



READING  
THE NATION

21 SEPT – 28 SEPT, 2025



# A weekend of major sporting events boosts engagement

## Arts & Culture

## Food & Drink

## Books & Literature

## Automotive

## Personal Finance

## Business & Finance

## Medical Health

## Sport

## Careers

## Shopping

	PAGE VIEWS	WoW GROWTH
Arts & Culture	9.4m	+39%
Food & Drink	67.6m	+23%
Books & Literature	4.1m	+21%
Automotive	12.4m	+17%
Personal Finance	19.1m	+11%
Business & Finance	49.5m	+11%
Medical Health	100.6m	+11%
Sport	74.6m	+6%
Careers	10.3m	+5%
Shopping	7.9m	+3%

## TOPICAL NEWS

Brits are bracing themselves for the government's Autumn Budget announcement, now delayed until late November. The move has fuelled speculation and sparked concern that Labour may raise VAT. As a result, **Personal Finance** has risen 11%, with notable growth across key subcategories. **Government Support & Welfare** and **Personal Taxes** have both surged 72%, while **Consumer Banking** is up 27% and **Financial Assistance** 10%. Expected changes have also raised concerns over pension, with **Retirement** (Careers) uplifted 10% as online audiences seek clarity on the changes likely to come in the months ahead.

In other government news, it's been announced that compulsory Digital Identification cards for anyone working in the UK will be introduced by 2029. The decision has divided public opinion, driving a 4.4x surge in page views within **Information & Network Security** (Technology & Computing), as Brits explore what these ID cards could mean to them.

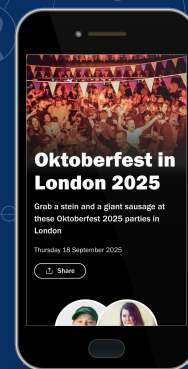
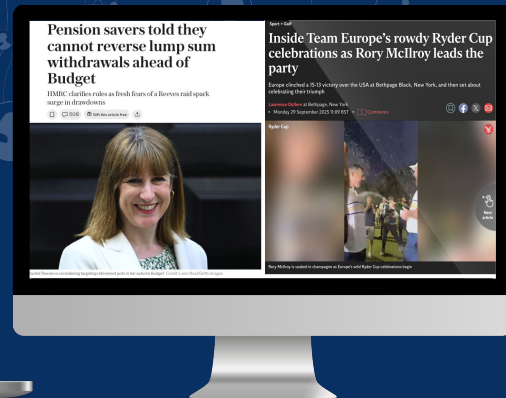
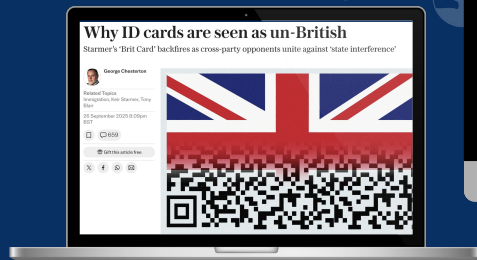
Elsewhere, chaos for British automotive manufacturer Jaguar Land Rover continues after its systems were hacked, pulling production to a stop. **Automotive** continues its trend of growth, up 17%, with **Computer Crime** surging 61% as readers watch the chaos unfold.

## SEASONAL EVENTS

Strictly Come Dancing continues to surge **Arts & Culture** content, up a rhythmic 39%, across the board with its star studded cast. **Modern Dance** has shimmied up 3.7x, **Dance** has sashayed 2.6x and **Ballet** has pirouetted 65%. Furthermore, **Reality TV** has up 31% as fans of the BBC light entertainment behemoth catch up on their favourite celebrities in this season's cast.

It's been a standout week for **Sport**, up 6% WoW on the back of major events. The Ryder Cup stole the spotlight, with Europe edging out the US after a tense final day, driving **Golf** page views up an impressive 11.3x. In rugby, the Red Roses powered past Canada in the Women's World Cup Final, lifting the trophy and pushing **Rugby** content up 9%. Elsewhere in snooker, Shaun Murphy claimed the British Open title, sparking a 3.1x rise in **Snooker** page views.

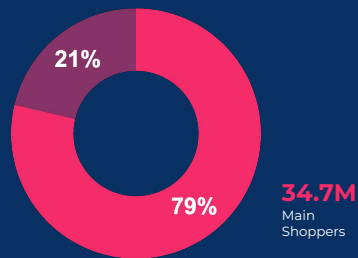
Meanwhile, **Food & Drink** has skyrocketed 23% WoW, influenced by Germany's biggest beer festival, Oktoberfest, entering its final week. Having taken the world by storm, the much-loved celebration has spilled over into the UK, where Brits have been donning lederhosen and raising steins with gusto. As a result, **Beer** page views have bubbled up 2.7x as readers search for the best German brew.



# Looking ahead with Ozone's audiences

Reach main shoppers through the festive season with Ozone

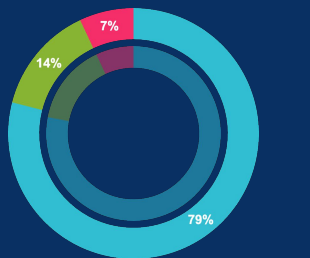
## Reach



### Legend

- Ozone Reach
- UK Population

## Device Usage

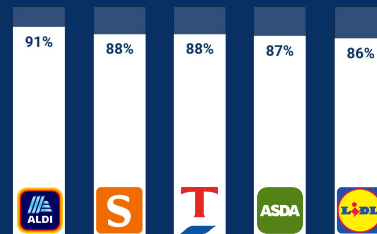


### Legend

- 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.