



READING THE NATION

OCT 26 – NOV 2, 2025



Hurricanes, Halloween and Half Term up engagement

Travel

Property

Pets

Film

Automotive

Pop Culture

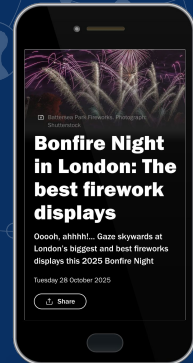
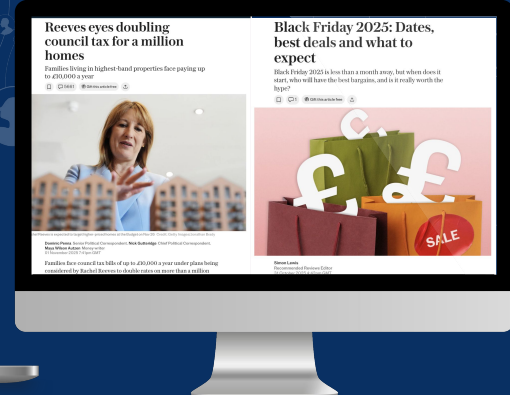
Events & Attractions

Science

News & Politics

Home & Garden

PAGE VIEWS	WoW GROWTH
53.7m	+67%
14.0m	+59%
3.6m	+34%
15.6m	+29%
11.7m	+21%
110.8m	+9%
40.8m	+8%
14.6m	+8%
209.9m	+7%
11.1m	+7%



TOPICAL NEWS

Hurricane Melissa swept across Jamaica and Cuba last week, wreaking havoc across the islands and disrupting the lives of millions. **Hurricanes** (News & Politics) rose an astonishing 15x, as online audiences followed the devastation. **Travel** disruptions were felt across the globe, with flights cancelled or diverted due to the storm. As a result, **Travel** climbed 67% WoW, with **Travel Locations** up 27% and **Travel Type** surging 94%, as audiences caught up on the chaos.

Elsewhere, Rachel Reeves is reportedly considering raising council tax on hundreds of thousands of homes in the upcoming Autumn Budget, pushing **Property**, up 59%, into the spotlight. This follows questions over her failure to apply for a required licence for one of her rental properties. Consequently, **Renting & Leasing** and **Buying & Selling** rose 2.4x and 35% respectively. With speculation around the Autumn Budget building, **News & Politics** saw a 7% WoW boost. This was further fuelled by Andrew Mountbatten Windsor being stripped of his royal titles.

Meanwhile, Ford has recalled over 200,000 vehicles due to safety issues, driving the **Automotive** category up 21% as audiences followed the development.

SEASONAL EVENTS

Halloween took place on Friday, and trick-or-treaters didn't let thunderstorms dampen their spirits as they took to the streets. **Events & Attractions** saw a spooky surge of 8%, driven by **Party Supplies & Decorations**, which jumped a ghoulish 4.2x, and **National & Civic Holidays**, up 4.2x. Engagement from the scariest night of the year echoed elsewhere too – **Costumes** rose 39% as revellers hunted for last-minute fancy dress inspo.

Engagement with **Events & Attractions** can also be attributed to half term last week, as parents sought activities for their children. **Film** (up 29% WoW) also spiked, with **Family & Children Movies** soaring 86% as families enjoyed quality time together. **Arts & Crafts** climbed a creative 24%, as parents sought ways to keep little hands busy.

We can expect engagement with the **Events & Attractions** category to remain high this week, with Bonfire Night lighting up this Wednesday and numerous firework shows taking place over the weekend.

Elsewhere, early Black Friday promotions are fuelling excitement in **Sales & Promotions**, up a huge 8.5x, as retailers and brands set their deals live.

A woman with brown hair tied back is shown in profile, smiling and looking to the right. She is holding several shopping bags. The most prominent is a large, light-brown paper bag with a black rectangular label that reads "BLACK FRIDAY" in white, bold, sans-serif capital letters. Behind it, a dark blue or black shopping bag is visible. The background is a blurred indoor setting, likely a shopping mall or store, with warm lighting and glass railings. A large, semi-transparent pink circle is overlaid on the left side of the image, containing the text.

