JULY, 2025



The Lionesses take home the trophy in the Euro's Final

Music & Audio

33.7m

+42%

Careers

14.0m

+30%

Personal Finance

21.3m

+23%

Family & Relationships

110.5m

+20%

Art & Culture

5.1m

+17%

Property

9.3m

+11%

Movies

17.1m

+11%

Medical Health

107.6m

+3%

Pop Culture

76.5m

+3%

Travel

53.7m

+3%

Sabbath, Satanism and solo stunners: Ozzy Osbourne's 10 best recordings



TOPICAL NEWS

The passing of 'The Prince of Darkness', Ozzy Osbourne, has made waves across the news, as tributes pour in for the Black Sabbath star. As a result, **Music & Audio** has seen a sharp uplift of +42%, with **Hard Rock** soaring 7.4x.

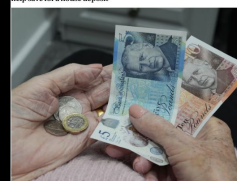
Sadly, Ozzy's passing wasn't the only shock for Brits this week – wrestling icon Hulk Hogan also passed later in the week. **Wrestling** page views have skyrocketed 16.3x as fans of the sport caught up on the details of his impact. Meanwhile, **Obituaries** (Pop Culture) is up 3.3x as fans mourn and celebrate both Ozzy and Hulk's legacies.

Elsewhere, the upcoming announcement around changes to the state pension age has caused a wave of concern, with those affected eager to understand what's ahead. As a result, **Careers** is up 30% WoW, **Retirement** has jumped 80%, **Career Planning** is up 3x, and **Retirement Planning** (Personal Finance) has climbed 2.5x.

On a similar note, rumours of tax law changes for households with over £14.5k in savings have driven a sharp increase in **Personal Finance** page views – up 23%. **Saving** content has jumped 58% and **Personal Taxes** has seen an 8% boost. Expect further growth for the category when the Bank of England next sets interest rates early next month.

UK pensions: will you have to retire later or pay in more?

A new review could bring big changes, from earlier auto enrolment and later retirement to flexible pensions that can help save for a house deposit



England win Euro 2025 as Lionesses create history and exact sweet revenge on Spain

Robert Calvert, Sarah Wilson
Published: 15:07, 27 Jul 2025, Updated: 16:28 Jul 2025



WATCH DURHAM'S EPIC ENGLAND PLAYER RATINGS!
England have won their second ever European Championship



Edinburgh's funniest fringe joke award scrapped for 2025
TV channel Ukiwee has announced its award for best joke at the fringe, launched in 2008, won't be given this year

Chris Wiegand Stage editor
Tue 15 Jul 2025 15:28 BST
Share

SEASONAL EVENTS

The Lionesses triumphed over Spain in a thrilling Euros Final last night. With both the semi-final and final in the same week, **Football** users increased by 10% week-on-week, with Sunday's final being the highest day for engagement. Page views were 12% higher compared to Saturday. Expect further growth this week, with engagement likely to be 2-4x higher as celebrations, including an open-top bus parade through London, and post-competition fallout continue.

In other sporting news, the British & Irish Lions secured a controversial last-minute win in their Test series match against Australia, driving **Rugby** page views up by 22%.

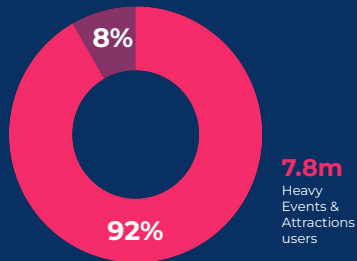
The summer holidays are in full swing, with **Family & Relationships** seeing an action-packed 20% uplift as parents look for ways to spend time with their children. Meanwhile, **Travel** is up a further 3% this week, and **Travelling with Kids** has soared by 99% as families get holiday ready.

The Edinburgh Fringe Festival kicks off this week and is already causing a stir, with the infamous 'Funniest Joke Award' scrapped, driving **Humour & Satire** (Pop Culture) up 37% as readers dig into why. Excitement in the lead-up has pushed **Arts & Culture** up 17% WoW, further boosted by festival season momentum with Reading and Leeds just weeks away. View more Ozone audience insight [here](#).

Looking ahead with Ozone's audiences

Reach 8m Summer Socialites with Ozone's Events & Attractions segments

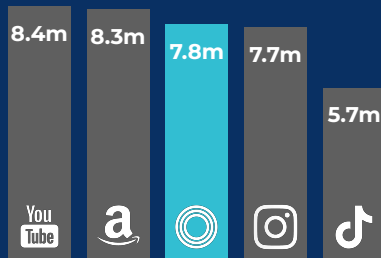
Reach



Legend

- Ozone Reach
- UK Population

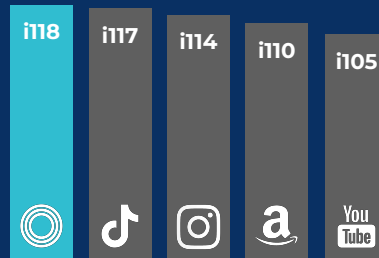
Audience Size



Legend

- Ozone
- Competitor Platforms

Audience Affinity



Legend

- Ozone
- Competitor Platforms

CATCH ALL THE
BUZZ WITH OZONE'S
SUMMER SOCIALITES

Leverage Ozone's strong affinity with broad and highly engaged **Events & Attractions** audiences – and the power of our platform scale – to connect with Summer Socialites.

Align your messaging and targeting with the season's major cultural moments, like the Women's Rugby World Cup, Edinburgh Fringe and Reading & Leeds Festival, to maximise impact throughout August into September.

DIARY DATES

