



Reading THE NATION

7 SEPT – 14 SEPT, 2025



Audiences start the festive prep as we approach 100 days to Christmas

Education

7.1m

+28%

Business & Finance

60.1m

+27%

Shopping

7.9m

+16%

Pop Culture

98.8m

+10%

Books & Literature

4.4m

+6%

Food & Drink

51.5m

+5%

News & Politics

216.6m

0%

Events & Attractions

41.9m

0%

Arts & Culture

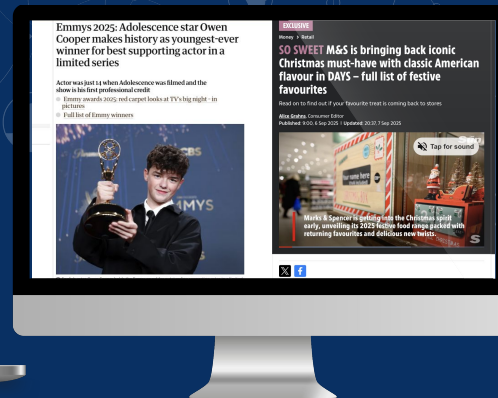
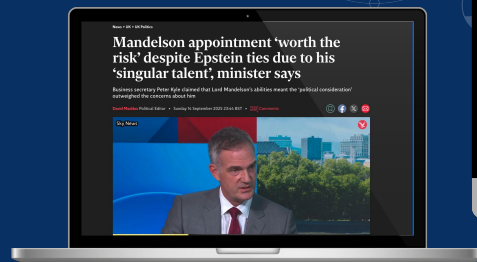
4.8m

0%

Hobbies & Interests

10.5m

0%



TOPICAL NEWS

A week after Angela Rayner's resignation, Lord Mandelson, the UK Ambassador to the US, has been sacked following revelations about his past friendships. These changes to senior government have seen **Politics** boost 10%, with **Foreign Policy** up 2.3x, as Brits read up on what these changes mean.

Last week's London tube strikes caused chaos for commuters across the capital. Following these strikes, the **Unions** page views continue to rise, up 28%.

In entertainment news, the 77th Emmy Awards lit up the stage last night. The biggest spotlight fell on Netflix's smash hit *Adolescence*, which swept multiple categories. Among its wins was a history-making moment for Owen Cooper, who became the youngest male Emmy winner ever. Interest in the ceremony has surged, with readership for **Award Show** content rising 2.2x as audiences rushed to see whether their favourite stars and series took home the gold.

It's been a heavy week of hard news in the US and the UK following the shooting of American political activist Charlie Kirk on Wednesday, and the nationalist 'Unite the UK' rally, which took place in London on Saturday.

SEASONAL EVENTS

Tomorrow marks 100 days to Christmas, and audiences across the Ozone platform are starting to feel it! Engagement with the **Shopping** category has seen a 16% week-on-week boost, and **Christmas Shopping** content has seen a festive 2.5x page view surge as Brits catch up on this year's top gifts for the months ahead.

The end of summer is being felt around the nation, and as a new season of clothing enters the market, end-of-summer sales are lighting up the space, with **Sales & Promotions** skyrocketing a savvy 54%.

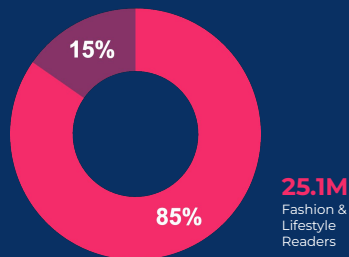
Food & Drink has risen 5% as supermarkets and grocers unveil their eagerly awaited Christmas ranges. With colder months drawing in and Bake Off back on the telly, Brits are preparing to cosy up indoors. **Desserts & Baking** has surged by 21% as a result. For many, the coming weeks are a chance to lock in healthy habits before the Christmas indulgence, making **Healthy Cooking & Eating** more of a priority, with interest climbing 2.6x as Brits reset after a summer of excess.

Over in **Education**, university students are preparing to go back to school as the start of the autumn term nears. **University Life** has surged 9.6x and **University Education** 2.4x as parents and students read up on what to expect in the new school year.

