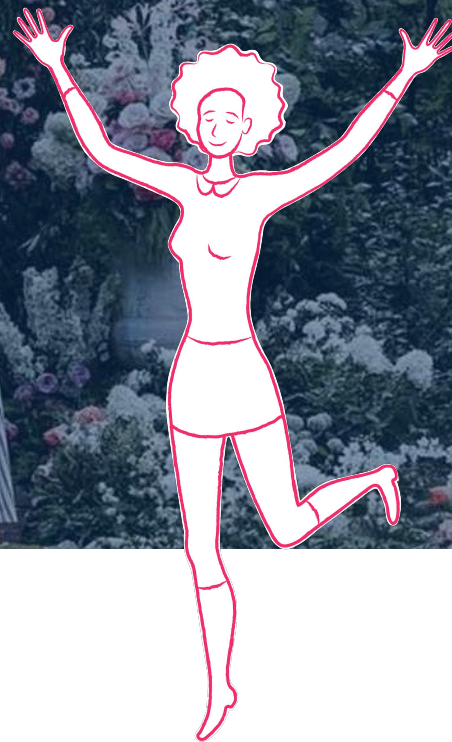


A romantic couple is shown in a lush garden. The man, wearing a dark blue shirt and light-colored trousers, is embracing the woman from behind. The woman has long blonde hair and is wearing a striped dress. They are standing in front of a large, arched trellis covered in climbing roses in shades of pink, red, and white. The background is filled with dense green foliage and more flowers.

Reading THE NATION

25 AUG – 31 AUG, 2025



Sport heats up as readers 'lock in' for colder months

Sport

Arts & Culture

Healthy Living

Business & Finance

Automotive

Film

Tech & Computing

Style & Fashion

Medical Health

Hobbies & Interests

	PAGE VIEWS	WoW GROWTH
Sport	94.1m	+21%
Arts & Culture	5.8m	+19%
Healthy Living	9.3m	+18%
Business & Finance	52.7m	+16%
Automotive	11.8m	+12%
Film	18.1m	+9%
Tech & Computing	27.2m	+9%
Style & Fashion	19.7m	+9%
Medical Health	104.0m	+8%
Hobbies & Interests	11.5m	+6%

94.1m

+21%

5.8m

+19%

9.3m

+18%

52.7m

+16%

11.8m

+12%

18.1m

+9%

27.2m

+9%

19.7m

+9%

104.0m

+8%

11.5m

+6%

TOPICAL NEWS

As the weather cools, **Sport** is heating back up, showing a 21% week-on-week uplift as Brits get ready to cheer on their favourite teams. **Football** in particular is enjoying a surge, with content up 20% ahead of today's Premier League transfer deadline as fans follow the final big-money moves. Momentum has been fuelled further by the Champions League group stage draw, which confirmed the fixtures for all six English clubs and set the stage for some eagerly anticipated clashes.

In other sporting news, the US Open has stepped into its final week. **Tennis** page views have shot up a smashing 2x as fans rally behind their favourite players, keeping pace with every serve and swing.

American Football has also surged 87% after player Travis Kelce and his popstar beau, Taylor Swift, announced their engagement earlier this week, sending Swifties into a frenzy and boosting **Celebrity Relationships** (Pop Culture) by 11% and **Contemporary Chart Music** by 8%.

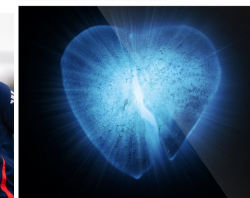
Elsewhere, the UK Parliament has returned after its summer recess, coming back to some disgruntlement as Brits read up on speculation over new tax laws ahead of the Autumn Budget in October, boosting **Business & Finance** by 16%, and the **Economy** topic by 41%. Similarly, **Saving and Financial Assistance** (Personal Finance) have uplifted 2.1x and 9% respectively.