**Ozone
connects
with 27m UK
Black Friday
shoppers**

The year's biggest shopping moment is almost here

Ozone connects brands to 27m Black Friday Deal Hunters

HUMAN CONNECTIONS AT SCALE

22m
BLACK FRIDAY
SHOPPERS
users

20m
CONSUMER
TECH &
GAMING
users

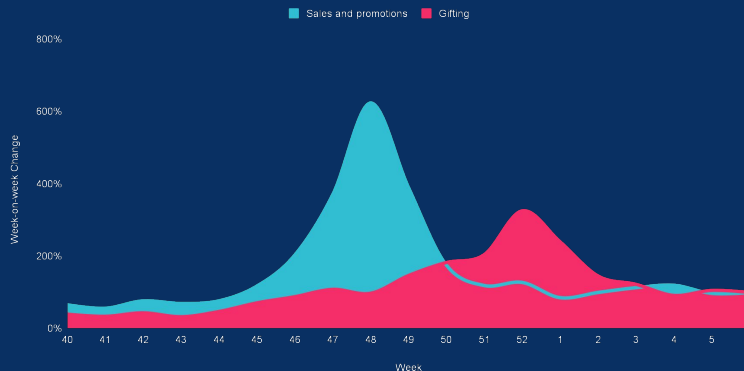
17m
FASHION &
BEAUTY
users

12m
HOME &
GARDEN
users

Audiences looking to capitalise on seasonal discounting across multiple sales categories are already growing, with **Amazon Big Deal Days** driving early interest. We expect audience growth to continue in the lead-up to and during **Black Friday** and **Cyber Monday**.

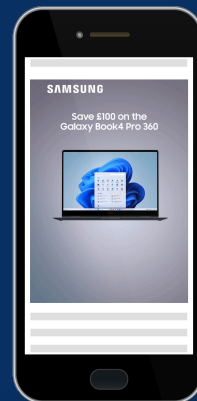
LIVING AUDIENCE INTELLIGENCE

Average Black Friday and Christmas Gifting, Sales & Promotions engagement seasonality over last five years



We typically see a sharp spike for **Sales & Promotions** during Black Friday, suggesting it's a key self-gifting moment. However, seasonal **Gifting** engagement is still prevalent and grows consistently until reaching a peak in the Christmas week.

CONTEXT RESPONSIVE CREATIVE



Deploy video, display and rich media campaigns with Studiozone builds

Rich media (Skins; Interscrollers)
Online Display (High Impacts; IABs)
Video (Pre roll; Outstream; Video Wrap)

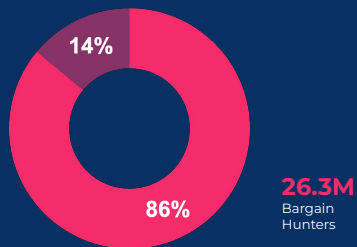
ACTIVATE IN OZONE AD MANAGER

Looking ahead with Ozone's audiences

Reaching Bargain Hunters through the shopping season

Reach

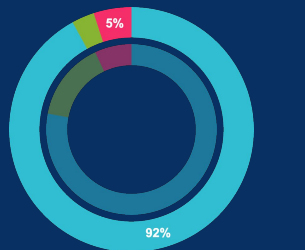
Moderate and heavy visitors of retail and commerce sites



Legend

- Ozone Reach
- UK Population

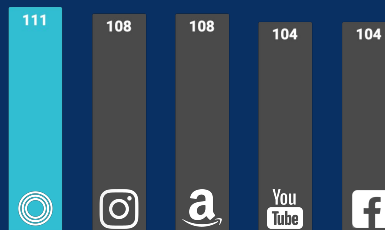
Device Usage



Legend

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

Site Comparison



Legend

- Ozone
- Competitor Platforms

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, such as Black Friday, connects you with savvy deal hunters actively searching for the best products and prices.

DIARY DATES

Black Friday

28 November 2024
2.2x week-on-week page views growth

Cyber Monday

November 2024
Wearable Tech
2.2x month-on-month page views growth

Christmas

2.5x-3.5x Gifting growth week-on-week through December 2024