



# Reading THE NATION

18 AUG – 24 AUG, 2025



# Brits celebrate the unofficial end of summer

Property

Shopping

Personal Finance

Film

Healthy Living

Music & Audio

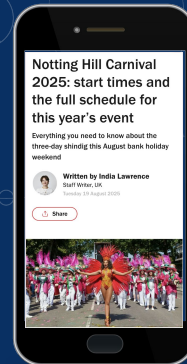
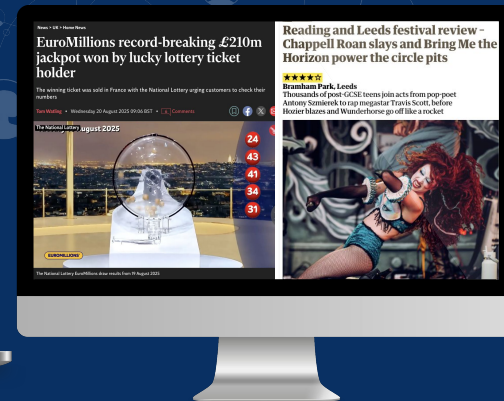
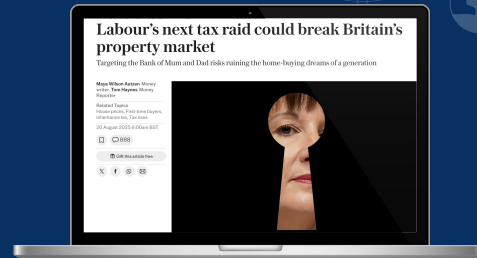
Business & Finance

Home & Garden

News & Politics

Events & Attractions

PAGE VIEWS	WoW GROWTH
12.8m	+26%
11.0m	+25%
22.1m	+21%
16.5m	+8%
7.92m	+7%
16.0m	+6%
14.4m	+16%
12.7m	+2%
200.7m	+2%
39.8m	+11%



## TOPICAL NEWS

**Property** has shot up 26% WoW following the rumour that Rachel Reeves may implement the taxing of high value homes to help fill a 'black hole' in government financing. This has surged **Property Buying & Selling** by 69%. The **Personal Finance** category has also driven up 21% as a result, with subcategories **Personal Debt** and **Personal Taxes** uplifting 25% and 51% respectively as Brits read up on the impact these changes to tax law may have on them.

Meanwhile, **Shopping** enjoyed a powerful 25% lift after a lucky winner bagged a record breaking £210m Euromillions Jackpot. **Lottery & Scratchcards** have surged 2.2x as readers check in to see who the lucky winner was. **Ecommerce** has also shot up 71% as readers collect essentials for back to school and the start of Autumn.

Over in **Film**, Sir Ian McKellen has confirmed which characters will be returning for the eagerly awaited new Lord of the Rings film, The Search for Gollum. The news has sent fans into a frenzy, with excitement around the latest instalment in the franchise driving an 8% lift in the **Film** category engagement, while **Action & Adventure Films** leapt an impressive 89%.

## SEASONAL EVENTS

It's been a big week for **Events & Attractions**, up 11% WoW. The Late August Bank Holiday boosted **Bank Holidays** by 5.8x as readers caught up on all the events and activities taking place over the long weekend. **Alcoholic Beverages** (Food & Drink) bubbled up 20% and **BBQ & Grilling** fired up 2.1x as Brits looked to celebrate the unofficial end of summer.

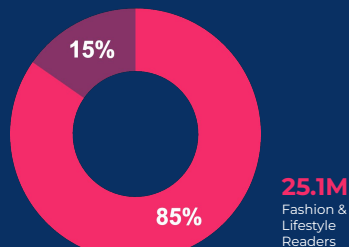
**Festival** content surged 2.4x as the iconic Reading and Leeds Festival took place over the long weekend. **Music & Audio** category saw a harmonious 6% uplift as readers tuned in to the weekends acts, with **Soft Rock** skyrocketing 4.3x and **Adult Contemporary Music** boosting 3.2x. Notting Hill Carnival, Europe's largest street party, also added to the momentum, driving **Concert & Music Event** page hits up by 12%. Coincidentally, **Body Art** (Style and Fashion) shot up 3.9x as festival goers looked for ways to spruce up their style.

GCSE results day on Thursday saw **Educational Assessment** pageviews rise by 87% as parents and students celebrated their results and sought out key information about the day. Meanwhile, parents are gearing up for the start of the new school year next week, with **Early Childhood Education** soaring 7.2x

# Looking ahead with Ozone's audiences

Reach audiences beyond the runway with Ozone Style & Fashion

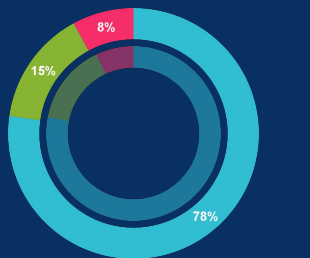
## Reach



### Legend

- Ozone Reach
- UK Population

## Device Usage

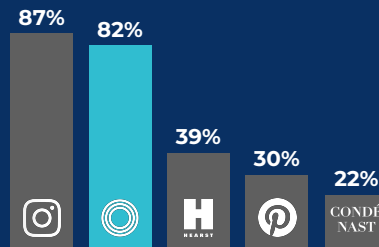


### Legend

- Style & Fashion
- Average Reader
- Mobiles
- Desktops
- Tablets

## Site Comparison

(Reach %)



### Legend

- Ozone
- Competitor Platforms

## DIARY DATES



**GEAR UP FOR FASHION WEEK WITH OZONE'S STYLE EDITORIAL**

Tap into Ozone's Style & Fashion editorial to engage highly active fashion enthusiasts during the peak of the Fashion Week period.

With intense coverage of runway shows, street style, and designer collaborations, brands have the perfect opportunity to broadcast their message far and wide. Partner with Ozone to connect with a highly motivated, inspiration seeking audiences.