LIVE Transfer deadline day: Aston Villa poised to sign Sancho, Jackson to Bayern back on



Exercise and therapy can mend a broken heart, study suggests

Takotsubo syndrome can lead to heart failure and early death. But doctors now believe it can be treated



DON'T FALL! Seven reasons your autumn wardrobe makes you look lower class, according to our fashion expert

A once-loved Topshop favourite is making a comeback - but should you really be buying it?

Kate Rabone
Published 9:45 1 Sep 2021 | Updated 9:45 1 Sep 2021



WIND, rain and chilly temperatures - there's a lot to keep in mind when

SEASONAL EVENTS

The unofficial start of Autumn has caused a stir on social media as users prepare for what has been coined 'The Great Lock-in 2025', a viral trend proposing you 'lock-in' on your new year goals over the colder months. This viral trend has made its way across publisher sites, boosting **Healthy Living** content by 18% as audiences catch up on how they can 'lock in'. **Running & Jogging** has paced up 2.2x, **Fitness & Exercise** has boosted 41% and **Weight Loss** 16%.

The colder months have lifted **Style & Fashion** content 9% as readers explore new trends to refresh wardrobes. **Men's Accessories** jumped 3x, **Women's Accessories** 2.1x, while **Men's Fashion** rose 32% and **Women's Fashion** 15%.

September also marks the renewal of car registrations, fueling 12% growth for **Automotive**, with **Auto Insurance** zooming ahead by 5.2x, and **Auto Type** supercharging 50%.

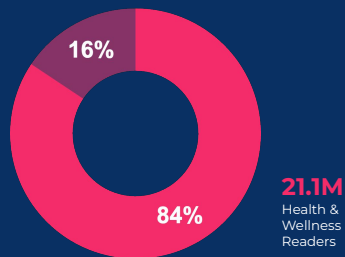
Meanwhile, **Tech & Computing** has surged up an electric 9% ahead of Apple's eagerly awaited September event. As a result, **Smartphone** page views are up 2.8x and **Consumer Electronics** 57% as users check out details of the new tech releases.

Finally, **Hobbies & Interests** has also uplifted 6% as Brits prepare cozy activities for colder evenings in. **Arts & crafts** has bloomed 38%, and **Pottery** had spun up a whopping 5.5x growth week on week

Looking ahead with Ozone's audiences

Reach readers levelling up their personal growth journey's in H2 2025

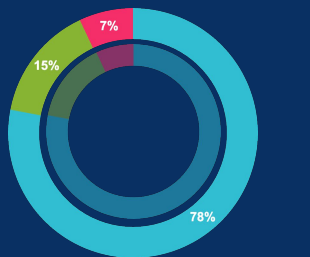
Reach



Legend

- Ozone Reach
- UK Population

Device Usage

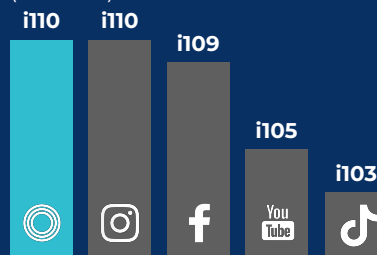


Legend

- Health & Wellness
- Average Reader
- Mobiles
- Desktops
- Tablets

Site Comparison

(Reach %)



Legend

- Ozone
- Competitor Platforms

DIARY DATES

100 Days to Christmas
September 16

Autumn Budget
October
+13% Financial Assistance PVs growth

November
November
+2.5x Men's Health PVs growth

SEIZE THE FINAL 120 DAYS OF 2025 WITH OZONE

Harness the momentum of the viral Great Lock-In 2025 to engage highly driven, goal-oriented individuals in the year's final stretch.

The "New Year, New Me" mindset has landed earlier than ever. Brands can capitalise on spikes in editorial around careers, health, well-being, fitness, and self-improvement. The Great Lock-In offers an action-inspiring platform, amplify your message, and connect with an ambitious audience eager to commit, grow, and level up before the year ends.