Looking ahead with Ozone's audiences

Reach audiences beyond the runway with Ozone Style & Fashion

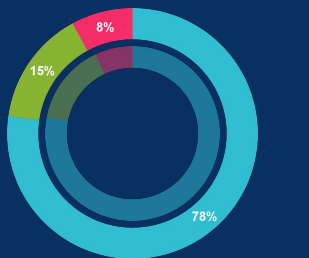
Reach



Legend

- Ozone Reach
- UK Population

Device Usage

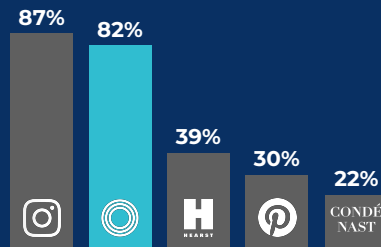


Legend

- 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.

Dial up your reach to fashion fanatics with Ozone

Reach **22m Fashionistas** in the build up to LDN Fashion Week

21.4m
**STYLE &
FASHION**
users

11.1m
**CELEBRITY
STYLE**
users

8.5m
**FASHION
EVENTS**
users

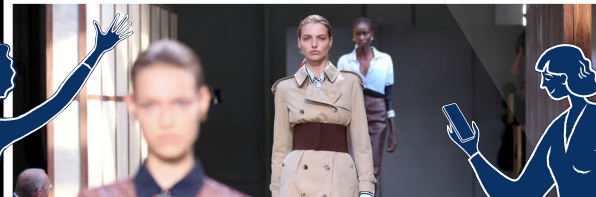
London Fashion Week's second event of the year brings new season styles and high-fashion trends to fashion enthusiasts across the country. As Style & Fashion is a key category across our publishers, brands and buyers can reach 22m Fashionistas with Ozone this month.

OZONE'S CONSUMER TECH INSIGHT

- September's London Fashion Week drove a significant surge in **Fashion Events** content, with page views more than three times higher month-on-month.
- Last year, the event boosted **Style & Fashion** engagement, primarily in **Fashion Trends**, **Women's Fashion**, **Men's Fashion** and **Beauty** content. You can also expect related interest in **Celebrity Style** content from the **Pop Culture** category, which saw a 2.1x boost in weekly page views during last year's event.

London Fashion Week September
2025 schedule – plus what you
need to know

The second London Fashion Week of the year kicks off later this month



Why buy with Ozone?

- Single point of access to premium, high attention, multi-publisher inventory
- Addressable, accurate, reliable and recent first-party audience segments verified by PwC. Reach audiences in the moment they are most engaged for more precise targeting
- Mitigate against duplication, wastage and overexposure for a more efficient buy
- Deploy video, display and rich media campaigns with Studiozone builds
- Self serve and activate directly from your DSP Measure beyond standard metrics with Ozone's suite of incrementality measurement tools: Studies, Attention Index, ECOzone
- Programmatic formats include:
 - Rich media (Skins; Interscrollers)
 - Online Display (High Impacts; IABs)
 - Video (Pre roll; Outstream; Video Wrap)

**CONTACT
THE TEAM**

**ACTIVATE IN OZONE
AD MANAGER**

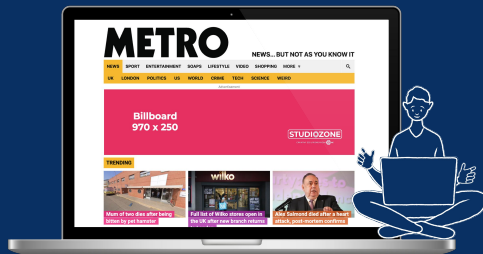
Programmatic formats



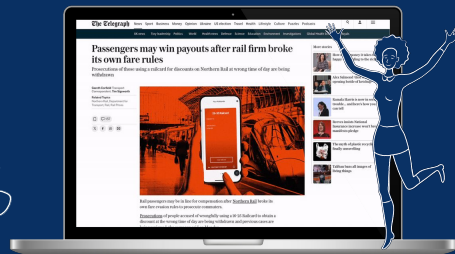
Multi Skin



Interscroller



IABs



Video Wrap