



Reading THE NATION

14 SEPT – 21 SEPT, 2025

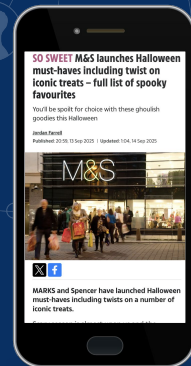
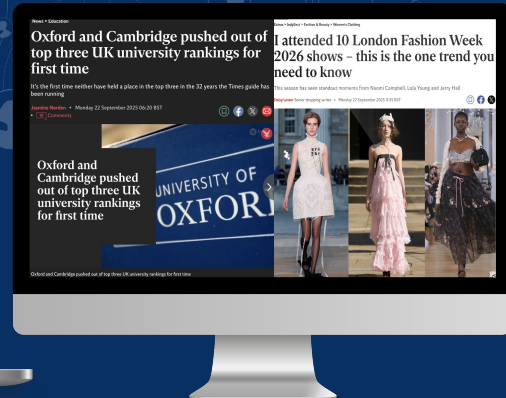
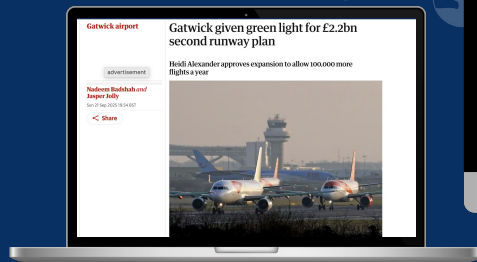




London Fashion Week takes centre stage while festive prep begins

	PAGE VIEWS	WoW GROWTH
Video Gaming	1m	+40%
Arts & Culture	6.7m	+40%
Education	8.2m	+15%
Automotive	10.6m	+13%
Healthy Living	9.5m	+6%
Movies	17.1m	+10%
Home & Garden	9.3m	+8%
Family & Relationships	77.7m	+8%
Food & Drink	54.8m	+6%
Events & Attractions	44.1m	+5%

PAGE VIEWS	WoW GROWTH
1m	+40%
6.7m	+40%
8.2m	+15%
10.6m	+13%
9.5m	+6%
17.1m	+10%
9.3m	+8%
77.7m	+8%
54.8m	+6%
44.1m	+5%



SEASONAL EVENTS

London Fashion Week enters its final day today, with runways brimming with fresh styles. **Designer Clothing** has dominated both the catwalks and the headlines, with related page views soaring an elegant 7.8x WoW. **Women's Jewellery & Watches** have also sparked, rising 3.5x, while **Women's Accessories** climbed 86%. Meanwhile, **Celebrity Style** is up 21% as readers look to what their favourite models brought to the runway.

Elsewhere, the Jewish New Year, Rosh Hashanah, runs from today through Wednesday, lifting **Religion & Spirituality** by 84% and **Religious Events** by 27%. The celebration includes symbolic meals, driving a 6% WoW boost in the **Food & Drink** category. Within this, **Desserts & Baking** and **Cooking** are up 20%, as celebrators seek out recipes to mark the occasion.

And as one celebration unfolds, another is already stirring. With Halloween just around the corner, grocery stores are unveiling their seasonal ranges, further contributing to **Food & Drink's** frightful boost as Brits hunt for the best spooky snacks. The **Party Supplies & Decorations** category is also casting its spell, climbing 2.1x as households gear up for their ghoulish gatherings.

Finally, Brits rejoice as a new season of Strictly Come Dancing takes to the floor, with **Arts & Culture** stepping up 40% WoW. Within this, subcategory **Ballet** has pirouetted 7.6x higher WoW, while **Dance** has leapt 2.8x with readers exploring the new series.

TOPICAL NEWS

The UK hosted President Donald Trump for three days last week, where he met with both Prime Minister Keir Starmer and King Charles. The King welcomed Trump to Windsor Castle for a state banquet, pushing **Heads of State** and **Foreign Policy** up by 43% and 57% respectively as Brits read up on what topics may have led their discussions.

Video Gaming has seen a 40% boost this week, driven by the excitement gathering around EA Sports 2026, which releases on consoles this week. **Simulation Video Games** have surged a massive 14.1x as a result.

Elsewhere, Gatwick airport has revealed that planning permissions for a second runway have been approved by the Transport Secretary. This news has seen **Air Travel** soar 39% and **Airports** 38% as readers catch up on what these changes could mean.

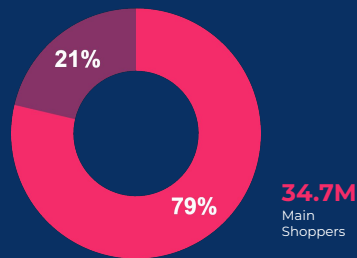
Meanwhile, the **Automotive** category is up 13% WoW, largely influenced by the recent cyber attacks on Jaguar Land Rover. The impact of the attacks have caused major supply chain issues set to cost the company millions. **Auto Parts** has surged 2.8x as factory production grinds to a halt.

Cambridge and Oxford have, for the first time, fallen out of the country's top three university rankings, fuelling a 15% WoW spike in **Education** as readers react to the surprising revelation in The Guardian's Good University Guide.

Looking ahead with Ozone's audiences

Reach main shoppers through the festive season with Ozone

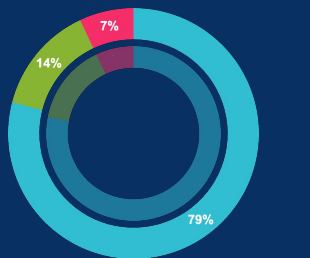
Reach



Legend

- Ozone Reach
- UK Population

Device Usage

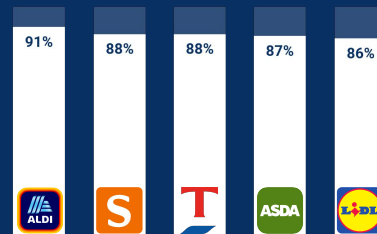


Legend

- Main Shopper
- Average Reader
- Mobiles
- Desktops
- Tablets

Site Comparison

Reach (%) of Supermarket site visitors



Legend

- Ozone
- Competitor Platforms

DIARY DATES



**FIND THE PARTY
PREPPERS WITH
OZONE'S MAIN
SHOPPER
AUDIENCES**

Tap into Ozone's editorial on food, drink, and home to engage main shoppers during the peak of the festive season.

With intense coverage of Christmas recipes, entertaining tips, and home decor trends, brands have the perfect opportunity to broadcast their message far and wide. Partner with Ozone to connect with a highly motivated, inspiration-seeking audience.