

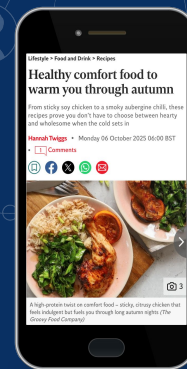


READING THE NATION

SEP 28 – OCT 5, 2025



Swift rise for Music and Pop Culture on Taylor album fever



	PAGE VIEWS	WoW GROWTH
Music & Audio	15.2m	+31%
Travel	36.6m	+21%
Careers	12.4m	+21%
Books & Literature	4.5m	+11%
Film	17.4m	+9%
Style & Fashion	16.3m	+9%
Food & Drink	73.2m	+8%
Hobbies & Interests	10.4m	+8%
Science	13.8m	+8%
Events & Attractions	41.1m	+7%

TOPICAL NEWS

Taylor Swift's twelfth album, *The Life of a Showgirl*, has topped the charts after its release on Friday, sending **Music & Audio** content soaring by 31%. **Country Music** has surged 8.6x as fans revisit her country roots, while **Contemporary Hits** has shot up by 46%. **Pop Culture** is also feeling the impact; the subsection **Humour & Satire** has increased by 55% as listeners try to decipher hidden meanings in her new songs.

Meanwhile, autumn weather has well and truly arrived, and Storm Amy made its presence felt across the UK this weekend. **Weather**-related content surged by 31x as Brits braced for high winds and heavy rainfall. The storm caused widespread travel disruption, driving a 21% week-on-week increase in **Travel** content. Notably, interest in **Railway Travel** spiked by 90%, while **Travel Type** content rose by 28%, as commuters sought updates on how the storm might impact their plans.

Elsewhere, the announcement that unemployment is at its highest since 2021 has sparked concern over the job market, skyrocketing **Careers** page views by 21%. **Unemployment** page views have soared by 5.7x, **Unions** by 2.7x, and **Contracts** by 2x as Brits read up on what these changes mean, especially with the upcoming Autumn Budget next month.

SEASONAL EVENTS

Paris Fashion Week has brought **Style & Fashion** into the spotlight (up 9%) as designers showcase their latest styles on the runway. Content including **Fashion Events** and **High Fashion** has strutted up 3x and 2.4x respectively, while **Women's Swimwear** is up a fashionable 2.2x, **Women's Outerwear** is up 60%, and **Luxury Goods** is up 40%. **Celebrity Style** has also uplifted a luxurious 2.1x as celeb spotters catch up on who wore what at this hot fashion event.

Meanwhile, the onset of 'cozy season' as the weather cools has pushed **Food & Drink** up by 8% as foodies search for warming winter recipes. **Italian Cuisine** and **World Cuisine** are both up by 11%, while **Desserts & Baking** has risen by 15% as 'Bake Off' fans test out their technical bakes and showstoppers. On a similar note, **Hobbies & Interests** has uplifted by 8% as readers embrace the wetter weather and search for indoor activities, with **Games & Puzzles** up 6% and **Workshops & Classes** up 50%.

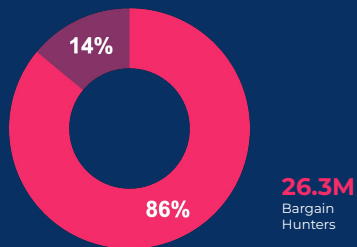
October also marks the 'literary season', with a range of literature festivals taking place across the month, such as the Henley Literary Festival, which is currently ongoing. As a result, **Books & Literature** has increased by 11% week-on-week.

Looking ahead with Ozone's audiences

Reaching Bargain Hunters through the shopping season

Reach

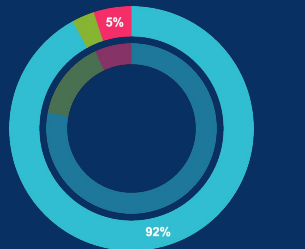
Moderate and heavy visitors of retail and commerce sites



Legend

- Ozone Reach
- UK Population

Device Usage

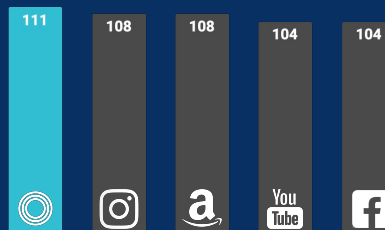


Legend

- Bargain Hunters
- Average Reader
- Mobiles
- Desktops
- Tablets

Site Comparison

Reach (%) of Supermarket site visitors



Legend

- Ozone
- Competitor Platforms

DIARY DATES



FIND THE BARGAIN HUNTERS WITH OZONE'S DEALS SHOPPING AUDIENCES

Broadcast your message to a massive, motivated audience of high-intent shoppers during peak shopping season.

Ozone's high-traffic coverage of gift guides, monthly deal roundups, and product features showcasing deals during big shopping moments, like Amazon Big Deal Days and Black Friday, connects you with savvy deal hunters actively searching for the best products and prices.