



READING
THE NATION

17 NOV – 23 NOV, 2025



Sport, celeb and men's health

TOPICAL NEWS

Gutless and self-destructive England threw away their golden opportunity



ASHES FIRES CRICKET

The return of The Ashes delivered a 3.5x rise in **Cricket** engagement as England kicked off their opening test against Australia in Perth. The promise of an England fightback was thwarted by a dominant display by the hosts.

In **Formula 1**, up 2.2x, drama at the 2025 Las Vegas Grand Prix – which was won by Max Verstappen and saw a duel disqualification for McLaren drivers Lando Norris and Oscar Piastri – means the race for the 2025 championship will go down to the wire. Expect auto racing fans to lap up coverage of the season's final two races.

LIVE: Gary Mani Mounfield of The Stone Roses dead at 63 - tributes and updates



MUSIC MOURNS MANI

Music fans mourned the passing of Gary 'Mani' Mounfield, the former bass player for seminal 1990s bands The Stone Roses and Primal Scream.

Engagement with the **Rock** and **Alternative Music** topics within the **Music & Audio** category increased 47% and 11% respectively, as musicians, critics and fans alike mourned the musician.

Speculation about the identity of UK rapper EsDeeKid – with many believing it to be Hollywood actor Timothée Chalamet – drove a 12% rise in **Hip Hop Music** page views.



SPOTLIGHT ON MEN'S HEALTH

Men's health issues have been in the news this month as Movember, the moustache-growing campaign, continues.

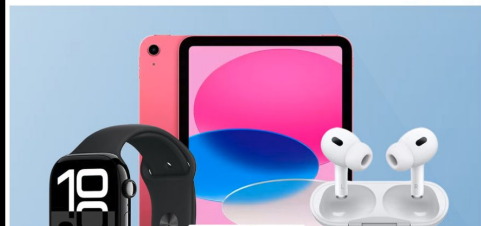
In the past week, former UK Prime Minister revealed his own prostate cancer diagnosis and has called on more targeted screening for men.

As a result, engagement with the **Prostate Cancer** topic in the **Medical Health** category increased significantly, up 12x on last week. Page views for **Men's Health** content, from the **Healthy Living** category, grew 30%

Sales, festive events and at home fun

Almost all Apple tech is reduced for Black Friday, and I've found the best deals

You can already save on everything from iPhones to MacBooks in the Black Friday sales



(3) Photograph: Jeff Eden

Best Christmas Events in London for 2025 hand picked by our editors



SEASONAL EVENTS

SALES & PROMOTIONS SURGE

Black Friday and Cyber Monday momentum continues to build, with **Sales & Promotions** up 12% and **Ecommerce** up 28%.

Engagement is shifting toward deal-seeking and gift-buying behaviours with key women's gifting categories seeing the sharpest lifts. **Women's Jewellery & Watches** surged 2x, **Women's Accessories** climbed 66%, and **Makeup & Accessories** rose 95%. These spikes highlight strong demand for beauty, fashion and luxury items as consumers get ahead on Christmas gifting and take advantage of price drops.

ARTS DANCES UP

With panto season almost upon us and the best of the festive season's culture events to look forward to next month, **Arts & Culture** engagement is climbing. Overall category page views increased by 23% week on week.

Topics including **Dance**, up by more than a third, and **Opera**, for those with more refined festive tastes, increased by 3.3x. From the Events & Attractions category, engagement with Festive Events content is on the rise. Page views increased 43% last week as planning for fun things to do during the season of goodwill continues.

AT HOME GROWTH BUILDS

Last week's cold snap boosted **Weather** page views 22% and kept UK audiences firmly indoors, driving a notable shift towards home-based, cosy activities. Some started the festive season early choosing to put up christmas trees and decorations which saw **DIY** engagement spike more than 3x and **Interior Decorating** up 7%.

In the kitchen, **Desserts & Baking** (+14%) and **Cooking** (+16%) rose as audiences leaned into comfort food and warm seasonal recipes. In December 2024, **Food & Drink** engagement boiled over month on month, rising 22%.