



READING THE NATION

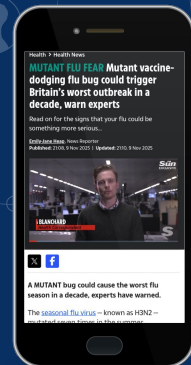
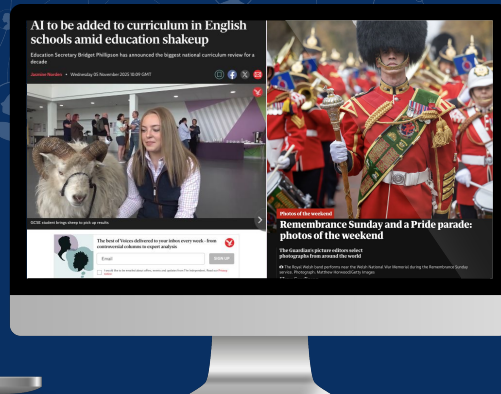
NOV 3 – NOV 9, 2025



Finance, Careers and Politics all surge ahead of Autumn budget

- Film
- Medical Health
- Automotive
- Personal Finance
- Education
- Television
- News & Politics
- Careers
- Style & Fashion
- Shopping

| | PAGE VIEWS | WoW GROWTH |
|------------------|------------|------------|
| Film | 64m | +313% |
| Medical Health | 136m | +60% |
| Automotive | 16m | +38% |
| Personal Finance | 27m | +35% |
| Education | 5m | +29% |
| Television | 51m | +28% |
| News & Politics | 254m | +21% |
| Careers | 11m | +20% |
| Style & Fashion | 16m | +13% |
| Shopping | 10m | +13% |



TOPICAL NEWS

Rachel Reeves, the Chancellor, has alluded to exploring the option of raising taxes, despite manifesto pledges from the Labour Government not to do so. Brits have turned to publishers to find out more about the potential tax raids, boosting the **Personal Finance** category by 35%, with surges in **Personal Taxes** (up 74%), **Home Financing** (up 28%) and **Retirement Planning** (up 36%).

These announcements have also contributed to growth in the **Careers** category, up 20%, with **Job Fairs** skyrocketing 2.5x and **Retirement** up 52% as audiences dig into how these changes could impact working life.

Furthermore, the Labour Government has announced reforms on education, including cutting hours spent in exams and changing learning curriculums. Parents have flocked to **Education** content (up 29%), contributing to a huge 2.9x boost in **Primary Education** content and a 69% surge in **Early Childhood Education**, as well as a 42% uplift in **Educational Assessment** page views.

Meanwhile, senior resignations in the BBC last week have contributed to a 21% uplift in **News & Politics** content.

Elsewhere, Meghan Markle's shock return to acting has contributed to a impressive 4.1x surge in **Film** page views as readers catch up on what may have sparked this decision, and details of the film itself. **World Films** and **Romance Films** have both increased twofold.

SEASONAL EVENTS

Guy Fawkes Night last week sparked increased engagement with **Outdoor Activities** (Events & Attractions), up 2.1x, as readers looked for fireworks events taking place across the country. Remembrance Sunday further contributed to this boost, as King Charles led the commemorations in London, with subsection **Historic Site & Landmarks Tours** increasing 3.9x as Brits recapped on the occasion.

In other news, Brits across the country held their breath last week as **Celebrity Traitors** came to a thrilling close, uplifting **Television** by 28% as readers caught up on the fallout of the final. **Reality TV** has seen a 40% boost, and **Special Interest TV** a 2.8x surge, further perpetuated by the announcement of the I'm a Celebrity line up. With the festive season in full swing, **Christmas TV** has jingled up 2.1x.

With the start of the festive season also comes the onset of colder, wetter weather – flu season is upon us. **Medical Health** has uplifted 60% as readers look to ways to keep healthy with subtopic **Vaccines** up 60% WoW.

And with Black Friday rapidly approaching, **Shopping** content is up 13% as many brands opt to start sales early, driving readers to **Sales & Promotions** content (up 21%) as they look for the best early deals.

Elsewhere, the Rugby Autumn Internationals are kicking up engagement for **Rugby** content, up 18% WoW, following Wales' record defeat to Argentina on Sunday.

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. To the left, a portion of a white shopping bag is seen. A large, semi-transparent pink circle is overlaid on the left side of the image, containing white text. The background is a blurred indoor setting, likely a shopping mall or store, with warm lighting and glass railings visible.

**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

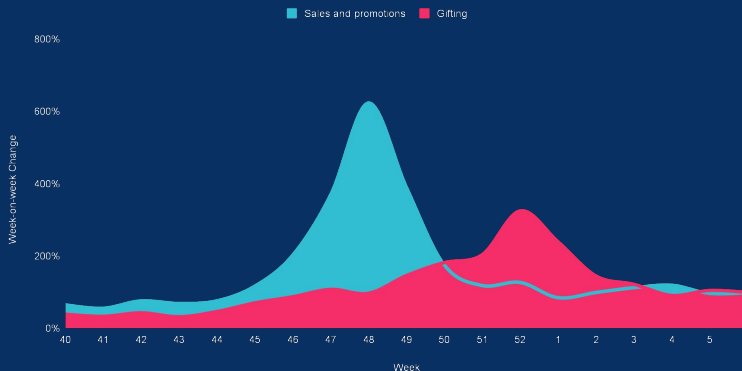
17m
FASHION & BEAUTY
users

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**.

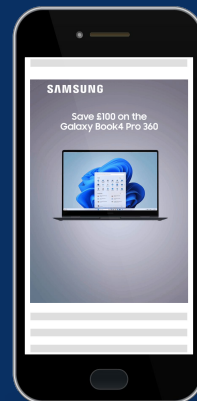
LIVING AUDIENCE INTELLIGENCE

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)

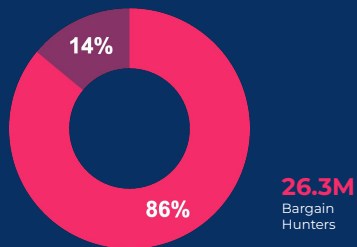
ACTIVATE IN OZONE AD MANAGER

Looking ahead with Ozone's audiences

Reaching Bargain Hunters through the shopping season

Reach

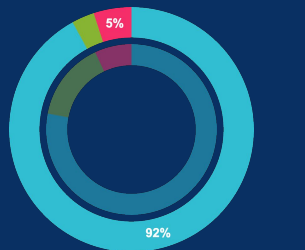
Moderate and heavy visitors of retail and commerce sites



Legend

- Ozone Reach
- UK Population

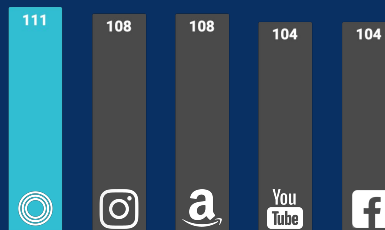
Device Usage



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