



**READING  
THE NATION**

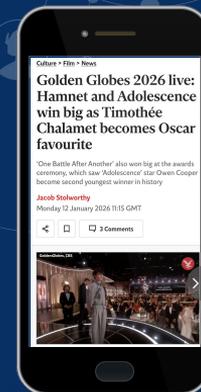
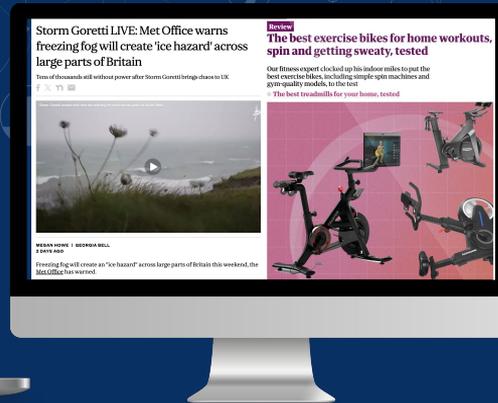
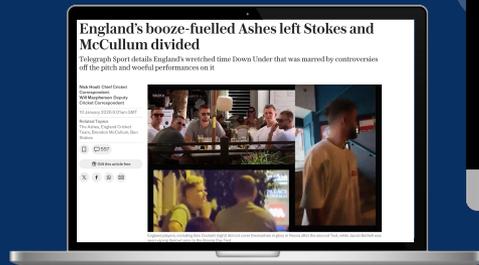
**4 Jan - 11 Jan, 2026**



# Storm Goretti whips up chaos



	PAGE VIEWS	WoW GROWTH
Education	7.3m	+48%
Pets	3.8m	+33%
Automotive	13.4m	+33%
Healthy Living	10.5m	+26%
Books & Literature	4.2m	+15%
Video Gaming	1m	+14%
Business & Finance	47.5m	+9%
Television	43.2m	+8%
News & Politics	270.9m	+5%
Science	12.6m	+5%



## TOPICAL NEWS

2026 is off to a flying start as Storm Goretti swept over the UK last week, bringing high-speed winds, snowfall and a flurry of activity in **Weather** content, which whirled it's way up by 57%. The storm caused widespread disruption, with many schools closing in their first week of the year due to snow and ice warnings, supercharging **Education** content by 48% as parents read up on closure announcements. Travel chaos was also seen, with hundreds of flights cancelled and trains delayed, seeing **Railway Travel** up 60%, **Air Travel** up 12% and **Local Public Transport** up 37%.

Meanwhile, **Automotive** content saw a healthy 33% boost as 2025 sales figures were released, highlighting record electric vehicle sales and announcing that UK car sales topped 2m as Chinese car brands boom.

Over in sport, The Ashes final test last week saw Australia win against England 4-1, dampening Brits spirits as they read up on the series, batting up **Cricket** content by 59%.

Elsewhere, the FA Cup continues to make waves as 2025 trophy winners Crystal Palace were knocked out of the cup by non-league Macclesfield, kicking up **Football** content by 49%.

## SEASONAL EVENTS

As we continue into the new year, 'January reset' content is in full swing as Brits lean into their New Year's resolutions and look towards self improvement. Brits are trading pints for pilates, with **Healthy Living** content up 26% as seasonal events such as Veganuary and Dry January continue. **Fitness & Exercise** has jumped up 27%, **Weight Loss** has increased 34% and **Wellness** has surged 98% as audiences look for tips and tricks to stay on track.

**Books & Literature** is also benefiting from the January boost, up 15%, as Brits look to work out their brains as well as their bodies, with **Science Fiction** content seeing a standout surge of 3.3x.

Continuing trends of self improvement following the festive fallout, **Personal Debt** has seen a 49% increase as Brits look to get 'financially healthy' and look to ways to offset the cost heavy month of December.

Elsewhere, the 83rd annual Golden Globes Awards took place last night, pulling **Awards Shows** content into the spotlight with a golden 2.2x uplift. **Television** also saw an 8% boost as Brits looked into the winning shows further perpetuated by BBC smash-hit *The Traitors* and the ongoing fallout of the *Stranger Things* finale.